



MERCK  
Animal Health

**MORE**  
Merck Animal Health Official Retail Expert



# Marketing Resources

Summer '23

Stay informed about our **summer seasonal** tool kit with this digital guide or visit our site at [MoreRetailPower.com](https://www.moreretailpower.com).

# Educational Resources

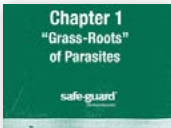
## SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.



Enjoy a sneak peek at our training modules for spring products below. We have several ways for you to offer this training to your employees, which include:



- Utilizing our training platform, [www.PartnerTraining365.com](http://www.PartnerTraining365.com).
- Downloading our modules on [MoreRetailPower.com](http://MoreRetailPower.com) to upload to your LMS.
- Downloading our Merck Minute 1-page training sheets on [MoreRetailPower.com](http://MoreRetailPower.com) to keep at your registers or in your break room.

Visit one of the above sites or contact your Merck Animal Health sales rep for more information.




## CATTLE



**1**  **SAFE-GUARD® (fenbendazole)**

**2**  **Cattle Herd Health** +  **Herd Health Merck Minute**

**3**  **3-Step Approach to Prevent Pinkeye** +  **Prevent Pinkeye in Cattle Merck Minute**



## HORSE

**1**  **Get Equine Deworming Right Training** +  **Get Equine Deworming Right Merck Minute** +  **EQUI-BITS® Merck Minute**

**2**  **Get Equine Vaccinating Right Training** +  **Get Equine Vaccinating Right Merck Minute**

Click images to learn MORE!

## DOG

**1**  **SAFE-GUARD® Canine Dosing Training** +  **SAFE-GUARD® Canine Dosing Merck Minute**

## GOAT

**1**  **SAFE-GUARD® Goat Health Training** +  **SAFE-GUARD® Goat Herd Health Merck Minute**

# Cattle Health Focus

## WHEN PASTURES ARE GREEN, CATTLE STILL NEED CARE.

Summer is when internal parasites are most active and when external parasites and the organisms they carry can cause stress and harm herd health.

## Controlling Parasites

SAFE-GUARD® (fenbendazole) features broad-spectrum activity against internal parasites. **Choose one** of several great options of form and application.

### SAFE-GUARD® (fenbendazole) PRODUCTS FOR PASTURE DEWORMING



**ENPROAL®  
Molasses Block**  
UIN: 069291  
UPC: 021784801256



**Protein Block**  
UIN: 069291  
UPC: 021784801256



**0.5%  
Dewormer  
Pellets**  
UPC: Varies by  
manufacturer  
Sizes: 1 lb. Bag,  
5 lb. Bag, 10 lb. Bag  
and 25 lb. Bag



**32SG Mineral Type  
C Medicated Feed**  
UPC: Varies by  
manufacturer



**Range Cubes**  
UPC: Varies by  
manufacturer

## Pinkeye Prevention

Pinkeye vaccinations and insecticides can help reduce stress and keep herds safe for summer. **Choose one** of two vaccine options and add ear tags and a pour-on to complete the package.

### PRODUCTS FOR PINKEYE CONTROL



**BOVILIS®  
PILIGUARD®  
PINKEYE**  
10 DOSE  
UIN: 065410  
UPC: 662858029123  
50 DOSE  
UIN: 143130  
UPC: 662858029147



**BOVILIS® 20/20  
VISION® 7  
with SPUR®**  
10 DOSE  
UIN: 069083  
UPC: 662858097023  
50 DOSE  
UIN: 069084  
UPC: 662858040593



**DOUBLE  
BARREL®  
VP Insecticide  
Ear Tags**  
UIN: 067807  
UPC: 300615004012



**ULTRA BOSS®  
Pour-on  
Insecticide**  
QUART  
UIN: 066780  
UPC: 300615030011  
GALLON  
UIN: 066745  
UPC: 300615030028



**ULTRA SABER™  
Pour-on  
Insecticide**  
900 mL  
UIN: 055427  
UPC: 300615478011  
GALLON  
UIN: 055421  
UPC: 300615478028

Don't see what  
you're looking for?



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\*See back for important safety information.

