

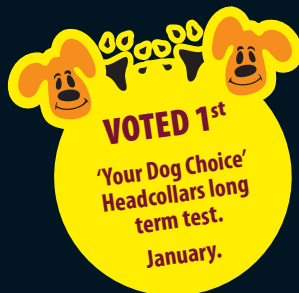


Voted  
'Product I  
Can't Live  
Without'

# Dogmatic®

Automatically leading the way

**For Dog People by Dog People**  
**Because your dog deserves the BEST**



**VOTED 1<sup>st</sup>**

'Your Dog Choice'  
Headcollars long  
term test.  
January.



Dogmatic are very proud to announce that they are Winners of the **'Product I Can't Live Without'** category of the Your Dog Magazine Product Awards 2014/15, sponsored by the Pet Industry Association.

**Revolutionary  
Registered Design  
will not ride up  
under or into dog's  
eyes or cause  
discomfort**



*"Who could imagine a horse without a halter?  
I cannot now imagine a dog being walked  
without a Dogmatic Headcollar."*

*Dr. David Sands BSc PhD CFB*



**WOMEN IN BUSINESS  
ACHIEVEMENT AWARDS 2012**

**Susan Lewsley**

Designer of the DOGMATIC HEADCOLLAR wins:  
**"ESTABLISHED BUSINESS AWARD 2012"**



**Tel. 01952 245330**  
**www.dogmatic.org.uk**



**Dogmatic**<sup>®</sup>  
Automatically leading the way

## **For Dog People by Dog People**

***“Designers of the revolutionary HEAD COLLAR and matching leads”***

***We designed and patented the Dogmatic Headcollar originally to use on our own Dobermanns, Evie, Tommy and Leila as we wanted a secure, safe and comfortable Headcollar to use at both Shows and during walks, training, obedience etc., that stopped pulling but did not ride up or go near the eyes.***

***We also needed a Headcollar that would still enable one of the designers to continue exercising her dogs despite seven major back operations, two major neck operations leaving her with long term pain and arthritis. We were stopped whilst out with them by people asking to have one and the interest grew through word of mouth.***

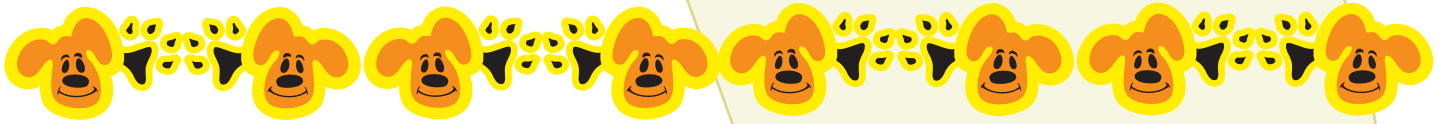
***Following the Dogmatic's launch in 2001, the Dogmatic Headcollar has gone from strength to strength. It's popularity has rapidly increased through Customer satisfaction and recommendations from both the General Public and Trainers, Behaviourists, Vets, Rescues, etc., etc.,***

***Following on from the Luxurious Lined Leather Dogmatic, we introduced the Padded Cushioned Webbing (PCW) range after several years of trialling and testing. It offers all the comfort and control of the original renowned Leather Dogmatic Headcollar with the soft, gentle touch of slimline, luxurious, padded cushioned webbing plus offering fun, friendly designs and colours.***

***We are confident both our ranges meet our stringent requirements and both have proven winners to both Trade and Public Customers alike. DOGMATIC ARE WINNERS OF THE 'PRODUCT I CAN'T LIVE WITHOUT' CATEGORY IN THE YOUR DOG MAGAZINE PRODUCT AWARDS 2014/15. Susan Lewsley, designer of the Dogmatic Headcollar was voted Winner of 'ESTABLISHED BUSINESS AWARD 2012' and we are also delighted with previous accolades including being voted Top Headcollar after a six month trial of six makes of Headcollar by Your Dog Magazine, voted Joint Winners in the 'Product I can't live without' category of Your Dog's Pet Product Awards 2012/13, being voted Highly Commended in the 'Product I can't live without' category of Your Dog's Pet Product Awards 2011/12 and being voted Tester's Choice of Headcollar in 2011.***

***We have been able to achieve the quality and comfort we required without compromising the design or effectiveness of the Headcollar.***

***Our range of quality products are made with every attention to detail, using the highest quality craftsmanship, materials and fittings.***



# Dogmatic®

Automatically leading the way

## COMPLETE BUT GENTLE CONTROL

**Both the Leather and PCW Headcollars are designed to offer complete but gentle control. They will not ride up, under or into your dog's eyes and are more securely and comfortably fitted.**

**The unique strapping under and at the sides of the chin ensures the Dogmatic stays in place and the nose band does not ride up under or into the eyes which causes distress and discomfort to your dog.**

**The loop under the chin to which the lead is attached works independently of the other straps and can be moved forward, downwards, back, upwards or sideways as required without causing any other straps to lose their position. This means the handler can move and alter their dog's head position leading to total control.**

**An extra bonus is that, in an emergency, the Dogmatic can be used to close your dog's mouth and turn it's head to enable you to keep it safe but the loop immediately releases again, allowing your dog to once again pant, drink, carry a toy, eat a treat...**

**We have combined safety with comfort and use top quality materials, fittings and workmanship. Because your dog deserves the best!**

**If your dog is comfortable, it will pay attention and be more open to training/instruction... without any undue distress.**

**We offer two Ranges – (beautifully modelled by our own Italian Spinone, Kofi).**

**The sophisticated style of the Leather which comes in black and brown plus the Padded Cushioned Webbing choice which offers fun, vibrant designs in five colours.**

**Both designs ensure your dog will look approachable and friendly and cannot, therefore, be confused with wearing a muzzle.**

**We also offer a superb choice of collars and leads in both the Leather and Padded Cushioned Webbing.**



**The Original Leather Headcollar**



**Red Padded Cushioned Webbing**



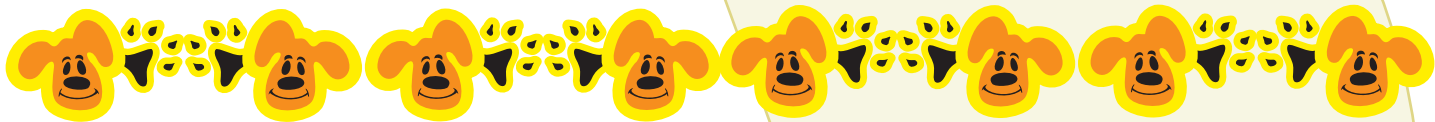
**Black Padded Cushioned Webbing**

**Because your dog deserves the BEST**



*"I just wanted to say a big thank you for my Dogmatic Headcollar, it's top quality"* Mrs R. Marris from Surrey Page 1





# Dogmatic®

Automatically leading the way

## **DOGOMATIC (UK) LTD**

***How did Dogmatic come to be? The short answer is 'Necessity is the Mother of Invention'!  
It is difficult to know where to start as it is something that has evolved completely by chance and out of necessity rather than some grand scheme.***

***Susan Lewsley, my Mum and the designer of the Dogmatic, has had back/leg and neck pain for 28 years due to disc/nerve problems and arthritis resulting in seven major back operations and two major neck operations plus arthritis in her hands.***

***This meant she could no longer walk or even hold our dogs let alone be involved in showing them. We had Dobermanns for 26 years (including Tommy, Top Dobermann in the UK 2000) and enjoyed showing same. We were using the known makes of Headcollars but found, not only did they not stop them pulling, they were all rubbing and riding up into our dogs' eyes and they had even managed to get them off. We found neither the Headcollars or harnesses were taking the strength or weight of the dogs and, in fact, the dogs were putting their weight against the harnesses thus making them even harder to hold on to with some makes rubbing them raw!***

***Mum's problems were being aggravated by trying to cope with our three Dobermanns and walking, showing or even holding them was no longer viable. Rather than give up, she decided to experiment with a Headcollar that would work by turning the dog's head in a kindly manner which would ensure the body would have to follow, yet was comfortable to wear and would stop your dog pulling and lunging.***

***We had a local saddler help with prototypes/samples etc., Many ideas/styles were tried and tested until we were happy with the finished product.***

