



 **MERCK**
Animal Health

MORE
Merck Animal Health Official Retail Expert

Marketing Resources

Spring '23

Stay informed about our **spring 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 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.
- Downloading our modules on MoreRetailPower.com to upload to your LMS.
- Downloading our Merck Minutes and 1-page training sheets on 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**


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**



Contact your Merck Animal Health representative or visit MoreRetailPower.com for more information.

Calf Health Focus

PARASITE CONTROL IS AN ONGOING BATTLE. SAFE-GUARD® (FENBENDAZOLE) IS READY.

Spring is the time to ensure cattle herds are at peak health, especially for spring calving operations.

Deworm: Internal Parasite Control

Parasites shed by cattle last season are often the source of infection for cattle this season. Cleaning up your pasture starts with deworming cattle to remove worms and stop egg shedding back onto the grass.

PRODUCTS FOR INTERNAL PARASITE CONTROL



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



SAFE-GUARD® (fenbendazole) Suspension

LITER

UIN: 069293 | UPC: 021784046718

GALLON

UIN: 069292 | UPC: 021784467100

10 LITER

UIN: 149872 | UPC: 8713184153005

Control: Protect Against External Parasites

External parasites feed on body tissues and may transmit diseases such as pinkeye and anaplasmosis to healthy animals. Protect your herd by using a variety of external parasite control products offered by Merck Animal Health.



ULTRA BOSS®

GALLON

UIN: 065589

UPC: 300615260012

QUART

UIN: 065590

UPC: 300615260029

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

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

Click images
to learn MORE!

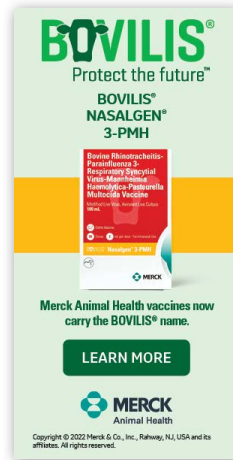
Cattle Advertising

PRINT



BOVILIS® Print Ad

DIGITAL ADS



BOVILIS®
300X250, 728X90, 300X600 & 320X50



SOCIAL



Mertle



BOVILIS®

Click images
to learn MORE!

Cattle Merchandising

BETTER HERD HEALTH



**Calf Health Solution
Center Header**
4058 POWERING
Calf Health
14" wide x 7" deep x 36" tall



BOVILIS® Cooler Side Decal
RET-4840-BOVILIS-Cooler Side Decal
Specs: 14" x 12"



Herd Health Shelf Talker Pull-Down
3614-Herd Health Shelf Talker Pull-Down
10.5" x 17.25" Extended

GET VACCINATING RIGHT



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

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" 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"

Power Up Horse Health

With Five-Day, Five-Dose Regimen of PANACUR® POWERPAC

- Contains 1.7 grams of praziquantel per dose
- Each horse can 1.25 grams of body weight*
- Administer 1.5x daily for 5 consecutive days to achieve total dose*

90% effective against

	Early Infection	Late Infection	Acute Infection
Roundworms	90	95	95
Pinworms	90	95	95
Ascarids	90	95	95

75% effective against

*See full effectiveness of product made of anthelmintic

Dog Health Focus

PRODUCTS FOR DOGS



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®

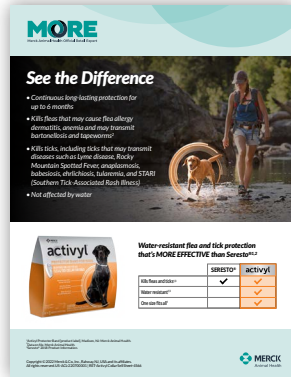


ACTIVYL®

PRINT



Live Free Print Ad

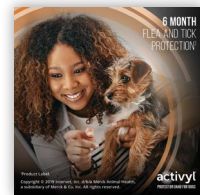


ACTIVYL® Canine Sell Sheet

eCOMMERCE



SAFE-GUARD®



ACTIVYL®

DIGITAL ADS



SAFE-GUARD®



ACTIVYL®

MERCHANDISING



Canine Shelf Merchandiser
RET-SG-4663-CANINE-SHELF-MODULE
Specs: 12" wide x 10" deep x 2.75" tall
(6" tall w/product)

Click images
to learn MORE!

*See back for important safety information.

*IMPORTANT SAFETY INFORMATION

CATTLE

SAFE-GUARD® (fenbendazole) Suspension: RESIDUE WARNING: 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.

IMPORTANT SAFETY INFORMATION: A withdrawal period has not been established for RALGRO® in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to the product label.

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.

HORSE

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

DOG

IMPORTANT SAFETY INFORMATION: 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.



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