

genccon®

**SIMPLY
EFFECTIVE**



When my wife and I took over Gencon we were absolutely amazed and delighted to discover that one of our customers, Jo Croft a leading canine Behaviorist and Trainer, was so enthusiastic and convinced of the benefits of our products that she had independently written a comprehensive guide to the Gencon All-in1 and Gencon Headcollars.

We asked Jo for her permission to use her guide as we think it comprehensively describes our products and their benefits and is based on her own experiences and opinions.

We are sure that this guide will help you in the training of your dog and will enhance both the pleasure you and your pet derive from well controlled walks and exercise.

Andrew Treleaven

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About the author



Jo Croft qualified as a Veterinary Nurse with the College of Animal Welfare at the Royal Veterinary College in 1996. She went on to have 15 years Veterinary Practice experience, being the head nurse in 3 practices and studying for a Surgical Diploma. Alongside her nursing skills Jo played a key role in the setting up of behaviour clinics and managing fearful dogs requiring Veterinary treatment.

Jo has always had a keen interest in the physical and mental rehabilitation of animals and a particular interest in canine behaviour. She has also been actively involved in canine aquatherapy and in 2010 headed the rehabilitation programs at the hydrotherapy centre she ran in Hertfordshire. She was also responsible for assessing the clinical ability of all new hydrotherapy centre's prior to their membership for the Canine Hydrotherapy Association.

Jo has completed courses in canine behaviour with the Cambridge Institute of Training and Behaviour which has added to her broad spectrum of knowledge, ensuring she can objectively assess all canine behaviour problems. Her business started in 2005 as Animal Nanny and offered all aspects of behaviour advice alongside animal care and husbandry services. More recently she has focused her efforts on behaviour work solely, launching a new business name of Dogs Logic. She receives regular Veterinary referrals and recommendations.

Jo is continuing to add to her behaviour knowledge with Middlesex University, enrolling in the Masters program late 2012.

Jo is a full member of the Canine and Feline Behaviour Association and is a Master Trainer with the Guild of Dog Trainers.

Jo is very selective about the training aids she endorses and will only recommend items she has tested, and truly believes are value for money and are not gimmicks. She believes the gencon is the best head collar on the market and an essential aid in the behaviour management of many dogs.

The Gencon range

The Gencon has been specifically designed to be suitable for just about every dog. The only occasional exception may be some of our SMALL brachiocephalic (short-nosed) breeds such as the Pekinese and Pug. As the head collar requires some nasal covering these dogs with short noses may not be able to accommodate the material. This however does not apply to boxers, sharpies and mastiffs most of whom can wear the Gencon with no problem.

Its versatility means that the Gencon can be used with any breed Great Dane, Weiramaraner, German Shepherd to a Yorkshire Terrier or Westie

The equine material has been chosen to ensure maximum strength and durability whilst maintaining a kind approach to the dog. As the material is extremely soft to the touch there are no adverse skin problems associated with its correct use. The 'original' or firmer material is also available for dogs with long coats or those with particularly high energy behaviour problems. (An advisor will be happy to discuss your specific needs).

Unlike some other training leads, the action of the Gencon is such that it will not cut up under your dog's eye and is therefore very comfortable to wear once the dog has adjusted to the feel of the head collar around the face.



Is the Gencon for my dog?

The Gencon is a proven Training Aid that is particularly suitable if you struggle with any of the following

- **General lead pulling problems**
- **A dog that lunges at other dogs or people**
- **Dogs that persistently scavenge**
- **Is your dog just too strong for you**
- **A dog that is aggressive**
- **A dog that is over excitable**
- **A dog that is nervous**
- **A dog that is aggressive**



Which Gencon product do I choose?

The Gencon comes in 3 main designs:

STANDARD ALL-IN-1

This is the head collar and lead built in as one unit, with a handle at one end. The action of the lead comes from the side of the head behind the ear and is very gentle. It is designed so that it **WILL NOT** ride up under the dog's eye. It is possible to attach a 'halti link' from the underside of the fabric crossover (under the dogs chin) to the dog's collar if required.

- The allin1 is available to walk dogs on the left or right.
- Ideal for: Any dog owner.