***The Headcollar evolved into the present design and the finished product not only is comfy but does not ride up or go near the dog's eyes. It works on all breeds/sizes of dog and ensures your dog will immediately follow where you want to lead. An extra bonus is that, in an emergency, the Dogmatic can be used to close the dog's mouth and turn it's head to enable the owner to keep their dog safe but immediately releases again allowing the dog to pant, drink, carry a toy etc., It is very comfortable for the dog to wear and offers complete control for the owner. We have even been able to help other disabled owners with their dogs and also dogs in rescue who were previously untrainable and, therefore, unable to be rehomed.***

***We had three black leather Headcollars with brass fittings made for our dogs and this meant Mum and I could now walk the dogs together and she could hold them when I was in the ring etc., This was a major lifestyle change.***

***The name Dogmatic and the strapline (Automatically Leading the Way) literally came to Mum in the middle of the night and she jotted them down on a pad by the side of the bed together with a few less desirable ones before going back to sleep!***



***"I wish to thank you for this wonderful invention. I broke my back in four places 11 months ago and have recently got back to walking, and without your wonderful Dogmatic harness and lead I would never have been able to walk my dogs again due to their pulling on my back."***





# Dogmatic®

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***We started using the Headcollars on our dogs and were astounded at peoples' response. We literally kept getting stopped wherever we went, be it in the field, training, walks, Shows, at the Vet etc., etc., People would ask if we could make them one for their dog and so it began!***

***We realised we would have to learn about sizings and how to fit all the different breeds. Neither of us are natural sales people or over-confident by nature so it was interesting to have to approach people to ask if we could measure their dogs and trial our sizing samples on as many breeds and cross-breeds as possible. Fortunately, most dog owners are a very friendly lot and everybody was very helpful and eager for their dogs to be included in the research!***

***We were having them made individually at the Saddlery to begin with and then as word of mouth spread we found a small Independent Leather Manufacturer in Birmingham. They were so helpful and allowed us to order in small quantities. They also helped with leads Mum designed, in particular specialised non-slip leads which give you much more grip on the lead – again designed through our own need which is a whole different story!***

***I was still working at Reading University as Post Graduate Admissions Co-Ordinator – I have worked as Customer Services Manager and in Admin Officer roles, whilst Mum is a fully qualified Secretary/PA - and I was fulfilling orders part-time. We were on a huge learning curve and had to get advice/help very quickly. Mum was in and out of hospital and I realised I would have to go part-time at work if we were to take a gamble and 'go for it' on a small budget and a prayer!***

***Our name started to grow through small adverts and 'word of mouth'. We needed to expand and found a larger Equestrian Leather Manufacturer, organised packaging, labelling, printing etc., and gradually we grew to such a degree I had to go full time in 2001.***

***We have slowly built up Dogmatic and the Headcollar, Collars and Leads are now in Shops, Vets, on Trade Stands, being used by Police, Prison Officers, Rescues, Behaviourists, Trainers, Clubs etc., as well as individual dog owners. We try to help small Businesses, Clubs, Rescues etc., by offering low minimum orders at trade prices so any profits can go back into them. Dogmatic is also endorsed by famous dog Behaviourist Dr David Sands and recommended as his Headcollar of choice in his books.***

***Over the years we lost our Dobermanns but had fallen in love with the Italian Spinone and now had Kofi who became our new mascot and model for the Dogmatic.***

***We have gone on learning and expanding and we now also have a range of Headcollars, Collars and Leads in Padded Cushioned Webbing which are vibrant in different colours. We have a specialised Training range in top quality Lined Leather available in black and brown with brass fittings.***





**WOMEN IN BUSINESS ACHIEVEMENT AWARDS 2012**

**Susan Lewsley**

**Designer of the DOGMATIC HEADCOLLAR wins:  
"ESTABLISHED BUSINESS AWARD 2012"**

**Dogmatic**<sup>®</sup>  
Automatically leading the way

**We have designed our own packaging and branding and it is amazing to see the boys' photos on the packaging on the stands at the Shows and Crufts etc.,!**

**We have recently lost Kofi at the age of 12 years, but we have his son Archie and Archie's son Norman and they are all our models and attend pet Trade Fairs with us and we all have a marvellous time but it is getting more and more difficult for my Mum to cope with same. The Fairs are very successful and the dogs love all the attention they receive! In fact we could have sold them ten times over!!**

**We supply a growing number of Shops, Vets, Groomers, Trainers, Behaviourists etc., and the more we can get the Dogmatic out there for the general public to see and try on their dogs, the easier their dog walking will be! As you can see we have a large amount of customer feedback –where the Dogmatic has literally changed their lives and meant they can walk their dogs without having their arms pulled out of their sockets! We have a Facebook page and Twitter Account and a large number of photos and videos from satisfied dog owners.**

**We still have to pinch ourselves to believe how far we have come since Mum designed a Headcollar which has been voted Top Headcollar after a six month trial of six makes of Headcollar by Your Dog Magazine, DOGMATIC ARE WINNERS OF THE 'PRODUCT I CAN'T LIVE WITHOUT' CATEGORY IN THE YOUR DOG MAGAZINE PRODUCT AWARDS 2014/15, voted Joint Winners in the Product I can't live without' category of Your Dog's Pet 'Product Awards 2012/13', been voted Highly Commended in the 'Product I can't live without' category of Your Dog's Pet Product Awards 2011/12, been voted Tester's Choice of Headcollar in 2011 and Susan Lewsley voted Winner of 'ESTABLISHED BUSINESS AWARD 2012'. To see different breeds walking around the shows and street wearing our Products and hearing people discussing how good they are has been amazing.**

**I run the day to day business with the help of a small team of dog lovers and it is great to speak to so many dog people from all over the World and hear how much the Headcollar has helped them. Whilst I am keeping up to date, Mum can rest when necessary but continue designing and she has several ideas she is working on. Learning about book-keeping, sales, tax etc., is not such fun and we will never be natural sales people, but that's no bad thing!**

**It has been an amazing journey which has been a learning curve, but we could never have imagined how an idea could have changed our lifestyle in such a way!**

**But the fact we are able to work with our dogs by our side more than makes up for any negative aspects. The boys love being with us and it is a joy to watch them all playing or sitting at our feet in the office.**

**Zoë Lewsley** Managing Director



**"I ordered the red PCW which looks great and I have to add that it is manufactured to a high standard."**



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*"Designers of the revolutionary HEAD COLLAR and matching leads"*

Endorsed by Dr David Sands BSc PhD CFBA Fellow of the Canine & Feline Behaviour Association



Dogmatic are very proud to announce that they are Winners of the **'Product I Can't Live Without'** category of the Your Dog Magazine Product Awards 2014/15, sponsored by the Pet Industry Association.

**A BIG THANK YOU FROM ALL AT DOGMATIC TO OUR CUSTOMERS FOR VOTING**

**INCLUDING OUR BOYS!**



**Life-Changing products for you and your dog!**

No more pulling - No more riding up - No more rubbing -  
No more coming off - No more discomfort

**WORKS FOR ALL BREEDS & SIZES**



**Dogmatic UK Ltd is on Facebook**

Tel. 01952 245330 check out our full range at [www.dogmatic.org.uk](http://www.dogmatic.org.uk)





## THE DOGMATIC TEAM, PAST AND PRESENT

### OUR PAST SHOW DOGS

We owned Dobermanns for twenty seven years and have also had two Rottweilers, both as rescue and from puppyhood. We have trained them for both obedience and showing, having shown Dobermanns for eleven years. We showed three Italian Spinoni (as can be seen on the opposite page), Granddad, Dad and Grandson, all of whom did very well in the show ring. We have recently lost Kofi, but still have his Son Archie and Grandson Norman who will continue to fly the Dogmatic flag. Our dogs are first and foremost, much loved family pets. These are our most recent show dogs.

