

Force-Free Means:

No shock, no pain, no choking, no fear,
no physical force, no physical moulding,
no compulsion based methods are used
to train or care for your pet.



**Force-Free Builds
Stronger Relationships**

“Using punishment to stop behaviors is not new. Notice I say 'stop' rather than 'teach' – I can stop any behavior, but I am more interested in teaching my students, animal or human, to choose the behavior I want them to perform because they can trust me, because I do not hurt them and they are safe with me, and because the outcome is something they enjoy.”

**Dr. Soraya V. Juarbe-Diaz
DVM DACVB CAAB**

The Pet Professional Guild

was established to guarantee that clients can find help from well-schooled professionals who are committed to force-free behavioural education for pets and their people. Furthermore, this organisation seeks to act as a bridge between veterinarians, trainers and all others engaged in the team effort of providing humane education for pets and for the people who partner with them.

- Dr. Karen L. Overall

MA VMD PhD DACVB CAAB, Author of

Manual of Clinical Behavioral Medicine for Dogs and Cats

Contact Your Force-Free Professional:



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Become an Advocate



**For Force-Free
Dog Training and Pet Care**

Shock Collars, Choke Chains, Prong Collars and Other Training and Pet Care Methods Based on Force or Pain Can Cause Psychological Trauma, Behavioural Problems and Physical Injury

Science Demonstrates That the **Dominance Myth** Popularised by TV **is** Potentially Dangerous



The
American Veterinary Society
of **Animal Behavior** (AVSAB)

recommends that “veterinarians not refer clients to trainers or behavior consultants who coach and advocate dominance hierarchy theory and the subsequent confrontational training that follows from it.”

Modern, Science-Based **Force-Free** Training and Pet Care is Humane, Safe and Very Effective



“If the behavior is not readily altered using humane techniques, there is no reason to resort to risky and inhumane ones.”

- Dr. Karen L. Overall MA VMD PhD DACVB CAAB

The AVSAB also recommends that “veterinarians identify and refer clients only to trainers and behavior consultants who understand the principles of learning theory and who focus on reinforcing desirable behaviors and removing the reinforcement for undesirable behaviors.”

There is a Difference: Always Choose Training and Pet Care Professionals, Toys and Equipment Consistent with Humane, **Force-Free** Methods and Techniques



“Choke or prong collars are not recommended as they can easily injure the delicate butterfly-shaped thyroid gland that sits just below the larynx and in front of the trachea. These collars can also injure the salivary glands and salivary lymph nodes on the side of the face underneath both ears.”

Dr. Jean Dodds DVM