



How People Rationalize Shock Collar Use

Rationalization echo # 4

“My trainer recommends them so they must be safe.”

This statement begs the question, who can we trust? The training industry is unregulated so anyone can declare him or herself a trainer. The fraud starts with a wealthy industry that deceptively markets their products as safe and humane. It continues with training schools robbing people by promising them they can be professional dog trainers in just six weeks. This results in unconsciously incompetent graduates equipped with shock collars and aggressive marketing skills to maximize income. What’s absent is sufficient knowledge and skill to be a qualified dog trainer. When a ‘professional’ claims they can ‘fix’ a dog fast and that the shocks won’t hurt, we want to believe them. For your dog’s sake, please don’t.