

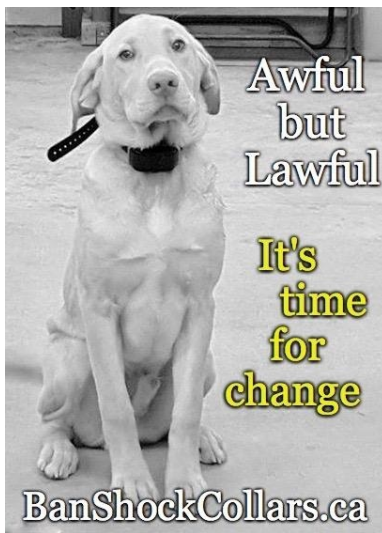
What The World Doesn't Need

It seems every two minutes a shock collar advertisement pops up somewhere. A recent press release described a new and improved shock collar. Just what the world doesn't need. The company manufacturing the new collar claim they are doing so because they discovered there are two types of shock collars, cheap ones that don't work and super expensive ones that are unaffordable. So they decided they would fill the void. What they missed in their research was that shock collars in any rendition are cruel and unnecessary. Apparently, the current [scientific evidence](#) that shocking dogs is detrimental to their mental, emotional and physical wellbeing was not considered in their decision to bring the world another shock collar.

Existing manufacturers of "cheap collars that don't work or expensive ones that are unaffordable" have never been held responsible for these deficiencies and resulting negative consequences they've caused to the millions of people who purchased their products. Tobacco, automobile and pharmaceutical companies that sell products that have harmed purchasers were made to pay compensation and the same should be true for shock collar manufacturers.

As far back as the 1980's the FDA received complaints of the harm these collars cause. The [FDA's guidance document](#) stated, "*Complaints received and later corroborated by our own testing included severe burns and possible personality adjustment injuries to the dogs.*" They concluded electric shock is hazardous to the health of the animal. It is heartbreaking to think how many dogs since that report shock collars have injured. To this day, shock collar promoters exploit naive and frustrated pet owners by selling them pain disguised as safe and effective solutions to their pet's unwanted yet often normal healthy behaviour. Trainers who use shock collars as standard training tools are notorious for their distortions and lies when describing their services as humane, safe and pain-free with no undesirable side

effects. However, when good people realize there are reliable, safe and humane alternatives readily available, they are eager to change their training methods.



The fact, grounded in science, is that animals are [sentient beings](#), just like us. It is the 21st century, yet shocking animals is still legal; a cruelty that needs to stop. As long as exploiters and lobbyists keep animals unprotected and classified as property this and other [abuses](#) will continue. Any one of us can fall prey to the morally compromised whom for profit will sell us problems disguised as solutions. The credible experts and studies are clear, there are no valid educational, ethical, economic, efficacious or safety reasons to warrant the use of electric shock collars to train our

dogs, cats and horses. - BSCC