

# Rewards are Better than Punishment: Here's Why

Positive Reinforcement  
(+R) = Happy Pets



## SHOCK-FREE COALITION

The basic principles or laws of learning apply across all species – from tarantulas to dogs to horses to humans.

-American Veterinary Society of Animal Behavior

### More effective learning occurs with Positive Reinforcement Training

- ★ Positive Reinforcement releases brain chemicals that promote happiness and motivation
- ★ Positive Punishment releases brain chemicals that are involved in stress or danger

*"Patients (your dog) cannot have a good behavioral relationship with you if they fear you and vice versa"*

-Dr. Karen Overall

# +R = The Happy Way to Train Your Pet!



Why is +R Training the best, most effective training method yet devised by science?  
Because +R Training -

- ✓ Ensures your pet associates you with happy rewards not cruel punishments
- ✓ Boosts your pets' mental well being making them happier while creating an incredible bond with you
- ✓ Rewards your pet for 'getting it right' which is far more effective to learning than the fear of 'getting it wrong'
- ✓ Is more effective preventing problematic behaviors
- ✓ Is Scientifically based - It works with NO negative side-effects
- ✓ Means you and your pet work as a team - It's 'me AND you' not 'me VERSUS you'
- ✓ Has fantastic benefits like more cuddling, more play, better behavior
- ✓ Is Fast, easy, fun, fun, fun, for you and your pet!
- ✓ Doesn't require you to be 'great'. Your training skills increase with experience, but even a new +R trainer will enjoy the incredible results of positive reinforcement training.



*To Learn More About the Fantastic Advantages  
of Positive Reinforcement Training Visit*  
**[www.ShockFree.org](http://www.ShockFree.org)**