



Today, a dog wearing a muzzle is an increasingly common sight as owners are more aware of the value of muzzles in keeping their dog safe in a wide variety of situations.

Actively Caring, Responsibly Safe.



Vet or
Groomers



Public
Places



Wildlife or Food
Scavenging



Re-training
aggressive dogs



Helping customers choose a muzzle

When a muzzle is needed, dog owners are showing they are responsible and caring about their pet. Here are some points to consider to help your customers choose the right muzzle:



What is the muzzle being used for?

Is the muzzle for daily or occasional use? Ensure the chosen muzzle is fit for purpose whether anti scavenging, for daily dog walks or retraining an aggressive dog.



What type of muzzle design are available?

Basket style muzzles are always the safest choice and ensure the dog can freely pant and drink. Fabric muzzles might look like a 'kinder' option but these restrictive designs are not suitable for everyday use especially on dog walks or for longer wear periods.



Seek the right fit

Try to encourage the dog owner to bring their dog for an instore fitting, or if this is not possible, to measure their dog to ensure the right sized muzzle is selected.



Give it time!

Encourage owners to give their dog plenty of time to acclimatize to wearing a muzzle. If this is done correctly the dog can be happy and relaxed wearing a muzzle. See helpful advice videos at companyofanimals.com



Seek expert advice

With dog aggression concerns, always recommend seeking the advice of a dog behaviourist to tackle the underlying issue that is triggering the dog's behaviour.

Robustly designed for complete safety and comfort, Baskerville Muzzles ensure dogs can pant, drink and enjoy life at all times.

Ultra Muzzle

Safe

Extremely strong thermo plastic rubber (TPR) muzzle ensures safety in ALL situations

Comfortable

Patented headstrap design for improved comfort

Reliable

Safety lock and collar loop ensure muzzle stays secure when in use

Kind

Dogs can pant and drink at all times and be given treat rewards for training purposes

Unique fit

Muzzle can be heat shaped for maximum comfort



Dog Friendly



Safe



Comfortable



Easily Adjustable

Designed by the Company of Animals' dog behaviour experts, the latest Ultra Muzzle offers clever features to improve ease of use for the pet owner and the dog's comfort, while always delivering on our safety first promise. It can also be warmed and shaped for a more tailored fit for broader nosed dogs.

'Rapid sales growth' product

Adding Ultra to instore range can lift can lift muzzle shopper basket ave. value by 34%*

Ranked 'The Best Dog Muzzle' **BUSINESS INSIDER**

Reasons to stock



For more information on the Baskerville Muzzle range and muzzle tips and advice please visit companyofanimals.com

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