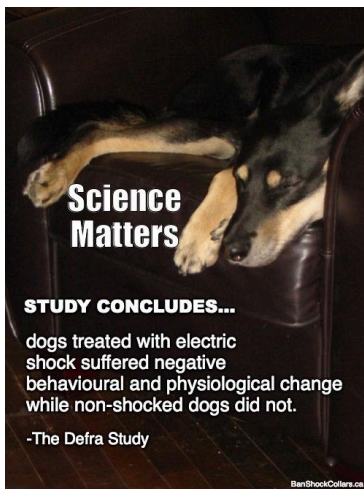




## What The World Does Not Need

To the dismay of dogs around the globe, every few minutes a shock collar advertisement pops up on the internet. A recent example, is a press release promoting a new and improved shock collar. Just what the world does not need.

The company manufacturing the new collar claims they are doing so because they discovered that there are two types of shock collars: cheap ones that don't work, and super expensive ones that are unaffordable. They pondered this and filled the void. What they missed in their research was that shock collars, in any rendition, are cruel and unnecessary. Apparently, when deciding to introduce another variation of the shock collar to the world, they ignored the [scientific evidence](#) showing that shocking dogs is detrimental to their overall wellbeing.



The manufacturers of shock collars have not taken responsibility for the harm they've caused to millions of dogs and their people. Other industries who've sold defective and harmful products such as tobacco, automobiles, and pharmaceuticals have had to pay compensation for the damages they've caused. As far back as the 1980s, the FDA received complaints regarding shock collars. An [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 have since been injured with shock collars after that Compliance Policy was issued from the FDA in June 1987. To this day, shock collar promoters continue to exploit naive and frustrated pet owners. They mislead owners with cruel lies into believing these collars solve unwanted behaviours. Some owners are even instructed by balanced trainers to shock their dogs for engaging in normal, healthy behaviours. Shocking dogs only serves to exacerbate their behaviour issues, develop new ones, inhibit learning, invoke aggression, and leave dogs and their people in despair. The most painless and humane way to train any animal is with [positive reinforcement training](#). It's kind, safe and effective. - BSCC