



LONG-LASTING FLEA AND TICK CONTROL AND SO MUCH MORE.

FRONTLINE® Gold brand products were created to give veterinarians a powerful weapon against fleas and ticks. By using an innovative combination of three ingredients, FRONTLINE Gold brand products help prevent flea and tick re-infestations for 4 weeks (1 month). Regular use of FRONTLINE Gold for Dogs on your clients' dogs and FRONTLINE Gold for Cats on your clients' cats may reduce flea infestations in the home. For best results, use as part of a comprehensive flea treatment plan, which includes coordinated treatment of the home, yard and pet.

FRONTLINE Gold brand products deliver REAL VALUE for veterinarians by providing benefits for you, your staff and your clients



FOR VETERINARY STAFF

Veterinary technicians and front office staff are very important to your clients, and they are important to us, too. That's why the maker of FRONTLINE Gold is also proud to help you support your staff with:

- **Exclusive** Tech Champions Online CE available in 2017
- **MERIAL® Rewards Program**

FOR VETERINARIANS

When you choose FRONTLINE Gold, you get the power of the FRONTLINE brand, which includes:



Recognized Brand in the Category

70%

of pet owners ask their veterinarian for FRONTLINE by name¹

90%

brand awareness among pet owners² (*Highest in the Category*)

33%

of pet owners plan to purchase a FRONTLINE brand product in the future^{2*}

Exclusive Offers for Pet Owners

High value coupons

- 63% of pet owners surveyed cited an intent³ to purchase after being shown the Buy 6 Doses, Get 2 Free (or Buy 3 Doses, Get 1 Free) Offer.[†]
- **Up to \$50 in value** to the pet owners when combined with the HEARTGARD® (ivermectin) rebate.



SATISFACTION PLUS GUARANTEE™

- Our team coordinates the whole thing, so it's an added value bonus for you without any extra work.
- Subject to full terms and conditions. For complete details, visit www.FRONTLINE.com

Features **ANTI-DIVERSION TECHNOLOGY** monitored by **Pinkerton® Consulting and Investigators.**

FRONTLINE Gold brand products are only sold to veterinarians, and keeping it that way is a BIG priority for us. If any FRONTLINE Gold brand product is found being sold by a non-veterinarian, we can identify which practice we sold it to and take the appropriate steps to stop any unauthorized sales.

^{*} of pet owners expressing brand awareness.

[†] this study was conducted using a FRONTLINE Plus brand product coupon.

FOR PET OWNERS

33% of pet owners say they plan to purchase a FRONTLINE brand product in the future.^{2*}

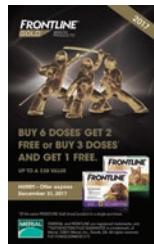
Our goal is to increase that number, and to drive them in to you to make that purchase.

Continued Efforts to Help Drive Pet Owners to Your Clinic

- CLIENT CONNECTION™ Plus Offers
- High Value Coupons
- In-Clinic Promotions
- Consumer Advertising
 - TV, Print, and Digital

High Value Dispensing Offers to Engage Pet Owners

- Only available through veterinarians



 **SATISFACTION**
Plus **GUARANTEE™**

When a pet owner purchases a Spot-On FRONTLINE brand product from you, they also receive the peace of mind provided by the **SATISFACTION PLUS GUARANTEE**.

When a pet owner...

1. Purchases at least 3 doses of a Spot-On FRONTLINE brand product from a veterinarian
2. Uses it consistently for 3 months
3. Ensures all cats and dogs in the house are treated with an appropriate FRONTLINE brand product for fleas

We're confident your clients will be satisfied with their purchase.

If they're NOT, they may be eligible for their choice of:

- A replacement product, or
- A refund, or
- A FREE home inspection and treatment, if necessary, by Terminix® or other qualified pest control company.
- Subject to full terms and conditions. For complete details, visit www.FRONTLINE.com

That's the value of FRONTLINE Gold:

an innovative product and trusted brand that delivers long-lasting flea and tick control and so much more.

¹ Data on file at Merial.

² Data on file at Merial.

³ Data on file at Merial.

* of pet owners expressing brand awareness.

Merial is now part of Boehringer Ingelheim.

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