HEADCOLLAR

The head collar on its own follows the same concept as the All- in1, it comes without the lead but has the attachment for any clip lead to be joined to it. For those dogs who have special leads as they like to chew then this may be a safer alternative to the All- in 1.

Sizing your head collar: Place a piece of tape on your dogs nose, take it round the muzzle, cross it under the chin, then take it round the back of the head (all in one piece) add approximately 3 inches to allow for ease of taking off and putting on.

- Ideal for: Any dog/owner, particularly dogs that chew their leads or who's owners like to handle a particular type of lead.

ALL-IN-1 WITH CLIP TO COLLAR

This is the same as the standard all in 1 except it comes complete with an extra clip and hook at the end of the lead. This can either be made into a handle or the clip can be attached to the dogs collar to give the owner extra security in keeping their dog safe.

- Ideal for: Difficult dogs, wriggly puppies or inexperienced owners.

STANDARD ALL-IN-1



HEADCOLLAR



ALL-IN-1 WITH CLIP TO COLLAR



Important note

Using the same material as horse reins and harnesses the Gencon is specifically designed with comfort and strength in mind. The tensile strength of the fibre is extremely high but this can be interrupted if the lead is used incorrectly or the dog is able to mouth or chew the product. Please ensure this does not occur.

A dog should never be left tied up with the lead and left unattended. Incorrect use may result in the lead being put under persistent strain resulting in rubbing through the attachment ring on a daily basis. If this occurs it may be necessary to replace it before fraying begins. If the dog has been trained to accept and walk on the Gencon correctly this should not occur.

Please do not use your Gencon if any fraying of the fibres is evident. If the Gencon has been used correctly from the start then this should not be an issue.

The dog should not get used to pulling into the Gencon and if this is the case it may be necessary to instruct the help of a Behaviourist.

How do I put the Gencon on my dog?



1 The Gencon arrives flattened within the packaging.



2 Remove and straighten out fully so that two loops are clearly visible.



3 Look for two landmarks before you begin, firstly the silver ring which will sit behind the dog's ear and secondly the crossover which will sit underneath the dog's chin.



4 Place the dog in front of you in the sit position and place the first loop (with the silver ring) over the dog's head and down on to the dog's neck.



5 Follow this by placing the second loop over the bridge of the dog's nose, the crossover should now be underneath the dog's chin.



6 Apply gentle and even pressure to both loops to ensure they fit snugly over both areas. Tighten the 'nose' loop gently and then pull the remaining length of the lead in an upwards motion to tighten high on the dog's neck, behind the ears.



7 Remember to ensure gentle, even pressure is maintained on the lead to ensure it stays secure around the dog's head. This pressure should be minimal, just enough for the dog to be aware of the contact.



8 For extra security, slide the black, plastic clip down to within an inch of the dog's ear. To do this, pinch either side of the clip towards you to release its grip before sliding.

How to use your Gencon

The gencon is designed with several factors in mind. It focuses on applying gentle pressure on two of the most sensitive areas of the dog. The muzzle and neck region are areas that a mother with use to communicate with her puppy. To carry it around she will use its 'scruff' and to play or control she will mouth their muzzle. On both counts this generally helps to achieve calm.

The timing action of the lead means that it has an immediate response to the dog's behaviour and does not rely on the owner's judgment.

The dog receives the restriction from both loops around the muzzle and back of the head whenever it pulls or lunges forward.

No individual likes to be controlled like this and if the reward of moving forwards is also removed the dog has no alternative but to come back to the owner to avoid the restriction. In doing so the restriction should be immediately removed and the walk allowed to progress. All the while the owner just has to stay calm and quiet.

It is essential that the handler does not wrap the lead around their hand but carries the handle in the right hand and uses the left hand as loose control. (visa versa for a right side lead).

It is not necessary to keep a tight hold on the dog and this will become adverse if the owner persists in doing this. Remember whatever the owner is feeling will go down the lead and be communicated to the dog so it is really important that the owner concentrates on a calm positive approach without gripping or over handling the lead.

The Gencon is straight forward to handle and apply and if the concept of gentle handling and a calm approach is adhered to, it very quickly becomes accepted by the dog and easily managed by the owner.

Just remember the system works in a figure of eight fashion and the two loops will work in harmony with each other.

