

“Nationwide, the No. 1 reason why dog owners take their pet to a veterinary behaviorist is to manage aggressive behavior,” Meghan E. Herron, lead author of the study, said. “Our study demonstrated that many confrontational training methods, whether staring down dogs, striking them or intimidating them with physical manipulation does little to correct improper behavior and can elicit aggressive responses.”

Herron et al. **Survey of the use and outcome of confrontational and non-confrontational training methods in client-owned dogs showing undesired behaviors.** *Applied Animal Behaviour Science*, 2009; 117 (1-2)

“Absolutely, without exception, I oppose, will not recommend, and generally spend large amounts of time telling people why I oppose use of shock collars, prong collars, choke collars, and any other type of device that is rooted on an adversarial, confrontational interaction with the dog.”

~ Karen Overall, MA, VMD, PhD, Dipl. ACVB, CAAB

“Real teaching is about communication, not domination.”

~Zak George, Professional Dog Trainer, Television and YouTube personality

Domination Debunked

Science! Modern, science based training methods will work with any animal.

Change Is Afoot

Pet Industry Professionals
Just Say No!

No Pain
No Shock
No Choke
No Physical Force
**No Compulsion
Based Methods**



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The Pet Professional Guild
The Association for Force-Free Pet Professionals

www.PetProfessionalGuild.com

Train for Daily Life

Get Rid of Bowls

How Dogs Communicate

Resources:

Canine Body Language, A Photographic Guide by Brenda Aloff

The Language of Dogs by Sarah Kalnajs, a 2 CD set

Canine Behavior, A Photo Illustrated Handbook by Barbara Handelman

On Talking Terms with Dogs: Calming Signals by Turid Rugaas

Dog Decoder – Dog Body Language Smartphone App by Jill Breitner