#### **Khaneve's Dark Haired Maiden at Estover**

(Ch Sallate's Ferris ex Khaneve Step in Style)  
'Evie' 14/12/94 – 21/10/99

Open & Champ Show Winner

#### **Champion Manzart Black Humour at Sallate**

(Ch Swnydwr Storm Bearer ex Ch Sallate's Zoey at Manzart)  
'Tommy' 1/8/95 – 1/8/02  
8CC's, 3RCC's 3BOB's  
Winner of Working Group – Windsor Champ Show 2000  
Winner of Working Group – Southern Counties Champ Show 2000  
Reserve Best in Show – Southern Counties Champ Show 2000  
Top Dobermann in the UK 2000

#### **Estover's Dark Sarcasm**

(Ch Manzart Black Humour at Sallate ex Khaneve's Dark Haired Maiden at Estover)  
'Leila' 13/2/98 – 31/7/03

Open and Champ Show Winner  
2nd Crufts, BPIB, BOB etc.,

#### **Olivechi Mighty Caesar at Estover**

(Italian Spinone) Crufts qualified for life  
(Montecani Moon Storm at Estover ex Olivechi Orange Blossom)  
'Charlie' Born 15/03/06 - 26/01/2009 Pictured at Bournemouth Champ Show  
1st Junior Dog Birmingham National  
1st Junior Dog Leeds  
1st Junior Dog City of Birmingham  
1st Postgraduate Dog, Reserve CC Bath  
1st Postgraduate Dog SWKA  
1st Minor Puppy Dog and Best Puppy LKA 06  
1st Minor Puppy and Best Puppy Midland Counties 06





## THE DOGMATIC TEAM, PAST AND PRESENT

### Our three generations of Italian Spinoni – Grandad, Dad and Grandson

#### **Montecani Moon Storm at Estover 06/03/03 – 20/05/15**

(Italian Spinone) Crufts qualified for life  
(Sh Ch Brody dal Podere Antico at Wynsett ex Montecani It's a Love Thing)  
'Kofi' Born 6/3/03 Pictured at Leeds Champ Show 2005  
1st Limit Dog LKA 06  
Reserve Best Dog- Midland Counties 06  
1st Limit, DCC & BOB Leeds Champ Show  
1st Limit East of England  
1st Limit Paignton  
1st Limit SWKA  
1st Mid Limit ISCGB Champ Show  
1st PG Crufts  
1st PG Manchester  
1st PG & RBD Midland Counties  
1st SY Driffield  
1st SY Richmond  
9 x 1sts in Junior at Champ Shows  
Numerous Best Puppy awards



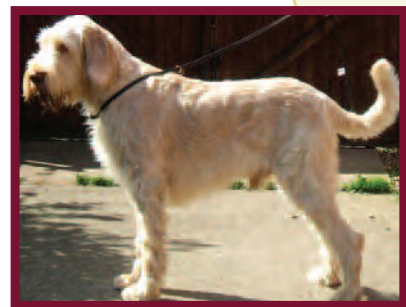
#### **Elgin's Mezzaluna at Estover**

(Italian Spinone)  
(Montecani Moon Storm at Estover ex Stagerun Tettrazini for Elgin)  
'Archie' Born 18/02/05 Pictured at Leeds Champ Show.  
Crufts qualified for life  
1st Limit Dog Birmingham National  
1st Postgraduate Dog, Best Dog and Best of Breed at Birmingham  
1st Minor Puppy and Best Puppy Dog- ISCGB Open Show  
Best Puppy- Midland Counties  
1st Minor Puppy and Best Puppy WKC – Debut Show



#### **Hincott Summer Skies at Estover**

(Italian Spinone) Crufts qualified 2009  
(Elgin's Mezzaluna at Estover ex Montecani Flash Dance at Hincott)  
'Norman' Born 16/08/2007  
1st Puppy Dog Blackpool  
1st Puppy dog and Best Puppy Dog Bath  
1st Junior and Best Puppy Shropshire Gundog  
1st Minor Puppy Dog WELKS





# Tribute to Kofi

Kofi – Montecani Moon Storm  
at Estover 6th March 2003 –  
20th May 2015



Well, what can we say about Kofi, he came into our lives at 7 weeks, a little bundle of whiskers and moustache, looking like a studious old man. Little did we know just how special and unique he would be!

We had waited for some time for his arrival and he immediately fitted in to our home, strutting around with such a happy, playful disposition.

It is with great sadness that we lost our big beautiful Gent, Kofi. The 'face' of Dogmatic for his 12 years, Kofi has always been a wonderful, gentleman, who has filled our lives from the moment we brought him home.

We nearly lost Kofi at 6 months – he had attended his first Show and won Best Puppy but later that evening he became extremely poorly and was rushed to the Vets. It later transpired he had caught Campylobacter and was desperately ill. He lost 10kgs in three days and we were told to expect the worst. One of the Vets advised we could try 'Interferon' which may help him but as it was



Kofi and Archie

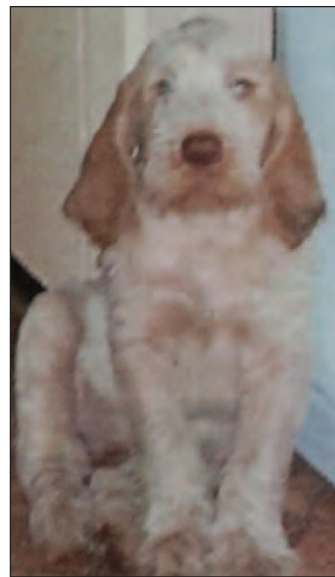
the Friday evening of a Bank Holiday, they couldn't order any in until Tuesday and he probably wouldn't make it. We asked if we could get it elsewhere and she advised she was off duty now and 'it depends how hard you want to try'! Needless to say, we travelled surrounding counties each day to buy enough for him (and will forever be indebted to the help from The Dog's Trust for their generous donation of the drug) and, eventually, after much worry and hard work, he recovered.

So I suppose, anything after then was a bonus!

Kofi far exceeded our expectations both as a Show dog - Winning at Crufts, Winning his Challenge Certificate at Leeds Championship Show, passing on his qualities and temperament to his Son and Grand Son and producing CC and RCC progeny but also as an Ambassador for the Italian Spinone. His face is recognised as the 'face' of Dogmatic and he has beautifully modelled our Range for his 12 years with great style. He would entertain the crowds at Shows, Crufts and the Trade Shows we attended, thoroughly enjoying meeting and greeting – I'm sure he thought they had come just to see him!

Kofi had the most wonderful, kind and gentle nature, he was an absolute joy to live with, a faithful companion who was at his happiest by your side, seeming to read your every thought. He really was a soulmate and best friend who has been through so much with us, both at home and work. Kofi was by our side both whilst we worked and at home. We had the honour of sharing our lives with such a special, gorgeous boy who had such a big heart and took delight in playing the fool with us and his 'boys', making us laugh and cry.

He has brought us great joy and pride, not only in the Show ring, but also through his beautiful Son and Grand Son and his other progeny. Kofi has always been a wonderful ambassador for the Breed, meeting and greeting people, especially children, as well as dogs with great aplomb. But most of all, a



Kofi as a puppy

wonderful, 'one in a million' much loved member of the family.

Everyone who met Kofi knew he was a very special boy and he has been a huge part of our family.

Kofi will continue to be remembered as the 'poster boy' and handsome face of Dogmatic. He was such a handsome boy, with eyes that seemed to go deep into your soul and make your heart ache with the love he brought to you.

Despite coping with health problems in his later years, including an enlarged heart and heart murmur, his problems had become much worse and Kofi quickly became poorly with his

latest bout of Aspiration Pneumonia which causes persistent coughing and laboured breathing and he was not recovering with antibiotics. He was becoming increasingly wobbly and signs of Geriatric Onset Laryngeal Paralysis Polyneuropathy were worsening so the dreadful decision was made to let him sleep in peace.

It was as if Kofi was telling us he had had enough as he struggled down to the bottom of the garden and lay on the grass under the newly planted Indian Bean tree where we had planned to put our past dogs' ashes. He was joined by Archie and Norman who lay either side of him and they seemed to be saying their goodbyes.

We had hoped that having the Vet come to our home to put Kofi to sleep would be a quick, peaceful and dignified end to Kofi's wonderful life, but it was far from that – making for a terribly upsetting time which will continue to haunt us.

Kofi's wonderful Son and Grand Son, Archie and Norman have been absolutely lost without him – as have we – but they will help us to keep Kofi's memory alive and we will help each other through this time.

Kofi leaves a huge void in our lives and we miss him terribly.

