

DON'T LET PARASITES BECOME PART OF THE FAMILY



Moxiclear[®]
Imidacloprid and Moxidectin

AFFORDABLE PARASITE PROTECTION



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



***Moxiclear treats and controls the gastrointestinal nematodes of dogs and cats**



Prevents heartworm when given monthly



Easy to apply monthly spot on



Effective in treatment and control of lice in dogs



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



Highly effective as a single dose for treating ear mites



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



Water resistant after only 2 hours



Treats and controls lungworm in cats

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



MOXICLEAR PROVIDES AN AFFORDABLE ALTERNATIVE TO SUPERMARKETS



COST OF ONE MONTH
Purina Total Care Heartwormer, Allwormer & Flea Control*
(Containing Selamectin):
RRP \$23.00
ie \$23.00 per dose*

COST OF THREE MONTHS MOXICLEAR TO YOUR CUSTOMER
RRP \$58.29
ie \$19.48 per dose



Moxiclear®

Affordable Parasite Protection

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

Single use 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 or 'treaters'

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 on the importance of monthly flea and worming treatments.

WHY CHOOSE MOXICLEAR?



Fast acting, effective & comprehensive parasite protection



Easy to use, water-resistant monthly spot on



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



Affordable year-round protection solution



Enables improved profit for your business

NEW POS TO SUPPORT YOUR BUSINESS



PRACTICAL DISPENSING TOOLS



COMPREHENSIVE TRAINING, INFORMATIVE CUSTOMER HANDOUTS AND VIDEOS



READY TO USE E-NEWSLETTER AND SOCIAL MEDIA CONTENT



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