# Cattle Advertising

## PRINT



Pinkeye

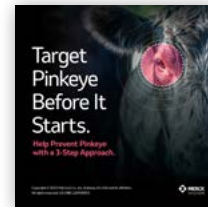


BOVILIS®

## SOCIAL

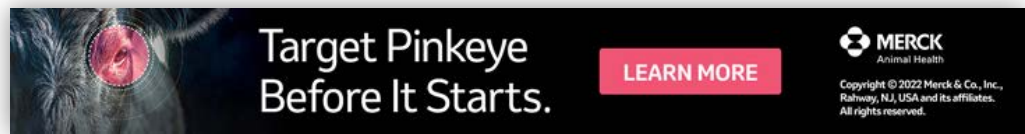


BOVILIS®



Pinkeye

## DIGITAL ADS



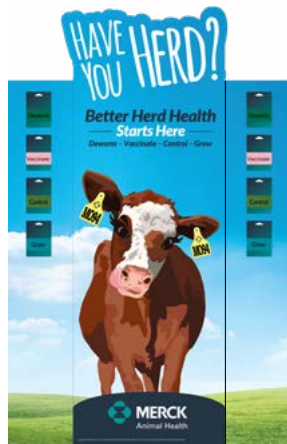
Pinkeye and BOVILIS®  
160X600, 728X90, 300X250 & 320X50

# Cattle Merchandising

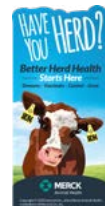
## BETTER HERD HEALTH



Mertle Tower  
RET-4411-Tower  
21" W x 66" H



Mertle with Motion  
RET-4411-Mertle Full Motion Display  
22.75" W x 9.5" D x 66" H



Mertle Wobbler  
RET-4411-Mertle Wobbler  
2.75" W x 6" H

## GET VACCINATING RIGHT



Flip Book  
US-NAL-200500007  
8.5" W x 6.5" H



BOVILIS® Cooler Door Decal  
RET-4840-BOVILIS-Cooler Door Decal  
14" W x 12" H

Click images to learn MORE!

# Horse Health Focus: Internal Parasite Control

## THESE GREAT BRANDS STAY IN-DEMAND.

SAFE-GUARD® (fenbendazole) and PANACUR® (fenbendazole) are two of the most trusted dewormer brands for horse owners. And between them, they offer many forms, sizes, and treatment options for your shoppers.

Make sure you place them on your shelves and are using the great marketing resources they come with to capture shopper's attention and promote purchases.

## PRODUCTS FOR PARASITE CONTROL



**SAFE-GUARD® (fenbendazole)**  
**92gm Paste**  
UIN: 066958  
UPC: 021784471923



**SAFE-GUARD® (fenbendazole)**  
**25gm Paste 36 tubes**  
UIN: 003468  
UPC: 21784471367



**EQUI-BITS® FENBENDAZOLE**  
**TYPE C MEDICATED FEED**  
UIN: 004681  
UPC: 021784046817



**PANACUR® (fenbendazole)**  
**POWERPAC**  
UIN: 114001  
UPC: 21784471572



**PANACUR® (fenbendazole)**  
**25 gm Paste**  
UIN: 069273  
UPC: 021784471121



Don't forget about  
our full line of  
**PRESTIGE®** vaccines



Contact your Merck Animal Health representative  
or visit [MoreRetailPower.com](http://MoreRetailPower.com) for more information.

\*See back for important safety information.

# Equine Advertising

## PRINT

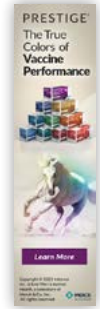


**EQUI-BITS® Pour**



**PRESTIGE® True Colors**

## DIGITAL ADS



**PRESTIGE® True Colors**

300X250, 728X90, 300X600 & 320X50

## SOCIAL



**EQUI-BITS® Pour**



**PRESTIGE® True Colors**



**EQUI-BITS® POUR**

300X250, 728X90, 300X600 & 320X50

*Don't see what you're looking for?*

**Scan for MORE**

## MERCHANDISING



**Mode of Action Shelf Kit**  
RET-4870-MOA-Kit  
Dangler: 4" W x 8.5" H  
Aisle Invader: 7.75" W x 17.5" H



**Multi-Species Powerwing**  
SG-3301-POWERWING  
L: 14.44" x W: 5.31" x H: 56.38"



**Equine Powerwing**  
EQ-SG-3387-POWERWING  
10.81" W x 6.13" D x 53.81" H



**EQUI-BITS® Dangler**  
4871-SG-EQUI-BITS  
4.75" W x 9" H



**PANACUR® POWERPAC Shelf Talker**  
US-PAN-210500001  
9" W x 3.5" H

# Dog Health Focus

## PRODUCTS FOR PARASITE CONTROL



### SAFE-GUARD® (fenbendazole) Canine Dewormer

**1 GM**

UIN: 034906

Single Box

UPC: 021784470124

Display Box (8 boxes)

UPC: 021784349062

**2 GM**

UIN: 033576

Single Box

UPC: 021784470223

Display Box (8 boxes)

UPC: 021784423052

**4 GM**

UIN: 040694

Single Box

UPC: 021784470421

Display Box (8 boxes)

UPC: 021784421652

### ACTIVYL® Protector Band for Dogs

Single Collar

UIN: 188779

UPC: 8713184157881

Display Carton (6 boxes)

