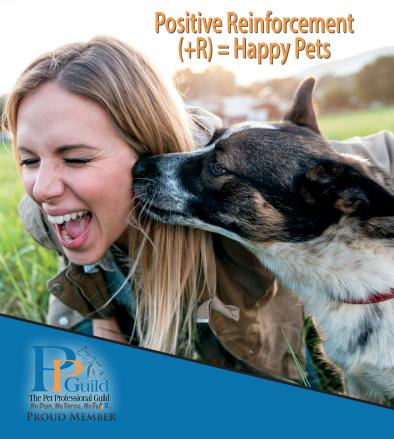
Rewards are Better than Punishment: Here's Why



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!



- 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, 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 Contact Your Pet Professional Guild Member TODAY!