Goodnight our Darling Kofi xxx





## Revolutionary!



### Comfort

*The beauty of the Dogmatic is that it's unique Registered Design means it will not ride up, under or into the eyes which causes distress to your pet and as it is much more comfortably and securely fitted, it avoids any potential dangers for you or your dog.*

### Control

*The Dogmatic allows your dog to be more controllable, less excitable and will be safer and easier to train and walk regardless of it's size! Ease of control is also vital for people with strong, large or stubborn breeds. Dog walking will become much easier and the most common behavioural problems such as pulling, lunging etc., are eliminated when using the Dogmatic.*

*Less able bodied people will also find the Dogmatic invaluable as it enables you and your dog to enjoy each others' company without any distress or discomfort.*

*The Dogmatic should not be confused with a muzzle as it allows your dog to pant, eat, drink and carry a toy whilst wearing it and also has the added benefit of a calming influence! The Dogmatic also has the benefit of, in an emergency, acting like a muzzle when pressure is brought to bear, enabling the owner to turn the dog's head and move the dog to a safer area.*

### Breed Specific

*The Dogmatic is available in sizes to fit the majority of breeds and crossbreeds.*

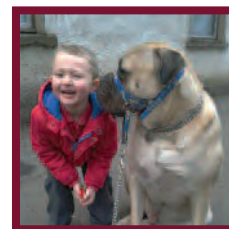
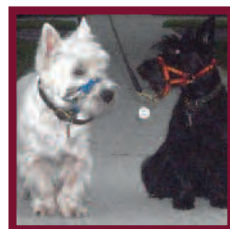
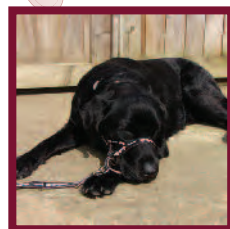
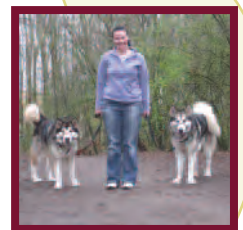
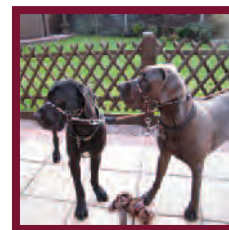
*Whatever size or shape of dog, we feel sure we have a choice of Dogmatic Headcollar to suit your needs!*



*The headcollar will not ride up, under or into the eyes*



*Your dog is more controllable, less excitable and safer and easier to train.*







## DO YOU WANT A HEADCOLLAR THAT IS COMFORTABLE TO WEAR AND DOES NOT RIDE UP OR GO NEAR THE EYES?

### WINNERS IN THE 'PRODUCT YOU CAN'T LIVE WITHOUT' CATEGORY 2014/15 AS VOTED FOR BY 'YOUR DOG' READERS.

Recommended and Endorsed by Behaviourists, Trainers, Vets, Rescues, Breeders etc., Worldwide.

### LOOK NO FURTHER – WE CAN HELP YOU!

We offer the widest range of dog Headcollars in Leather and Padded Cushioned Webbing all with matching Collars and specialised Leads/Training Leads to fit all sizes.

### WHY IS THE DOGMATIC HEADCOLLAR DIFFERENT/UNIQUE?

The Dogmatic is very comfortable to wear and offers complete but gentle control.

The unique strapping under and at the sides of the chin ensures the Dogmatic stays in place and the



nose band does not ride up under or into the eyes which causes distress and discomfort to your dog.

The loop under the chin to which the lead is attached works independently of the other straps and can be moved forward, downwards, back, upwards or sideways as required without causing any other straps to lose their position. This means the handler can move and alter their dog's head position leading to total control.

An extra bonus is that, in an emergency, the Dogmatic can be used to close your dog's mouth and turn it's head to enable you to keep it safe but the loop immediately releases again, allowing your dog to once again pant, drink, carry a toy, eat a treat...

We have combined safety with comfort and use top quality materials, fittings and workmanship. Because your dog deserves the best!



### Don't just take our word for it, TV Dog Behaviourist Dr David Sands endorses the Dogmatic:

*'This superb product was first brought to my attention by a client. Not only did this client praise the product but she also made kind comments about the helpful advice and help given by Zoe.'*

*Since that unsolicited endorsement over two years ago, I have received numerous endorsements from my clients including this special one:*

### Quote from a client of the Animal Behaviour Clinic, Chorley:

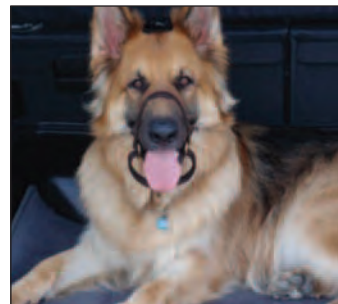
*'Just wanted to say that the Dogmatic is fantastic !! After struggling desperately for 8 months with Rocky (St Bernard), walking him now is an absolutely pleasure. After only 5 minutes of protesting, he now walks right by my side with no pulling at all - it's amazing ! He also had a tendency to walk from one side to the other constantly and this has also been eliminated on the very first use of the Dogmatic. Even my 70 year old parents are able to walk him now and he's 12 stone of sheer power ! I can't thank you and Dr David Sands enough*

*(for recommending it) .. it's such a refreshing change to buy a product which does exactly as it promises. I shall certainly be recommending the Dogmatic to all my friends and family.'*

*I HAVE NO HESITATION IN RECOMMENDING DOGMATIC TO ALL DOG OWNERS WHO WISH TO HAVE COMPLETE BUT GENTLE CONTROL OF THEIR DOGS IN PUBLIC. WHO COULD IMAGINE A HORSE WITHOUT A HALTER? I CANNOT NOW IMAGINE A DOG BEING WALKED WITHOUT A DOGMATIC HEADCOLLAR.'*

Dr David Sands BSc PhD CFBA

VISIT [www.dogmatic.org.uk](http://www.dogmatic.org.uk) FOR CUSTOMER TESTIMONIALS. Tel: 01952 245330.







## Recommendation



### **Dr David Sands and the Animal Behaviour Clinic**

*This superb product was first brought to my attention by a client. Not only did this client praise the product but she also made kind comments about the helpful advice and help given by Zoe. Since that unsolicited endorsement over two years ago, I have received numerous endorsements from my clients including this special one:*

*Quote from a client of the Animal Behaviour Clinic, Chorley:*

*'Just wanted to say that the Dogmatic is fantastic !! After struggling desperately for 8 months with Rocky (St Bernard), walking him now is an absolute pleasure. After only 5 minutes of protesting, he now walks right by my side with no pulling at all - it's amazing! He also had a tendency to walk from one side to the other constantly and this has also been eliminated on the very first use of the Dogmatic. Even my 70 year old parents are able to walk him now and he's 12 stone of sheer power! I can't thank you and Dr David Sands enough (for recommending it) .. it's such a refreshing change to buy a product which does exactly as it promises. I shall certainly be recommending the Dogmatic to all my friends and family!'*

**I HAVE NO HESITATION IN RECOMMENDING DOGMATIC TO ALL DOG OWNERS WHO WISH TO HAVE COMPLETE BUT GENTLE CONTROL OF THEIR DOGS IN PUBLIC. WHO COULD IMAGINE A HORSE WITHOUT A HALTER? I CANNOT NOW IMAGINE A DOG BEING WALKED WITHOUT A DOGMATIC HEADCOLLAR.**  
**Dr David Sands BSc PhD CFBA**

### **Background of Dr David Sands who endorses the DOGMATIC**

#### **Dr David Sands and the Animal Behaviour Clinic**

*Dr David Sands is a human-companion animal practitioner at the Animal Behavioural Clinic (Chorley, Lancashire) specialising in the treatment of behavioural problems displayed by dogs, cats, birds, horses and exotic animals and undertakes home visits in the North of England including Lancashire, Merseyside, Greater Manchester and Yorkshire. Expertise includes behavioural assessment and treatment of companion animals including aggression (behaviour that falls under The Dangerous Dogs Act) and animal 'emotional behaviours' such fixation and obsessive compulsive-like disorders, (stress), noise phobia and over-dependency on owners (separation-related disorders). David produces Behaviour-modification Programs and is an Expert Witness in court. He is an internationally established animal-related author and photographer, researching 'human psychology' and zoology. David gained his doctorate in ethology for animal behaviour research at the Faculty of Science, Liverpool University. He is a Fellow of the Canine and Feline Behaviour Association (FCFBA), a Council member of the PETbc and a member of the Association for the Study of Animal Behaviour (ASAB). David writes feature articles for Dogs Monthly.*

#### **Television**

*David has been featured in several UK television documentaries and programmes such as 'Fish People', 'Absolutely Animals', 'Pet Rescue', 'Potty about Pets' and BBC's '999' and consulted on and appeared in 'To The Ends Of the Earth' (Amazon) filmed for Channel 4 and Anglia Survival and regularly contributes to UK TV and Radio news programs on related human and pet companionship subjects. His Granada TV series based on the clinic, 'The Pet Set', registered record audiences in Northern England. David has also co-presented (and acted as a consultant) for the 2005 Animal Planet/Channel 5 series, 'Britain's Worst Pet' and a documentary 'Suicide Bridge Dogs' about dogs that have died leaping off a gothic bridge in Scotland, Channel 5 and subsequent television (Animal Planet Wild X Files, William Shatner's Weird or What).*

