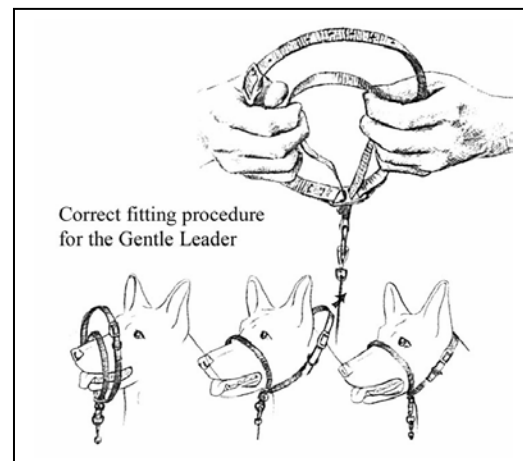


TRAINING AIDS: Gentle Leader as an alternative*

The Gentle Leader® headcollar finally offers a fast, gentle and effective way to control unwanted behaviour - without harsh methods or devices! Because it's scientifically designed to work with your dog's natural instincts, behaviour changes in minutes - not weeks!

The Gentle Leader® Behavioural Management System was developed by Dr. R. K. Anderson, and Ruth E. Foster. They came together in the early 1980's with a common interest in developing products for more effective behaviour management. Their goal was to design a product that would provide families with fast, humane, "fingertip control."

Why and how the Gentle Leader® Headcollar Works: Firstly, the Gentle Leader® headcollar is NOT a muzzle. Properly fitted, your dog is free to open his mouth to eat, drink, pant, fetch, bark and even bite - except when you close his mouth by pulling on the leash. The Gentle Leader® headcollar features two soft nylon straps - the collar portion fits high at the top of the neck, and the nose loop fits loosely and comfortably across the base of the muzzle. Each strap has a distinct and important effect. The Nose Loop - Dogs are naturally "pack" animals with a highly structured social order. One of the ways the "pack leader" will demonstrate his position is to gently but firmly grasp a subordinate's muzzle in his mouth. This is a non-aggressive but very clear signal regarding who's the boss! The Gentle Leader®'s nose loop encircles your dog's muzzle in this same manner, letting him know in his own language that you are his leader. Dogs feel more secure when they know who the leader is.



The Neck Strap - Have you noticed how puppies seem to melt in relaxation when their mother picks them up at the back of the neck? Gentle Leader® applies pressure to the back of the neck rather than the front of the throat, working with your dog's natural relaxation instinct with an amazing calming effect. Also, dogs tend to pull against pressure so the gentle pressure at the back of the neck causes the dog to pull backward, not forward. This means an end to leash-pulling forever!

Many outstanding authorities in animal behaviour, veterinary medicine, and practical obedience training (who've had the opportunity to test other styles of halter-type devices) use and recommend the Gentle Leader® headcollar as their first choice for the most effective and easy-to-use alternative to choke and prong collars.

The Gentle Leader® is available in three sizes: Small, Medium and Large and is available from all leading Pet Stores and Veterinary practitioners.