

DID YOU KNOW?

Collar choices for pets are endless. They are the perfect place to hang identification and, with a variety of colors and designs available, to make a statement. However, the aesthetics of collars is not what plagues most pets. It is how they work. If your collar works by shocking, choking, pinching, inducing pain, fear and intimidation, then you've picked the wrong collar. Through recent credible research we've learned that many of the assumptions previously made about shock, choke & prong collars are completely wrong and all three have critical flaws. All three are capable of seriously damaging your pet physically and psychologically and can even cause death.

To us, as pet owners, our dogs are not businesses or profit centers, they are beloved family members. Caring owners go to great lengths to keep their pets happy and healthy. Yet too many others exploit our pets for profit. Their primary objective is financial, not the wellbeing of our companions. We need to be wary of promotions and claims by these entities that not only mislead us but downright lie about the safety of their products and services.



This puppy was fitted with a shock collar & choke chain at a business that runs obedient classes and trains dog trainers. Does he look like a hard case to you?

Choke, prong and shock collars are as common as free advice yet many pet owners never question their barbaric appearance and purpose. It is quite remarkable that the effects of these collars are not widely understood or recognized. Few people know how physically and psychologically devastating they can be to an animal. It can hardly be considered a latent defect when shock, prong and choke collars are designed to hurt in order to work. Just the appearance of a prong collar tells you the poor soul who is forced to wear this draconian contraption is not going to feel like they're being treated with respect or dignity. As damaging as these collars are they are still sold in pet shops everywhere to anyone for any reason. Pet store employees are not paid to tell people the potential pitfalls of such devices. Why would they? It's not profitable. Pet store staff are rarely a reliable source for knowledge based information regarding the health and welfare of your pet, regardless of how they present themselves. A pet store run by a trustworthy, well intentioned proprietor would refuse to stock a good portion of pet related inventory if they truly cared about the wellbeing of pets. Young minimum wage employees who have never owned a pet are not a brain trust you want to rely on, no matter how earnest they appear. Instead when looking for advice you would be better off consulting a vet or credentialed animal behaviourist. Vets and behaviourists routinely see physical & psychological damage caused by

choke, prong & shock collars.

Empathically challenged owners and trainers will use multiple collars of the same or varying types on one dog, leaving the dog prone to numerous perils. Thank goodness the number of pet owners using these collars in relation to the inexhaustible number of dogs is low. That still leaves thousands at risk of pain and suffering. Documented scientific evidence has been piling up for decades proving that animals suffer harm and even death from these collars but still they are manufactured and promoted as a safe and humane way to control and train your pet. 'Safe' is a word often used in the product or model name to misrepresent decidedly unsafe products, planting a false impression in a buyer's mind. When all is said and done compassionate and knowledgeable owners use a flat collar for decoration and to hang ID and a harness to train and leash walk. Under NO circumstances should you ever use a choke, prong or shock collar.

Collars and harnesses should not be kept on all the time as any collar is potentially dangerous if buckles, tags and rings get caught on other dogs or furniture. Such occurrences have resulted in accidental strangulations. Dogs playing with other dogs should have their collars and harnesses removed.

We concur with the experts and always recommend harnesses over collars for walking and restraining dogs. Regardless of which product you use, an important factor often overlooked is will the product hold when a dog exerts his/her full strength? Is your collar or harness fitted with quality parts and materials that won't fail to perform? Too many tragic endings have resulted from defective, weak and poorly designed latches, buckles and snaps that came apart when the dog lunged and exerted its full muscular force. The manufacture of dog collars and harnesses has no regulations for testing or minimum standards. It is imperative that you purchase a quality item you can rely on to be sound enough to hold a driven or excited dog.

With all the potential hazards a dog can experience from any collar why would an owner use collars intended to hurt their pets?