



No CAN Do™ Behavioral Training Kit

The Simple, Permanent Solution To Stopping Bad Behavior in Dogs!

FOR IMMEDIATE RELEASE

January 21, 2008

New Pet Product Could Save Countless Dogs from Euthanasia!

San Diego, CA, January 21, 2008— After reading the staggering statistics that the majority of dogs given up to shelters, (and often euthanized), had received no obedience training, an avid dog lover decided to do something to change those statistics. Suzanne Edwards, a San Diego business owner developed the first stand-alone, quick and easy training solution to stopping bad behavior in dogs.

“It came to me when we successfully used this technique (which we had learned from dog trainers and breeders in the past), to stop our 1 year old Alaskan Malamute from attacking our older and weaker dog to obtain alpha status. ** This technique was so effective our young Malamute was cured of his aggression almost immediately!”

** (Dogs are pack animals and have a very specific hierarchy. In each pack there is a clearly defined order as to who is first or alpha, 2nd, 3rd, etc. As with Wolves, younger, stronger dogs will challenge older dogs for alpha status).

Suzanne learned about the epidemic of dogs being abandoned and given up to shelters from recent statistics from the *National Council on Pet Population* (www.petpopulation.org). It states that over 96% of dogs given up to shelters had received no obedience training. Because most dogs do not receive any training, sadly millions of potentially great dogs are euthanized each and every year, simply because no one took the time to train them! Also, in an article in the January 2008 issue of *Pet Product News*, it states that, “Just the act of barking is considered such a annoyance to many dog owners that it is the reason many dogs are euthanized every year”!

Suzanne realized if *barking* is enough to make a dog owner want to have their pet *euthanized*, image the fate of dogs that demonstrate other bad behaviors, such as digging, chewing, jumping on people and jumping on furniture.... not to mention biting and aggressive behavior!

“I developed the *No CAN Do Behavioral Training Kit* for exactly this reason”, Said Suzanne. “Even if a dog has not been formally trained to sit, stay, heel, etc., we have found that most owners will keep a dog if they can find a solution to stopping the dog’s most annoying or destructive behavior. When I told our Veterinarian about the kit, he was thrilled. He said that the number of dogs euthanized each year because of behavioral problems is big topic of discussion at medical conferences and a major concern among Veterinarians.”

Recommended and Endorsed
by
 Veterinarians
and
Professional Dog Trainers

“This technique is based upon using “associative reinforcement” to stop the bad behavior. At the same time it is humane and very safe when used properly.” says Suzanne. “It can stop behaviors such as: barking, biting, digging, door charging, aggression, jumping on people, jumping on furniture, etc”.

Edwards goes on to say that although the kit is very effective in stopping bad behavior, it was *not* developed to take the place of formal obedience training. “In a perfect world, everyone would enroll their dogs in a training course,” says Suzanne, “But the reality is that most do not and I don’t see that it’s going to change any time soon”.

“This is not just a product to me, it is truly a mission! A mission to save as many of our canine companions as possible from the terrible fate of being abandoned or given up to shelters, or worse.. because of bad behavior dog owners don’t know how to control. Unlike wolves, which are wild and survive on their own, dogs rely on us for everything and they can not live without us, so we must take responsibility for them”.

The kit is affordable, retailing at \$39.99, and includes a comprehensive training booklet and bonus training DVD, and three deterrent containers used for the training. Suzanne also includes educational segments in the training DVD about dogs and their history about how they became man's best friend, why dogs behave the way they do and why physical punishment is the worst thing you can do and what negative long-term effects it has on a dog.

How does the No CAN Do Behavioral Training work?

Answer: Each deterrent container produces a loud, high pitched crackling sound, (similar to lightening or thunder) and is used in disciplining the dog while he is in the act of misbehaving. It works because dogs are very sensitive to and are easily startled by loud high-pitched sounds; so if the dog is startled or interrupted while he is in the act of misbehaving, he will equate or "associate" that misbehavior with a very unpleasant experience, and will attempt to avoid it in the future.

Q: Will this work on a dog even if it has had no training?

Answer: Yes, most of the time. There may be instances when this technique won't work, but if so, it is probably because the dog is a an extreme case and may need more structured, formal training. Suzanne recommends that you seek the advice of a professional dog behavioral specialist before giving up on any pet! They deserve every chance you can give them!

Suzanne also includes advice in the instructional booklet and bonus DVD, compiled from a number of professional dog trainers. Advice such as:

DON'T GET A DOG IF:

- *You are not willing to make it part of your family.* (This means, allowing the dog to live with you, in your home, not just out in the back yard).
- *You are gone a lot.* Dogs are pack animals. Leaving a dog alone for extended periods of time will only make him neurotic and unhappy.
- *You are not willing to take responsibility for his health, nutrition, and Vet bills.* There are some great pet insurance companies out there, so there is no excuse not to keep your dog healthy and happy.
- *You are not willing to train him.* Dogs are actually happier if they know their place in the household and you will be happier with a well behaved companion.
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For more information about the No CAN Do Behavioral Training Kit, please visit our website at www.nocando4dogs.com

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"In a Perfect World, Every Home Would Have a Dog, and Every Dog would have a home."

Patent Pending

No CAN Do!

Behavioral Training Kit



The Simple, Permanent Solution To Stopping Bad Behavior in Dogs!

Stop bad behavior *immediately* by using the same proven method professional dog trainers use!

Stop your dog's unwanted behavior such as:

- | | |
|---------------------------------------------|----------------------------------------------------------|
| <input checked="" type="checkbox"/> Chewing | <input checked="" type="checkbox"/> Door Charging |
| <input checked="" type="checkbox"/> Barking | <input checked="" type="checkbox"/> Aggressive Behavior |
| <input checked="" type="checkbox"/> Digging | <input checked="" type="checkbox"/> Jumping on People |
| <input checked="" type="checkbox"/> Biting | <input checked="" type="checkbox"/> Jumping on Furniture |

Bonus!
Training DVD
Included.

View of Box/Packaging
6" x 6" x 4" Deep
Total weight: 14 ounces