

# WHY CHOOSE MOXICLEAR?



**Fast acting, effective  
and comprehensive  
parasite protection\***



**Easy to use,  
water-resistant  
monthly spot on\*\***



**Safe for puppies from  
7 weeks and kittens  
from 9 weeks of age**



**Provides an affordable  
solution to year-round  
protection**



**Enables improved  
profit for your business**



## FOR FURTHER INFORMATION CONTACT:

michelle.hugo@norbrook.com.au | 0409 193 637  
sean.hickling@norbrook.com.au | 0408 626 784

\*Moxiclear is for fleas, heartworm and ear mites in dogs and cats, and sarcoptes mites in dogs. Treats and controls the major gastrointestinal nematodes of dogs and cats but does not control tapeworm.

\*\*Water resistant after 2 hours

Norbrook Laboratories Australia Pty Ltd A.C.N. 080 972 596  
Unit 7, 15-21 Butler Way, Tullamarine, VIC 3043  
Free Call: 1800 665 866 or Email: [customercare@norbrook.com.au](mailto:customercare@norbrook.com.au)



Norbrook and Moxiclear are registered trademarks of Norbrook Laboratories Australia Pty Ltd. 25AU005

# DON'T LET PARASITES BECOME PART OF THE FAMILY



**Moxiclear®**  
Give your best friend the all clear

**AFFORDABLE PARASITE PROTECTION**

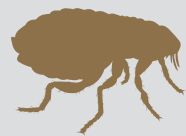


**Moxiclear provides fast acting, comprehensive and affordable parasite  
protection for your domestic pets and working dogs**





## FEATURES OF MOXICLEAR



**Stops fleas feeding in 5 minutes and kills fleas in 20 minutes**



**Prevents heartworm when given monthly**



**Controls the major gastrointestinal worms of dogs and cats, excluding tapeworm**



**Shown to eliminate 100% of sarcoptic mites after a single dose (in dogs)**



**Highly effective as a single dose for treating ear mites**



**Spot-on formulation makes application simple**



**Moxiclear can be used from 9 weeks in kittens and 7 weeks in puppies**



**Water resistant after only 2 hours**

## HOW MOXICLEAR WILL BENEFIT YOUR BUSINESS

**GREAT MARGINS PLUS PRICED COMPETITIVELY TO SUPERMARKETS AND ONLINE**

Moxiclear offers your business competitive margins that drive profit



Moxiclear's unique value proposition enables your business the ability to compete with supermarket and online sales channels



Provides an affordable option to trade up from flea only or worming only to a broader spectrum treatment, while priced below competitive products in the supermarket



## CUSTOMERS YOU SHOULD TARGET



### INCREMENTAL

**Grocery & Online**

Target shoppers who are purchasing dual channel food brands as well as shoppers who are not purchasing parasiticides from your store



### TRADE UP

**Narrow Spectrum Parasiticides**

Trade up shoppers from single flea or worming treatments to Moxiclear, an affordable step up to a broad spectrum treatment



### FREQUENCY

**Shoppers with poor monthly compliance**

Educate shoppers on the importance of monthly treatment for prevention. Prevention is much easier than treating a flea infestation



### EDUCATION

**Non-Users**

Fleas and worms can hamper animal health. Educate pet owners and non-users on the importance of monthly flea and worming treatments

## HOW MOXICLEAR WILL SUPPORT YOUR BUSINESS

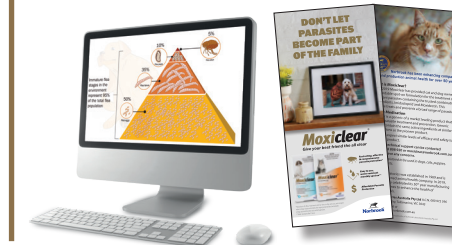
### IN-STORE POS



### PRACTICAL DISPENSING TOOLS



### COMPREHENSIVE TRAINING, INFORMATIVE CUSTOMER HANDOUTS AND VIDEOS



### READY TO USE ON LINE VIDEO AND SOCIAL MEDIA CONTENT

















































## COMPREHENSIVE 12 MONTH SUPPORT PROGRAM

### MARKETING CAMPAIGN

Moxiclear's marketing campaign will help drive awareness amongst pet owners and improve uptake of parasiticides to help domestic pets and working dogs receive affordable year round parasite protection

### SUPPORT WITH THE RIGHT MESSAGE AT THE RIGHT TIME OF THE YEAR

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
<div></div>												