UIN: 188779

UPC: 8713184157898

## SOCIAL



SAFE-GUARD®

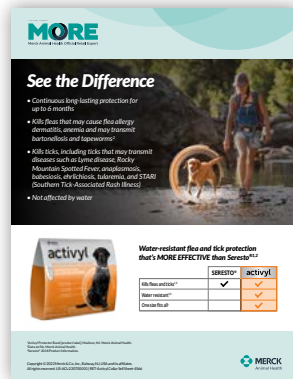


ACTIVYL®

## PRINT



Live Free Print Ad



ACTIVYL® Canine Sell Sheet

## eCOMMERCE



SAFE-GUARD®



ACTIVYL®

## DIGITAL ADS



SAFE-GUARD®



ACTIVYL®

## MERCHANDISING



### Canine Shelf Merchandiser

RET-SG-4663-CANINE-SHELF-MODULE

Specs: 12" W x 10" D x 2.75" H  
(6" H w/product)



### ACTIVYL® Clip Strip Display Kit

3974-ACTIVYL-RETAIL-MERCHANDISING-CLIPSTRIP

Specs: 4" W x 23.5" H

Click images to learn MORE!

\*See back for important safety information.

# Goat Health Focus

Today's goat industry demands a strong herd health program. Effective deworming for internal parasites, vaccinating for clostridial diseases, and controlling of external parasites combined with good management is essential for goat health.

Merck Animal Health offers a triad of products created specifically to meet the health needs of goat producers everywhere.

## PRODUCTS FOR GOAT HEALTH



### SAFE-GUARD® (fenbendazole) 125 mL Dewormer

UPC: 021784045377  
UIN: 004537

\*Goat packaging available at the end of 2023



### BOVLIS® VISION® CD-T 50 Dose

UPC: 69096  
UIN: 662858012798



### ULTRA BOSS® POUR-ON INSECTICIDE

**Quart**  
UPC: 065590  
UIN: 300615260029

**Gallon**  
UPC: 065589  
UIN: 300615260012

## DIGITAL ADS



### Better Goat Health

160x600, 300x250, 320x50, 728x90



### Dose & Done Rebate

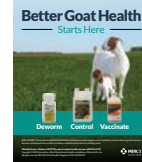
160x600, 300x250, 320x50, 728x90

## MERCHANDISE



### 125 mL Goat Shelf Label

BV-SG-Goat Tray Label  
2.95" W x 3.279" H



### Better Goat Health Dangler

RET-4529-GoatHealth-Dangler  
5" W x 9" H



### Dose & Done Wobbler

RET-SG-Goat Rebate  
5" W x 9" H

### Better Goat Health Solution Center Header

US\_SFG\_210500002 - 4058  
Powerwing Goat  
14" W x 7" D x 36" H

## SOCIAL



### Better Goat Health



### Dose & Done

\*See back for important safety information.



## \*IMPORTANT SAFETY INFORMATION

### **CATTLE**

SAFE-GUARD®: Do not use in beef calves less than 2 months old, dairy calves and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Additionally, the following meat withdrawal and milk discard times apply: Safe-Guard Paste: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 96 hours. Safe-Guard Suspension: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 48 hours.

SAFE-GUARD® ENPROAL® Type C Medicated Block: Cattle must not be slaughtered for 11 days. For use in beef cattle only.

SAFE-GUARD® 20% Protein Type C Medicated Block: Cattle must not be slaughtered for 16 days. For use in beef cattle only. Safe-Guard Type A and other medicated feed products (pellets, cubes, free-choice mineral, or free-choice liquid): Cattle must not be slaughtered for 13 days. For dairy cattle, the milk discard time is 60 hours.

RALGRO® (zeranol): A withdrawal period has not been established for preruminating calves. Do not attempt to salvage implant site for human or animal food. Implant pellets in the ear only. Do not use in bulls or in heifers - before 1 month of age or after weaning - if intended for reproduction. Do not use in dairy animals and calves to be processed for veal.

### **HORSE**

SAFE-GUARD®/PANACUR®: Consult your veterinarian for the diagnosis, treatment and control of parasitism. Do not use in horses intended for human consumption.

### **DOG**

Your dog must wear an ACTIVYL® Protector Band for 1 to 2 weeks before protective levels are established over the entire body. Maximum effectiveness may not occur for up to 3 weeks, so it's best to apply the Activyl® Protector Band at least 10-14 days before you anticipate tick and flea exposure.

SAFE-GUARD®: For animal use only. Do not use in pups younger than 6 weeks. Do not deworm a dog or puppy that is sick. Approximately 1% of dogs had vomiting associated with the use of this product. Consult your veterinarian for help in the diagnosis, treatment and control of parasitism.

### **GOAT**

Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism. Goats must not be slaughtered for food within 6 days following treatment. Because a withdrawal time in milk has not been established, do not use in lactating goats.



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