



# Shock Collars Can't Be Justified

## EXCUSE # 10

**"YOUR DOG WON'T KNOW ITS YOU CAUSING THE PAIN  
SO YOU NEVER LOOK LIKE THE BAD GUY."**

If shocks don't hurt, why the cloak and dagger approach? Anyone who signals a dog, to do or not do something, wants the dog to know who is signaling. It's about communication and building understanding. Shock trainers will tell you they use treats & praise, along **with** shocks, claiming both are needed to produce well behaved dogs. Positive trainers use treats & praise, **without** shocks, and produce well behaved dogs. Let's ignore the myriad studies proving positive reinforcement is more effective. Furthermore, let's engage our wildest imaginations and pretend shocked dogs aren't behaving out of forced submission, but from their own eagerness to comply. So, what informational value can we derive from this comparison?

The common denominator: treats & praise.

The conclusion: shock collars are unnecessary.

The bonus: you'll never look like the bad guy.

**Please sign the petition at [BanShockCollars.ca](http://BanShockCollars.ca)**