#### **Publishing**

*Dr Sands, as a author and photographer, has scripted a number of animal information videos on small animals, dogs and cats and contributed to and written many books including: Cats and Kittens, Dogs and Puppies and, 'To The Rescue - Dogs', 'To The Rescue - Cats', guides to providing a rescue or re-homed dog or cat a new life. He has authored 'The Family Dog book' (Collins) and the 'Encyclopaedia of the Family Cat' (Collins) and The German Shepherd Dog 'Care and Behaviour' (Crowood Press in 2004). His best-selling feline book is '500 questions CATS' (Hamlyn) which answers questions about cats and behaviour. His most successful book, Know Your Dog, based on current research into canine DNA and behavioural studies, has been published in many languages and in USA and Canada editions (Octopus-Hamlyn 2008 English edition due out in Kindle 2012/13).*

*Website: [www.problempets.co.uk](http://www.problempets.co.uk)*

*Contact by email at [drdavidsands@aol.com](mailto:drdavidsands@aol.com) or by telephone: 01257 249960*

**Dr Sands' new book "KNOW YOUR DOG" mentions the Dogmatic Headcollar as his Headcollar of choice.**



*"Many thanks for the Headcollars you supplied, they have solved my problems with a young, boisterous dog"*



*LUXURIOUS LINED LEATHER*

## HEADCOLLAR



**The Dogmatic Headcollar is made from top quality vegetable tanned leather. The Headcollar is fully lined, offering complete but gentle control.**

**The leather range is beautifully made, by an Award Winning Equestrian Company, using top quality leather and solid brass fittings.**

**The leather is vegetable tanned, which takes months to prepare and is fully lined with a soft leather lining.**

**The leather is hand cut and hand stitched by expert craftsmen with every attention to detail.**

**The traditional buckle fastening is secure offering peace of mind.**

**The Dogmatic Headcollar and leather leads should be cleaned regularly with saddle soap. They should be kept in top condition with a good quality glycerine based leather restorer and preserver on a regular basis.**

**Top quality leather  
Cut by hand and sewn by craftsmen  
Pure vegetable tanned top quality leather  
Solid brass fittings  
Traditional buckle fastening**

**Available in Black/Brass and Brown/Brass  
All fittings are solid brass**



**Solid Brass fittings**



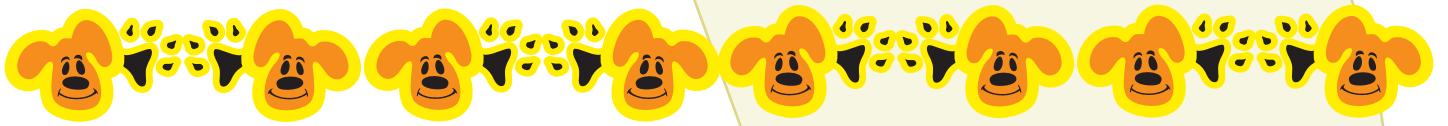
**The ORIGINAL  
leather Headcollar**



**Hand crafted leather**



*"I have been so impressed with the high quality and the perfect fit"*



## LUXURIOUS LEATHER ACCESSORIES

### **FULL NON SLIP LEAD**

*Our Registered Design gives added security and confidence – ideal in the ring or wet weather conditions and gives much more grip. Can also be used with gloves. Easily wipeable.*

*Full vegetable tanned leather lead with rubber rein grip encasing the leather from hand loop to trigger hook and reinforced with leather at point of stitching.*

*40" long.*

*Available in Black/Brass and Brown/Brass.*

*All fittings solid brass.*



**FULL NON SLIP LEADS**



**FULL NON SLIP LEADS MATERIAL**

### **LEATHER TRAINING LEAD**

*Our design offers a quality vegetable tanned leather training lead offering multiple uses. Ideal for training, obedience and general walking. The Training Leads can be used at different lengths, for general walking, lengthened for use in Training (practising recalls etc...), for giving your dog more room to stretch out on a walk, for tethering your dog to a bench etc... or for walking two dogs together.*

*43 1/2" long can be extended to 57" and 72"*

*Available in Black/Brass and Brown/Brass.*

*All fittings solid brass.*



**LEATHER TRAINING LEAD**



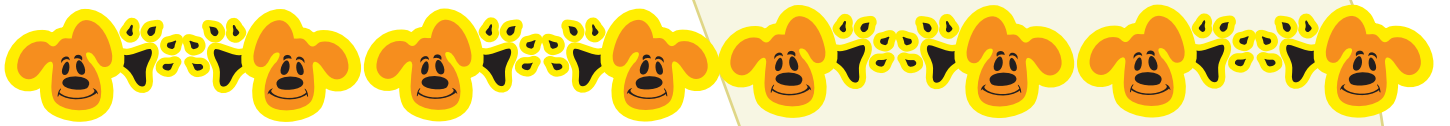
**LEATHER TRAINING LEAD**



**Hand crafted leather**



*"This is the perfect gripper lead for my training classes, easy to clean and it's good outdoors in wet weather"*



## LUXURIOUS LEATHER ACCESSORIES

### GRIPPER TRAINING LEAD

Our design gives added security and confidence, offering multiple uses ideal for walking/training or wet weather conditions with multiple lengths. Can also be used with gloves. Easily wipeable. The Gripper Training Lead is a quality rein web with rubber insert and reinforced with leather at point of stitching.

42 1/2" long can be extended to 53" and 72"

Available in Black/Brass and Brown/Brass.

All fittings solid brass.



GRIPPER TRAINING LEADS

### SOFT LEATHER SHOW SLIP LEAD

Soft, lined leather slip lead, with solid brass ring.

Ideal for in the show ring.

Slips over the neck.

1/4" x 66"

Available in Black/Brass and Brown/Brass.



GRIPPER TRAINING LEAD MATERIAL

### GRIPPER COLLAR

Top quality, buckle collars in a combination of reinweb with rubber insert and quality leather. These collars are beautifully made and also have the bonus of matching our Gripper Training Leads.

Small: 3/4" x 16"

Medium: 3/4" x 20"

Large: 3/4" x 26"

Available in Black/Brass and Brown/Brass.

All fittings solid brass.



Hand crafted leather



GRIPPER COLLARS







**NEW**  
**PURPLE PCW**  
**NOW AVAILABLE**

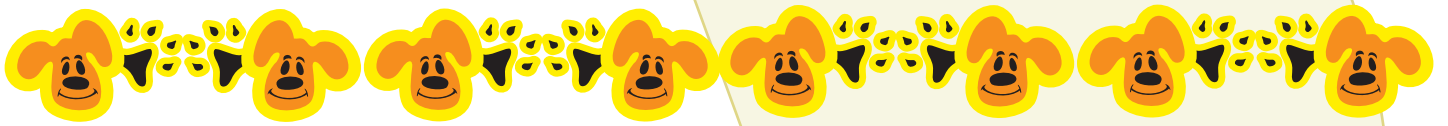
**Dogmatic®**  
Automatically leading the way

**For Dog People by Dog People**

*"Designers of the revolutionary HEAD COLLAR and matching leads"*



***Because our dogs and your dogs deserve the BEST***



# Head Collar

# Dogmatic®

Automatically leading the way

## **Padded, Cushioned Webbing Range**

*We have sourced the best quality materials and fittings combining the luxurious, soft, padded, lined comfort with the strength of the Tensile tested materials, rings and clasp fastening to ensure your dog's safety and comfort.*

*Manufactured to the highest quality with excellent workmanship and every attention to detail to ensure your dog is comfortable and safe.*

*The Padded Cushioned Webbing range also offers kind and gentle control and is fun looking with vibrant, exciting designs so that the dog will still look approachable and it cannot, therefore, be confused with wearing a muzzle. The neck strap is fully adjustable to ensure a snug fit. The clasp fastening has been strength tested and is of the highest quality to be safe and secure. Both sides of the neck straps are adjustable with the clasp fastening centrally behind the head, making it easy to fit and quick to release, even with long haired, long eared or wriggly dogs!*

