place the PRONG, CHOKE, or E-COLLAR on your dog

ASK YOURSELF,
“What does science tell us?”

- Dogs learn through experience, just as we do.

- A study published in the Journal of Veterinary Behavior concluded, “that using aversive training methods (e.g., positive punishment and negative reinforcement) can jeopardize both the physical and mental health of dogs..” (Ziv, Gal., 2017)

- Ilana R Reisner, DVM, PhD states, “Aversive tools such as electric stimulation (shock), prong, or training (choke) collars that require pulling and jerking to work, hitting and scolding can increase anxiety and therefore increase the risk of biting; in addition, they are likely to lead to treatment failure.”

- A study published in the Journal of Veterinary Behavior concluded, “there is no credible scientific evidence to justify electronic collar use and the use of spray collars or electronic fences for dogs.” (Masson S., Nigron I. & Gaultier E., 2018)

- According to the findings of the surveys of a 140 client-owned dogs published in Applied Animal Behaviour Science, “confrontational methods applied by dog owners before their pets were presented for a behavior consultation were associated with aggressive responses in many cases.” (Herron M.E., Shofler F.S. & Reisner I.R., 2009)

- A study published by the Department of Clinical Veterinary Science, University of Bristol concluded that "High levels of punishment may thus have adverse effects upon a dog's behaviour whilst reward based training may improve a dog's subsequent ability to learn.” (Rooney N.J. & Cowan S., 2011)

- There are more effective, humane, and safe ways to train a dog.

EXPERIENCES lead to changes in the brain.
Help make your dog’s experiences POSITIVE
and CREATE OPPORTUNITIES for them to LEARN
and become CRITICAL THINKERS.