



**MORE**

Merck Animal Health Official Retail Expert

# Marketing Resources

Fall '22

Stay informed about our **fall seasonal** tool kit with this digital guide  
or visit our site at **MoreRetailPower.com**.

# Educational Resources


## SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.

Enjoy a sneak peek at our training modules for summer 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 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.

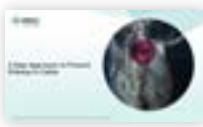
## CATTLE

**1**  
  
**SAFE-GUARD®  
(fenbendazole)**

**2**  
  
**Cattle Herd Health**

+

  
**Herd Health  
MAH Minute**

**3**  
  
**3-Step Approach  
to Prevent Pinkeye**

+

  
**Prevent Pinkeye  
in Cattle  
MAH Minute**

## HORSE

**1**  
  
**Get Equine  
Deworming Right  
Training**

+

  
**Get Equine  
Deworming Right  
MAH Minute**

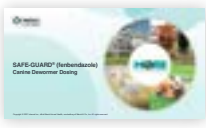
**2**  
  
**Get Vaccinating  
Right Training**

+


  
**Get Vaccinating  
Right  
MAH Minute**

Click images  
to learn **MORE!**


## DOG

**1**  
  
**SAFE-GUARD®  
Canine Dosing  
Training**


+

  
**SAFE-GUARD®  
Canine Dosing  
MAH Minute**

## GOAT

**1**  
  
**SAFE-GUARD®  
Goat Health  
Training**

+

  
**SAFE-GUARD®  
Goat Herd Health  
MAH Minute**

# Cattle Herd Health Focus

## AUTUMN IS A KEY SEASON FOR CATTLE PRODUCERS

Fall is the time to ensure cattle herds are at peak health, especially for fall calving operations

### Deworm: Internal Parasite Control

Fall deworming can greatly reduce the impact of worm burdens over the winter months and sets the foundation for the herd's performance in the spring.<sup>1</sup>

#### PRODUCTS FOR INTERNAL PARASITE CONTROL



##### SAFE-GUARD® (fenbendazole) Suspension

**LITER**  
UIN: 069293 | UPC: 021784046718  
**GALLON**  
UIN: 069292 | UPC: 021784467100  
**10 LITER**  
UIN: 149872 | UPC: 8713184153005



##### SAFE-GUARD® (fenbendazole) 0.5% Dewormer Pellets

**10 LB. BAG**  
UPC: 021784068161  
UIN: 056698  
Additional sizes available.  
UPC varies by manufacturer



##### SAFE-GUARD® (fenbendazole) Range Cubes

UPC: Varies by  
manufacturer



##### SAFE-GUARD® (fenbendazole) Paste

**92 GM SYRINGE**  
UIN: 066958  
UPC: 021784471923  
**290 GM SYRINGE**  
UIN: 145738  
UPC: 021784472296  
**290 GM DOSING KIT**  
UIN: 066951  
UPC: 021784098502

Click images  
to learn MORE!

### Vaccinate: Protect Against Respiratory Disease

Respiratory diseases are the most common and costly infections plaguing the cattle industry. Defend your herd from viral and bacterial infections with our trusted vaccines.

#### BOVILIS® RESPIRATORY VACCINES



##### BOVILIS® NASALGEN® 3-PMH

**10 DOSE**  
UIN: 178746  
UPC: 662858925517  
**50 DOSE**  
UIN: 196971  
UPC: 662858925524



##### BOVILIS® VISTA® ONCE SQ

**10 DOSE**  
UIN: 042978  
UPC: 662858905021  
**50 DOSE**  
UIN: 006340  
UPC: 662858905052

### Grow: Maximize Growth Potential

Healthy growing cattle are the key to success in any operation. Producers can maximize their cattle's weight gain by optimizing their available nutrition.

#### RALGRO® (ZERANOL) IMPLANTS FOR COW-CALF OPERATIONS



##### RALGRO®

**1x24 DOSE**  
UIN: 067089  
UPC: 5017363035728  
**10x24 DOSE**  
UIN: 067110  
UPC: 5017363035711  
**IMPLANT GUN**  
UIN: 065481  
UPC: 300615076019

<sup>1</sup>Smith, R. A., Rogers, K. C., Huse, S., Wray, M. I., Brandt, R. T., Hutcheson, J. P., Nichols, W. T., Taylor, R. F., Rains, J. R., & McCauley, C. T. (2000). Pasture deworming and (or) subsequent feedlot deworming with fenbendazole. I. Effects on grazing performance, feedlot performance and carcass traits of yearling steers. The Bovine Practitioner, 34(2), 104-114.

#### IMPORTANT SAFETY INFORMATION

SAFE-GUARD® (fenbendazole) Pellets and Range Cubes: RESIDUE WARNING: Cattle must not be slaughtered within 13 days following last treatment. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

SAFE-GUARD® (fenbendazole) Suspension: RESIDUE WARNING: Cattle must not be slaughtered within eight days following last treatment. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

SAFE-GUARD® (fenbendazole) Paste: RESIDUE WARNING: Cattle must not be slaughtered within 13 days following last treatment. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.