*The Dogmatic eliminates pulling and lunging with complete but gentle control.*

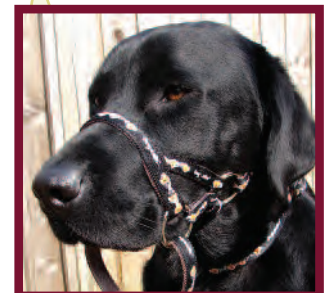
*Our unique Registered Design means it will not ride up, under or into the eyes.*

*The luxurious padded webbing is soft and light to wear, ensuring a comfortable fit.*

*The material is lined and fully wipeable and, therefore, easy to keep clean.*

*The padded cushioned webbing has an attractive unique design and is available in the following vibrant, exciting colourways:*

**Red/Silver, Gold/Silver, Blue/Silver, Black/Silver, Purple/Silver**



*A full range of matching leads & collars available see next pages.*



*"I bought the red cushioned webbing Headcollar, it's so light, I got the collar and matching lead"*





# Dogmatic®

Automatically leading the way

## **The Padded Cushioned Webbing Matching range of Collars**

**The luxurious padded cushioned webbing is soft and light to wear, ensuring a comfortable fit.**

**The soft padded lined webbing is fully wipeable and, therefore, easy to clean.**

**Top quality adjustable clasps that have been rigorously Tensile strength tested.**

**Manufactured to the highest quality with excellent workmanship and every attention to detail to ensure your dog is comfortable and safe.**



## **ADJUSTABLE COLLARS**

**Adjustable with strong clasp fastening.**

**Small: 15mm x 260-400mm**

**Medium: 20mm x 350-500mm**

**Large: 25mm x 480-700mm**

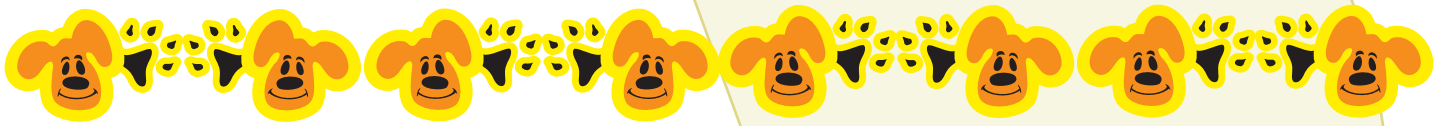
**Red/Silver, Gold/Silver, Blue/Silver, Black/Silver, Purple/Silver**

**A full range of matching leads available see next page.**



*"This is a light yet strong collar, I found it easy to adjust to fit my very strong Boxer"*





# Dogmatic®

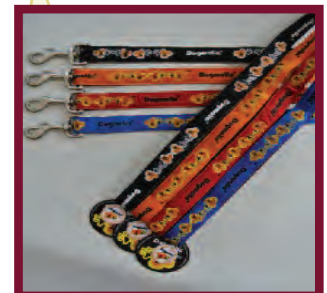
Automatically leading the way

## The Padded Cushioned Webbing Matching range of Leads

*The soft padded lined cushioned webbing is fully wipeable and, therefore, easy to clean.*

*We have sourced the best quality materials and fittings combining the luxurious, soft, padded, lined comfort with the strength of the Tensile tested materials and fittings to ensure your dog's safety and comfort.*

*Manufactured to the highest quality with excellent workmanship and every attention to detail to ensure your dog is comfortable and safe.*



## TRAINING LEADS

*Ideal for training, obedience and general walking.*

*Can be used at different lengths, for general walking, lengthened for use in Training (i.e. practising recalls etc...), for giving your dog more room to stretch out on a walk, for tethering your dog to a bench etc... or for walking two dogs together.*

**Medium: 20mm x 2000mm**

**Large: 25mm x 2000mm**

**Red/Silver, Gold/Silver, Blue/Silver, Black/Silver, Purple/Silver**

## TRIGGER HOOK LEADS

*Ideal for training and general walking.*

**Medium: 20mm x 1200mm**

**Large: 25mm x 1200mm**

**Red/Silver, Gold/Silver, Blue/Silver, Black/Silver, Purple/Silver**



*"We found your products by accident and just wanted to let you know they are flipping brilliant!"*



## Recommendations

**Here is a picture of our dog Woody in his Dogmatic collar.**



*Just took my dog Woody, a Jack Russell cross, for a walk using the Dogmatic head collar for the first time, which was delivered today. After a few yards getting used to it he walked by my side at whatever pace I went without pulling at all, it was at last a pleasure to take him out as previously he pulled so much he almost took my shoulder out. Great product.*

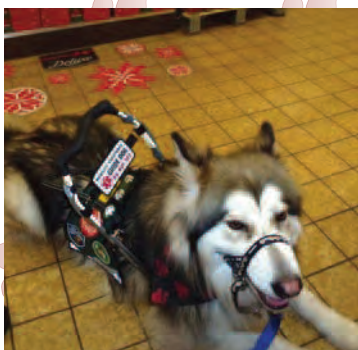
*On my walk this evening in this head collar he just trotted by my side with no pulling at all and his behaviour when passing other dogs was much calmer. The head collar is great and it is now a pleasure to walk him.*



*Hi please find enclosed our family proudly wearing their new Dogmatics. They are:- Holly (purple), Kyser (blue), Roxy (gold), Marley (black) and Keera (red). Holly is a Newfoundland/German Shepherd, aged 7 and a half yrs, Kyser is a German Shepherd, aged 5 yrs, Roxy is a German Shepherd also aged 5 yrs. Marley is a Labrador, aged 3yrs (the puppy of the family). Last but not least Keera is a Dobermann/Rottie x and is 4 and a half yrs old. They are also rescue pups, who we love to pieces.*

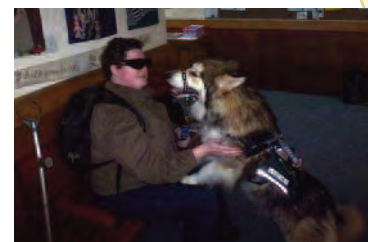


**Rosie and Macie looking even more beautiful with their purple Dogmatics.**



*I wanted to share today's photo of my Guide Dog/Medical Alert Dog Bear SDIT working at the supermarket today in his Dogmatic. It's been great to tell me when his nose might be getting a little too interested in something on a shelf.*

*Thank you so much for making such a great product! Bear is the second Assistance Dog that I have used the Dogmatic to help train and it makes training a breeze.*



**Above: Bear wearing his Dogmatic tonight to help in his Assistance Dog work.**







## Recommendations



***Wouldn't be without Dogmatics, only 4 of these dogs are mine, but the other two DO have them too...Brilliant!. I've tried everything over the years. Wish I had these first...***



***I am Bella, I love my new Dogmatic. It stops me from pulling.***



***PATTY SANDS - IN WINTER SUNSHINE - WITH DOGMATIC***



***Bear modelling his new halter...***





## Recommendations

*A few photos of Rocky modelling his Dogmatic (which for us has definitely made walking him easier). It's a fab product. We'd never handle him now on a standard collar, he walks beautifully next to both my husband & I.*



## **I JUST WANTED TO THANK YOU AS I HAVE JUST WALKED MY DOG FOR THE FIRST TIME IN 3 YEARS!**



*Having tried every harness, head collar and training technique I could find and being totally demoralised after months of trying each one I came to the conclusion that the Dogmatic was the only product left to try. I avoided buying it as I thought that if this didn't work I would have to accept that I was never going to be able to walk my lab/collie cross, Seren without the humiliation of having a gagging dog dragging me down the street. I put it on her and walked her in the garden and inevitably she spent the first few times rubbing her nose on the ground to try and get it off but at last I decided it was time to make the ultimate step, venturing out in full view of all the neighbours. To my amazement, apart from the odd half hearted effort to scratch it off I hardly felt a thing in the arm that usually is dragged out of its socket and once she realised it wasn't coming off she gave up trying. My husband was speechless and I was so pleased... it was like a weight had been lifted and was on the dog walk that I always dreamt of. We have booked a holiday to Northumberland and are now planning other adventures like a trip to the pet shop or even the pub! Can't praise this product enough and so wished I'd found you 3 years ago, would have saved a lot of embarrassment, heartache and tears. Thank you. Sarah B.*



*Hi, I just wanted to say a big Thank You! I walked Wilson today for the first time ever without being dragged along behind him! We'd tried harnesses in the past which he just pulled straight out of and escaped from! which is why I like the option to attach the training lead to his collar as well as the Dogmatic head collar. This gives me extra peace of mind. We actually enjoyed our walk and by the time we got home, Wilson was walking on a loose lead. The nightmare of the Wilson walk is finally over! Even my other dog seemed surprised! A big thank you!*







# Dogmatic®

Automatically leading the way

## DOGMATIC AROUND THE GLOBE

**Dogmatic reaches Brazil!**  
I just want to let you know that the collars are working great here in Brazil. I can now walk both my dogs to their favourite playground with no stress! Here are a couple of photos of the newest Brazilian Dogmatic fans! Our dogs are Lek and Pequeno. Lek is the bigger one with the pointy ears!



