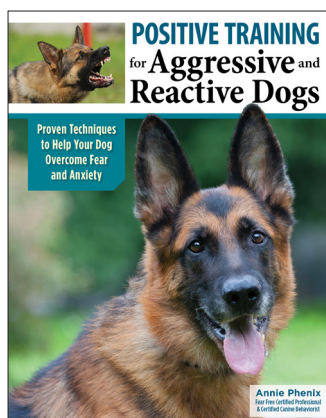


## **Modern, Fair and Effective Dog Behavior Training Outlined in a New Book by Certified Canine Behaviourist**



**Lancaster, PA**—Science has revolutionized the way we look at dog behavior. A recent study from Portugal showed dogs trained through positive reinforcement performed better at tasks whereas dogs trained through aversive techniques fared much worse and exhibited signs of stress and high cortisol levels.

Dog training protocols have been changing long before this study. In recent years, positive reinforcement training has been moving more to the forefront of standard dog training practices, replacing the old method of negative reinforcement

and positive punishment (shock collars, short leashes, scolding, etc).

Certified Canine Behaviourist Annie Phenix says, "A dog's life is short compared to our own so it's important to not waste valuable time with your best friend." Phenix is the author of *Positive Training for Aggressive and Reactive Dogs: Proven Techniques to Help Your Dog Recover from Fear and Anxiety and Enjoy Walks Calmly*.

Launching Spring 2023 from CompanionHouse, this ground-breaking book gives hope to dog owner struggling with serious canine behavior problems. It also includes interviews with world famous trainers, behaviorists and veterinarians. Recent studies indicate that as many as 75% of dog owners report they have a dog with behavior issues. Phenix's book provides modern, effective, and pain-free solutions that come at behavior problems with the dog's welfare, genetics, environment, age and health in mind.

"There is never a reason or excuse good enough to use force, fear or pain while teaching an animal and my commitment to you and your dog is that your dog can learn without resorting to using those out-dated and harmful methods. Let's work together to communicate what you need from your dog with fun, fair and effective training," says Phenix.

Phenix is a Certified Behaviourist through the Association of INTODogs, she is a Certified Fear Free Professional, a Certified Family Dog Mediator (L.E.G.S.) and a Member of the Pet Professional Guild. She has helped thousands of dog owners in understanding the "why" of their dog's undesired behavior. She teaches owners how to help their dog while also making sure the dog's needs are met.

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Let's work together to communicate what you need from your dog with fun, fair and effective training."

—ANNIE PHENIX

*Positive Training for Aggressive and Reactive Dogs: Proven Techniques to Help Your Dog Recover from Fear and Anxiety and Enjoy Walks Calmly.*

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