

resQ - Bayer HealthCare Pet Tracking System



Direct ad series for PetParents.com



Packaging

New product launch

Mae Sims MARKETING MATERIALS

Advantage®

Fleas



K9 Advantix®

Ticks, Fleas,
Mosquitoes



Advantage Multi™

Fleas, Heartworms,
Intestinal Worms



Packaging for products

K9 Advantix®

6 mo. Supply



4 mo. Supply



New Packaging for products

Mae Sims MARKETING MATERIALS

Camp Fetch

PetParents.com
 Family Dog | Family Cat | Family Horse | Ask a Vet | Health Care Products
 SEARCH 60

Am I Pet Parent Ready?
 New Pet At Home
 Breeders
 Vets and Techs
 Pet Care Tools
 Pet Care Library
 Pet Care Partners
 Special Offers

SPECIAL OFFERS
 Need a quick fix? Click here to find out how to get your paws on a Big Tube of Advantage. And take the bite out of Fleas.

PRODUCT FINDER
 Select a Pet Family

Conditions of Use
 Privacy Statement
 Imprint

Advantage Multi for Dogs (imidacloprid + moxidectin) Topical Solution
 product info
 Warnings: Do not administer orally. Do not use the product immediately after immersion in water. Warnings: For the first 30 minutes after application, ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause adverse adverse reactions including depression, weakness, altered pupils, incoordination, vomiting and generalized muscle tremors. In severely sensitive dogs, the signs may be more severe and may include coma and death. Reduce the risk of accidental and ingestion by separating treated dogs for 30 minutes. Children should not contact application site on dogs for 48 hours after application.

Advantage Multi for Cats (imidacloprid + moxidectin) Topical Solution
 product info
 Warnings: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Avoid oral ingestion. Oral ingestion by cats may result in hypothermia, tremors, vomiting, and decreased appetite. Children should not contact application site on cats for 48 hours after application.

FREE TUBE OFFER
 GET IT

facebook

TIGERS E-MAIL VIEW ADOPT A PET FIND A VET

Free Tube Offers

The Advantage® family of products offers **MORE** protection* for **LESS**
 *Additional month(s) of protection for free.

Get 2 TUBES FREE
 when you purchase a 6-pack

advantage®
 Topical Solution

K9 advantix®

advantage multi®
 (imidacloprid + moxidectin) Topical Solution

K9advantix®
 PetParents.com
 Pet Parents Home | About K9 Advantix | All About Parasites | Fleas & Ticks | Special Offers | Pet Staff

K9 ADVANTIX
 Give your dog protection against more bugs.

GET MORE
 Get a FREE MONTH today!

PLAY MORE >

QUICK LINKS
 How it works
 Get it today
 Where to buy

View Commercial
 Let our furry friends tell you all about great Bayer Animal Health products in our television ads.

Give your dog the one that repels and kills - K9 Advantix®
 K9 Advantix® offers protection against pesky pet parasites. The formula repels and kills ticks, fleas, and mosquitoes, and keeps your dog safe.

PROMOTIONAL OFFER SEPTEMBER 1 THROUGH DECEMBER 31, 2010

GET A FREE TUBE WHEN YOU PURCHASE A 6-PACK
PLUS A FREE GIFT!*

Free gift is a reusable grooming glove.

advantage® **K9 advantix®** **advantage multi®**
 Topical Solution (imidacloprid + moxidectin) Topical Solution

Interactive & Coupons

K9 Advatix®

- Consumer Market

<http://www.youtube.com/watch?v=SygLtvh90vQ> Camp

<http://www.youtube.com/watch#!v=dpVC1NZ937E&feature=related> Show Off

- Veterinary Market

http://www.youtube.com/watch?v=P-AHfG_rT4M Repels & Kills Ticks

Advantage®

- Consumer Market

<http://www.youtube.com/watch?v=awydguxlXM8&NR=1> Rockin Robin

<http://www.youtube.com/watch?v=GZ1x-QNPk3A&NR=1> Jungle