I realized I haven't actually taken a picture of Cash WORKING in the head collar yet! So, today on campus I decided to do something different and take it as an action shot. It worked in one sense because we were going slightly down hill so I could take the picture without propelling myself. But we were also going at a trot into a little wind so he is Mr. Squinty-face, Ah well!! I LOVE this piece of gear, BTW! It's helping us with EXACTLY what I was hoping for! He's controlling his air sniffing MUCH better, and because of that he's not drifting away from me as much either! I'm excited this piece of gear is gonna help us reach our ultimate goals. He is only wearing it about 2 hours max right now, but it's successful period of wear!



## Dogmatic reaches Vietnam!

A double first has been reached – Dogmatic's first customers in Vietnam, and these customers are the first Leonberger dogs in Vietnam.

Harley and his sisters Happy and Hanna came to Vietnam as puppies during 2012 with their Vietnamese owners who had returned from living in Germany. The dogs came from the 'von der Unstrutranch' kennels in Germany.

The constant heat and humidity means that the dogs live indoors in a shaded room with fans, and are only walked early morning and during the evening. Their friend Sonja walks them each morning:

"Even though the dogs live in a quieter part of the city, they live in busy and noisy Ho Chi Minh city. I walk the three dogs together by myself and wanted a kind but strong means of control. The dogs have to cope with the constant annoyance of people rushing up to photograph them, children shrieking in terror at their size, motorbikes whizzing by (the city has over 5 million motor bikes), chickens running free, street cats, and the occasional snake. The Dogmatic headcollars have provided a safe means of control so I can manage them by myself.

Besides training these dogs I have even 'trained' a cafe to serve a latte for me and ice cubes for the dogs each morning. The waitresses approach us very carefully."



As promised, please find attached a photo of our Spinone (Kory) wearing her new Dogmatic. Sorry for the delay - the weather was quite sad and rainy in Moscow during last three weeks. Yes, the collar system you invented works unbelievably perfect. For the first time in our live we can really enjoy walking with Spinone. You can add this to your wide collection of good feedback from happy customers.



The harness and leash got here just fine. Thought I would share a picture of Tawal our Leonberger. USA



"It's like we have a different dog walking at the side of us!!"



## Recommendations

**Hi All,**

**Just like to say how delighted and very impressed we are with our Dogmatic.**

**Our current dog is a Giant Schnauzer (in fact we've had a giant in the house for more than 20 years - different ones of course!).**

**It has to be said they're not the easiest dogs to control on a lead, they have the pulling power of a Husky and the exuberance of a Dalmatian. Over the years we've tried almost every headcollar that's come to market, all had their problems and some should never have got past the drawing board stage, so we have to confess that our expectations for the Dogmatic were not high. However, when we first took her out with it we were absolutely astounded, thought she must be feeling a bit under the weather as she was so good! But not so! Subsequent lead walks have been a revelation, so easy to control without any effort at all. Furthermore, it doesn't irritate, it's easy to put on and the quality of workmanship is first class. Truly, every dog owner should have one. it's light years ahead of anything else.**

**Kind regards**

**Anne Lundberg**

**"The Dogmatic made a great difference to a large Mastiff we had here. He was difficult to walk under control and some staff/potential owners were worried about getting him out. It became a much more enjoyable task once he was wearing the Dogmatic and because of this I believe it helped to find him a forever home"**

**Karen Slavid Senior  
Animal Welfare Assistant  
BATTERSEA DOGS & CATS HOME**

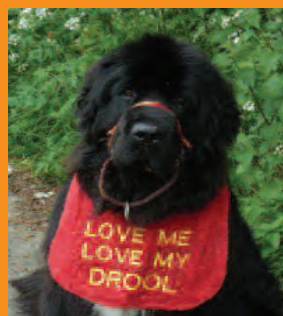


**I just wanted to say that we have just ordered our third Dogmatic I had a shoulder operation last October and if I had not been using your head collar I would never have been able to walk my very strong and disobedient Giant Schnauzer. Its the best thing we have ever bought for our dogs.**

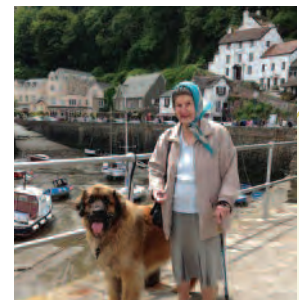
**Regards  
Renee**



**Bella in her matching Dogmatic and bib**



**I have a 76kg Leonberger and even my 85 year old Mother can walk him on the lead when he's wearing a Dogmatic.**







## Recommendations



*Here are some pics of Ned wearing his Dogmatic. He is a very strong energetic 7 month old 8 stone English Mastiff who was a nightmare to walk as he nearly pulled my arms out of their sockets! Now, since he has been wearing his Dogmatic he walks alongside me and I can hold his lead in one hand! I had tried other products but Dogmatic surpasses all others in effectiveness and looks pretty cool too! Also and most importantly for Ned, he can still chew sticks with his Dogmatic on! Thank you for making walking Ned such a pleasure.*

**Claire Whelan**

*I tried the Dogmatic today and congratulate you on a successful product. It does everything I need and I'm sure my dog will soon get used to it. I think I mentioned on the phone that she is a stray I re-homed last week and it would appear she has never been lead trained and probably never walked either, just used for breeding and then discarded when past her usefulness. The photos of Taesha as promised. They show how happy she is to walk wearing it and the fact that I have had her a fortnight today and she has accepted wearing it so well.*



*I just wanted to email with feedback; I received the black leather 4L head collar for my 9 month old exuberant Great Dane this morning! I was so so impressed with the collar I wanted to thank you and highly commend this brilliant product.*

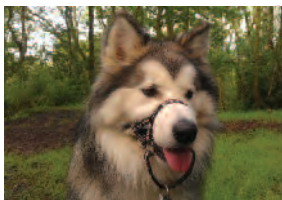
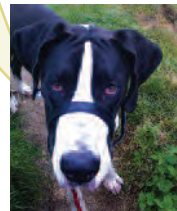
*Starkey is a 50+kg 9 month old beautiful Great Dane, he is usually a nightmare to walk on the lead- pulls, charges and obviously does not respond to the usual corrections. I used to dread seeing other dogs- he is friendly, but will charge at them and stop just in front of their faces to sniff and make friends. Unfortunately we weigh the same, and so he charges and I am dragged until I can stop him! Embarrassing.*

*Today his first walk with the Dogmatic was bliss, no pulling, no charging and he trotted alongside beautifully! Best of all, it appeared to be comfortable and as the photo shows - no riding up into his eyes! Long may it last!*

*Please feel free to use my comments; in fact we have just ordered another few items from your website, we- my husband beautiful Dane and I are so so impressed with the quality and service.*

*Once again thank you, it is rare to find such a brilliantly designed, beautifully made product backed with such good service.*

**Thanks KIRSTY**



*Just to let you know that I received the Headcollar on Friday and we've already used it a few times already.*

*The fit (3L) was perfect, I have attached a couple of photo's of Digby wearing it, you can see he looks quite chilled wearing it.*



*Harry wore his Dogmatic to the Great Yarmouth Pleasure Beach - so it was a pleasure for everyone!! Our Dogmatic has made this sort of day out with Harry a possibility, thank you!!*

*Here is a photo of my two Boxer boys, Ben and Sam with their new Dogmatics. I'd just like to say how great these Headcollars are. I have a very reactive Boxer and a very nervous/sound sensitive one, I have tried everything on them, haltis, gentle leaders, easy leader, canny collar to name a few. Ben is one of the worst dogs for pulling, he is now a happy, easy to control dog. I have recommended to most dog owners at our training club for the reactive and temperamental dogs and when it comes to swapping dogs in class, even a very big GSD who is very strong, reactive and temperamental is easily controllable with his new Dogmatic, I hardly felt him pulling and lunging and I don't think I would have held on to him if he had his old halti on. Thanks Dogmatic*





