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

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

- Dr. Karen Overall

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
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