Whilst it is always better to have the least amount of restriction placed on your dog, this just isn't always practical. It is much better to have a training aid that appears a little more invasive but is actually kinder and more practical, than it is to see owners yanking and pulling at their dogs standard collar doing themselves and their dog more harm than good.

Important points

For the lead to be used at its optimum level the dog should only utilise the pressure and tightening of the loops - on occasions!

The effectiveness comes from the positive and negative signs the dog gets by walking into the lead and then backing off.

You should never find yourselves in a situation where the loops are persistently tight over the dog's nose or behind its head. If this is the case then you may have a much more serious problem going on which should be addressed.

Your dog's behaviour should gradually improve with the use of the lead, not deteriorate.

I've seen many over anxious dogs who are in no frame of mind to listen to ANY training signal. These are my 'red mist' dogs - those that see the world through a haze and are being driven by a chemical reaction. If this is the case you must enlist the help of an experienced behaviourist to help you establish how to achieve calm and address the dogs triggers. The Gencon will still be of use and in actual fact will enable you to still walk your dog but these problems should not be overlooked. Just because you may get your dog physically under control it doesn't mean you have effectively dealt with its psychological issues!

Your dog's initial reaction may be to try and take the lead off, particularly by getting its front paws up over its nose. If this occurs you can try the following:

- Keep quiet, apply gentle upward pressure and as soon as the dog stops, release the pressure immediately.
- Do NOT scold your dog and ensure you administer a reward after each attempt to remove the lead has calmed.
- Do not allow your dog to remove the lead itself otherwise s/he may persist in their attempts.
- If your dog generally enjoys its walks, progress outside as quickly as possible as the outside distractions will help the dog get used to, and adjust to the new feeling around its face.
- Never yank or jerk your dog while it is wearing the Gencon. If it is necessary to get the dogs attention, just stop the walk and apply gentle upward pressure until the dog stops what it is doing and relaxes. As soon as the dog stops you MUST remove the pressure immediately. Timing is everything!

In my experience as a behaviourist

In my work as a behaviourist I experience many different dogs and owners of all shapes and sizes. While the behaviour plans indoors were being put in place the dogs still needed to have their mental and physical stimulation outside.

As some of these animals were extremely volatile, walking them on most concepts just wasn't acceptable. In this instance it was necessary to use the Gencon early in the re-training to ensure the owner could regain immediate control.

I remember one scenario where I turned up to a client who owned a 90kg mastiff who had been pulling his owner over at the first sight of another dog or object he didn't like! I wasn't too worried about handling the dog until his owner answered the door to me. He was a 6ft 6" rugby player who subsequently took one look at my 8.5 stone frame and asked very quickly if I thought this was a good idea!

After much persuasion and an injection of confidence on my part I suggested that I use the Gencon and walk the dog in a secure area to be safe. Applying all my knowledge on dog communication and handling I put the dog through its paces. We then introduced a couple of the dog's triggers - one at a time.

The first was a dog, positioned about 50ft from the surrounding fence. Although the response was immediate the intensity of reaction was reduced -- by at least 50% immediately -- and I was comfortably able to stand my ground, much to the surprise of the 6ft 6" owner!

From this point on the Gencon has become my favourite, and in most cases only training tool of choice and I have put it to work in many scenarios.

The Gencon and specific behaviour cases

Alongside a thorough history, diagnosis and behaviour modification plan I have advised the use of the Gencon to help treat many problem cases. It has been highly effective at keeping my owners safe, improving the confidence of the owner, improving the relationship of the dog and owner and more importantly ensuring these problem dogs actually get walked!

Some of the cases I have used the Gencon with my behaviour plans are as follows:

- Severe dog to dog aggression
- Owner to dog imbalance
- Fear aggressive dogs
- Obsessive compulsive disorders
- Excessive pullers
- Dogs that lunge
- Dogs that scavenge
- Introducing a nervous dog to a new scenario
- Boisterous or over anxious dogs

Please note

This report is written for your general information and is based on the authors experience. It is not designed as a complete program for your dogs care. If you require a full psychological assessment and treatment plan for your dog you should contact an experienced professional in your area.

The author covers Herts/Essex/London and parts of Cambridge and for behavioural cases can be contacted via her website: www.dogslogic.com
Other recommended behaviourists can be sourced at www.cfba.co.uk



To find out more about Gencon visit
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