## Cattle Advertising

### PRINT



**BOVILIS® Print Ad**

### DIGITAL ADS



**BOVILIS®**  
300X600, 728X90, 320X250

### SOCIAL



**Mertle**



**BOVILIS®**

### REBATE



EXPIRES 12/31/2022

#### **SAFE-GUARD® (fenbendazole) Cattle Equipment Rebate**

**FREE** Paste gun with your  
purchase of two (2) 290  
gm tubes of **SAFE-GUARD®**  
(fenbendazole) Paste

**FREE** Drench kit with your  
purchase of one (1) Liter or  
Gallon of **SAFE-GUARD®**  
(fenbendazole) Suspension

## Cattle Merchandising

### BETTER HERD HEALTH



**Mertle Wobbler**  
RET-4411-Mertle Wobbler  
2.75" x 6"



**RALGRO® Shelf Display**  
US-ZEP-210600005  
12.75" wide x 12.75" long x 8.5" tall"



**RALGRO® Peg Board**  
US-ZEP-210600005-PEG  
6" x 12"

### GET VACCINATING RIGHT



**Flip Book**  
US-NAL-200500007  
8.5" x 6.5"

**Click images  
to learn MORE!**

# Horse Health Focus

## THESE GREAT BRANDS STAY IN DEMAND.

For years, horse owners have trusted our safe and effective lines of equine vaccines and dewormers for their consistent quality, effectiveness and reliability.

## Deworm: Internal Parasite Control

Deworming your horse can be easier when you can choose the delivery method that works best for you and your horse.

Fenbendazole is the only horse dewormer that comes in many forms and sizes, and is effective against the most common intestinal parasites of the horse.

### PRODUCTS FOR INTERNAL PARASITE CONTROL



**SAFE-GUARD® EQUI-BITS®**  
**Fenbendazole Type C**  
**Medicated Feed**  
UIN: 004681  
UPC: 021784046817



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

## Vaccinate: Essential Disease Protection

The PRESTIGE® line of equine vaccines delivers industry-leading technology, and the influenza-containing PRESTIGE vaccines include the most current equine influenza strains available.

### PRODUCTS FOR ESSENTIAL DISEASE PROTECTION



**PRESTIGE® 5 + WNV**  
**1 ML SYRINGE**  
UIN: 197924  
UPC: 662858966831  
**10 X 1 ML SYRINGE**  
UIN: 197924  
UPC: 662858966848  
**1 X 10 ML BOTTLE**  
UIN: 193718  
UPC: 662858966824



**PRESTIGE® 3 + WNV**  
**1 ML SYRINGE**  
UIN: 192936  
UPC: 6 62858966657  
**10 X 1 ML SYRINGE**  
UIN: 192936  
UPC: 662858966633  
**1 X 10 ML BOTTLE**  
UIN: 182299  
UPC: 662858966626

## OFFERS



**SAFE-GUARD® Consumer Coupons**  
July 1-November 30, 2022

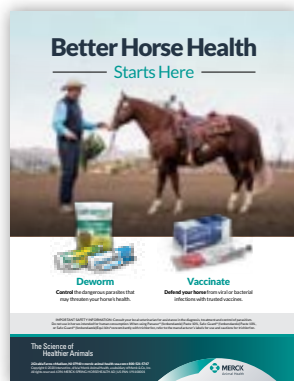
**\$3 off SAFE-GUARD® EQUI-BITS®**  
**\$5 off SAFE-GUARD® 92gm Paste**

Click images  
to learn MORE!

PANACUR® (fenbendazole) Paste: Do not use in horses intended for human consumption.  
SAFE-GUARD® (fenbendazole) Paste: Do not use in horses intended for human consumption.

# Equine Advertising

## PRINT

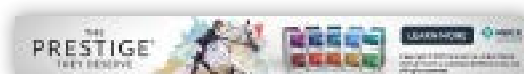
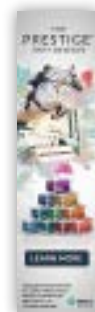


**Better Horse Health**



**PRESTIGE® Spectrum of Protection**

## DIGITAL ADS



**PRESTIGE® Spectrum of Protection**  
160X600, 728X90, & 300X250

## SOCIAL



**Better Horse Health**



**PRESTIGE® Spectrum of Protection**



**Better Horse Health**  
160X600, 728X90,  
300X250 & 320X50

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



**Scan for MORE**

## MERCHANDISING



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



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



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



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

**Click images  
to learn MORE!**

# Dog Health Focus

SAFE-GUARD® (fenbendazole) Canine Dewormer treats six species of the four major intestinal worm types common to the outdoor dog with only one compound: fenbendazole. Dog owners can treat more with less, minimizing their dog's chemical exposure.

SAFE-GUARD is safe for puppies six weeks of age or older and pregnant females as well as adult dogs of all breeds. So it's never too early — or too late — to start.

## DEWORMING PRODUCTS FOR DOGS



### SAFE-GUARD® 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

## PRINT



Live Free Print Ad



SAFE-GUARD® Canine  
Sell Sheet

## DIGITAL



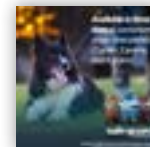
Live Free Digital Banner

## SOCIAL



Live Free Canine Social

## eCOMMERCE



Live Free eCommerce  
Images

## MERCHANDISING



### SAFE-GUARD® Canine Shelf Merchandiser

RET-SG-4663-CANINE-SHELF-MODULE

12" wide x 10" deep x 2.75" tall (6" tall w/ product)



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

3691-CANINE LIGHT POWERWING

14" wide x 25" tall x 2" deep

Don't see what  
you're looking for?



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