



At Xtra Dog® we are very conscious of our ethics, in terms of dogs and their people, please read our code of conduct.

Xtra Dog® is a dog training and online retail business which runs an online shop, Livestream and in-person events. A large focus of their courses is Tellington TTouch®.

All staff, Licensed Instructors and contractors at Xtra Dog®.

The mission is to treat every dog as a member of the family and to have a mutual respect for the dogs and the clients. Xtra Dog® is continually expanding their knowledge (CPD) to improve their skills to serve their clients and students as a valuable resource, providing the most innovative pet care possible in all aspects of what is offered at Xtra Dog®.

All Xtra Dog® staff, contractors, licensed instructors and management pledge to care for the dogs in their charge with kindness in a fair way with dignity for the animal and in keeping with the principles of Xtra Dog®.

All staff at Xtra Dog® strive to maintain up to date knowledge of management and care of dogs. Those members of the team involved with dogs will keep up to date with the latest methods of dog training. This may involve attending workshops, lectures and courses, taking on-line courses or reading books. The Xtra Dog® pledge provides the highest professional and ethical standards in any business practices and in the approach to canine care, including, but not exclusively to; handling, training, teaching and supply of equipment.

Xtra Dog® is transparent about the dog care and management techniques employed by themselves and Xtra Dog® is very happy to discuss these with clients. Xtra Dog® management, licensed instructors and staff operate a “no-harm” policy and believe in all aspects of positive and holistic management and training of dogs.

No advice offered by Xtra Dog® staff, licensed instructors or management should cause any pain or stress to dogs, it should utilise principles of how dogs learn, to help them become happy and valued members of the owner's household.

Equipment sold and used by Xtra Dog® staff, licensed instructor and contractors should adhere to the principles of kindness and members of the Xtra Dog® team selling the products should have the knowledge to offer clients advise on the use of said equipment.

It is noted that some very well-designed equipment when used incorrectly can cause

pain, distress to dogs and can have a negative effect on what the equipment is designed to do. (Please see appendix 2 on equipment)

Members of the Xtra Dog® team, licensed instructors and contractors will always present and represent themselves in a professional way assuring clients confidence in the Xtra Dog® brand.

### Training / Behaviour Team

Those members of the Xtra Dog® team including contractors and licensed instructors who are offering dog training to clients will work within the realms of their knowledge and training. They will use and promote positive reinforcement methods including but not restricted to lure and

reward, clicker, BAT, Tellington TTouch®, etc. Staff will only use appropriate methods that they are knowledgeable of or are qualified to use. Where possible clients should be shown how to use these methods so that they can continue the training between sessions.

Only those members of the Xtra Dog® team who are qualified in the Tellington® Method will make

claims of being a Tellington TTouch® Practitioner. Punitive methods may not be used by the Xtra Dog® team including contractors or licensed instructors. (See Appendix 2).

## Appendix 1

Equipment including check chains, choke chains, slip leads, non-static harnesses, pinch / prong collars, electric shock collars / e-collars and high-frequency sound devices

may not be used by any member of staff, licensed instructors or management of Xtra

Dog®. This type of equipment may not be used by students attending in-person training

courses when students bring their dogs. If students do not own suitable equipment, Xtra Dog® and their contractors and licensed instructors can loan suitable equipment for the duration of the workshop or course.

There is no definitive list as equipment is always changing, and new equipment coming out onto the market, but here are examples of equipment NOT acceptable at Xtra Dog®. They will neither promote, use or sell punitive or aversive training equipment.

Equipment listed above

Pet Correctors – emits a hiss of cold air, this device can heighten anxiety and cause other behavioural issues.

Dog Stop – emits a high-pitched sound

Remote controlled spray collars

Automatic triggered spray collars

Anti-bark collars.

These products do not get to the cause of the problem and the dog can often wonder what they are being punished for as they do not have the ability to associate the punishment with the crime as humans do. They are known to create behavioural issues rather than stopping them.

Training discs

Liquid Sprays

Loud noises, e.g. rattling cans, bottles

chains, keys for the reasons above.

Throwing items to the ground i.e. stone-

filled cans, chains

Strong smelling substances, i.e. smelling

salts, bite back etc.

## **Appendix 2**

Training methods that are not used or allowed by Xtra Dog® staff, contractors or licensed instructors.

Pinching ears, feet, toes or other parts of the dog's body

Hitting or kicking dogs,

Biting of dogs,

Alpha rolling dogs

Manhandling of dogs that causes pain or

discomfort

Hard jerks on collar or lead.

This policy has been approved & authorised by:

Name: Matt Wildman

Position: Education Director

Date: 1/1/2025