## Recommendations

**Well I'm amazed – this Company is heaven sent – little crew of angels lol! I ordered the collar and lead to match the most wonderful creation ever!!! I ordered the Dogmatic Headcollar just yesterday morning and I received it 26 hours later – absolutely fantastic product and one on the ball Company. Thank u sooooo much for everything, I cannot recommend these products enough!**

**If you have a dog and want to really enjoy walking with it, try a Dogmatic headcollar. We use one with Neo and it is absolutely brilliant. When we are out people often ask how we can control such a big, bouncy dog and we always recommend the Dogmatic. Several of our dog owning friends have now purchased them too and have also been amazed at how well they work.**

**If you have used a halti harness you need to change it for a Dogmatic - it doesn't close their mouth when you pull on it, doesn't ride up into their eyes and is comfortable for the dog to wear for long periods too.**

**Well worth the money.**

**JUST TO SAY THANK YOU FOR SENDING THE DOGMATIC HEADCOLLAR FOR MY BITCH, IT ONLY TOOK TWO DAYS FOR HER TO ACCEPT IT. IT HAS WORKED WONDERS, AND WALKS NOW ARE A DELIGHT, NO SUDDEN PULLING AND SHE IS HAPPIER.**



**AS YOU CAN SEE SHE HAS ACCEPTED IT WELL, EITHER FROM THE END OF THE LEAD OR FREE STANDING, THIS TOOK NO TIME AT ALL TO ACHIEVE AFTER 4 YRS OF PULLING!**

**THANKS FROM BREEZE BROOMIEDEAN SEA BREEZE (DAUGHTER OF THE CRUFTS WINNER 2011).**

**Oliver wearing his Dogmatic. Thankyou so much, I can walk him without being in agony afterwards now.**



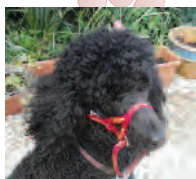
**The girls with their new headcollars - what a difference thanks for your help.**



**This is me walking my two Malamutes in their headcollars. Makes walking them so much easier!**



**Just had to let you know how pleased I am with the Dogmatic head collar for my very headstrong Standard Poodle. Wow what a transformation, instant! I really have to thank you very much, as I had been suffering from very painful tendonitis of the arm and shoulder, caused by the constant pulling, now I have a chance of getting it healed at last! I have tried various different well known makes of harness and collars etc., with very little effect so was giving up hope until I found you! Recommending Dogmatic to my friends and dog grooming customers! Don't hesitate buy it now!**



**A picture of my own Dogues (Bailey, Della and Boogie) wearing the Dogmatic headcollar which we recommend to all our followers on our website and facebook page.**

**We have recommended your Dogmatics to a number of our followers and families who have adopted a Dogue De Bordeaux.**







## Recommendations



Training is going very very well. As you can see on the photos he looks pretty relaxed with the collar on. This is a real wondertool to me!

The big issue with our big fellow is "Great!! Other dogs!! Let's go to play with them :-):-)" Big problem especially during training at the dog school.

I could hardly hold him when he was pulling towards other dogs, now he is a little lamb!! I always win :-) I just need a fraction of the power I needed before to hold him.

This Dogmatic collar is like a magic tool for me!  
Dominique from Belgium.

### Zak (even little people can!!!)

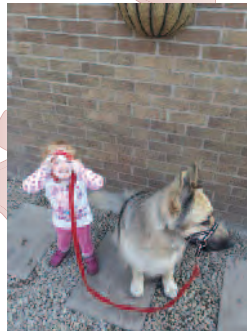
Hi,

I wish to say a very big thank you for a fantastic product.

Without the Dogmatic Collar, I wouldn't be able to handle Zak, even little people can!!!

Thanks once again.

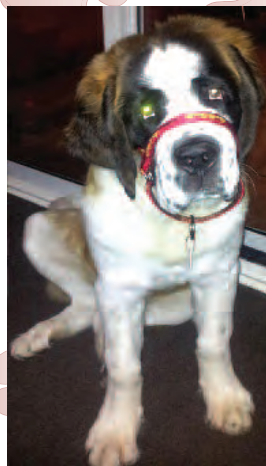
Tracy & Zak



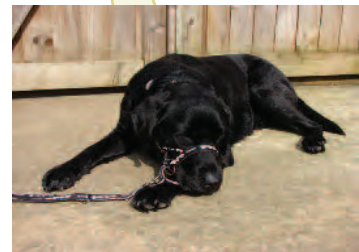
Thought I'd share this picture with you - 5 weims at the end of a long walk, all wearing their Dogmatic headcollars!  
L-R Herman Barkington, Harry, Isla, Archie and Otis. Rachel



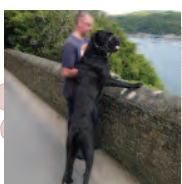
(Left to Right) Fionnuala, Precious Isabella and Parker, all wearing their Dogmatic Head collars, they also have matching leads.



Oh my goodness, my Dogmatic is fantastic, perfect fit, looks good and what a difference it makes I can walk her with confidence it's so easy to control her thanks so much for your help and the speedy delivery I can enjoy my walks with Sophie much more now!



We have been out this morning 'product testing' and I think it's safe to say that not only is the Dogmatic the comfortable choice when walking, it's also comfortable to sleep in too.



Hi, we purchased a Dogmatic about 3 weeks ago after being recommended by The Friends Of Cane Corso. Neo is a 10 month old Corso and is right at the top of the breed standard for height, and weighs 48kg at the moment. We started training and walking him on a half-check collar, but although he was doing well, he was still a very heavy lump to control. Once he got used to the Dogmatic being on it is like a mirade. When its on him he holds his head up high, his tail is up and he walks very proudly. It's a piece of cake to control him and such a joy now to walk him. Highly recommend this product.



These head collars are going to be the only bit of equipment on the market for me to be able to walk my dogs!



"I find the Dogmatic Headcollar to be an effective, kind and gentle method of maintaining control of my dogs when needed."



## Recommendations

*I recently purchased a Dogmatic head collar for my Saluki lurcher after seeing the effect it had on another dog walker's dog. It is marvellous, I was having my arm jerked off regularly as he lurched every few seconds. I was using a Canny collar which was good to start but he got used to it now with the Dogmatic walking him is a pleasure, even when he sees a rabbit he is completely manageable.*



*I have recommended it to several people and will continue to do so. Well done on such an excellent product.*

- One thousand thank yous! I had taken the heart breaking decision that my lovely rescue dog would have to be returned. He is lovely in every way and generally tries to be good - and he is BUT on the lead!
- OMG what a nightmare. I am too small to manage him and he pulled me over, cut all my fingers on wire, so I had after crying really decided if I could not walk him I would have to return him.
- I met a lady out walking her two dogs. She was small, they were large and walking by her side beautifully. I asked her how she did that - she replied you need a Dogmatic. Ordered on Wednesday - arrived on Thursday. This morning a different dog. Walked beautifully. I can keep him and exercise him. Thank you.

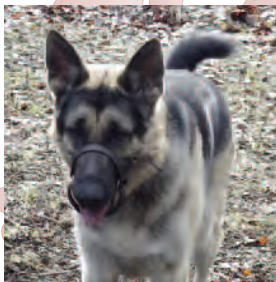
### DOGOMATIC HEADCOLLARS TO FIT ALL SHAPES AND SIZES OF DOGS!



**Even the UK's tallest dog can be easily walked with a Dogmatic Headcollar!**

*Monclare Titan 'Finn', the Irish Wolfhound who now holds the title of UK's tallest dog at 38" high. They have size 6 Headcollars and we are very happy with the result of using these.*

*Pictured with his nephew Brodie, Monclare Jackson.*



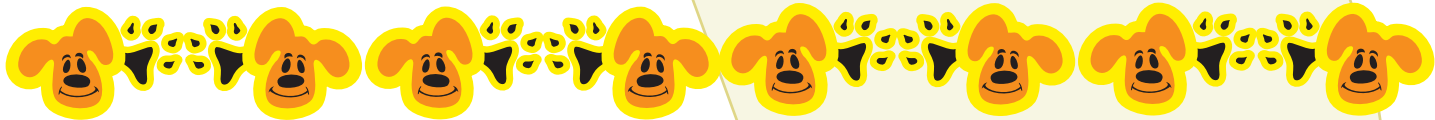
*I wanted to share with you a picture of Merlin now really at ease with his collar, I have lost count of the number of people to whom I have recommended these collars!*

*Many knew him of his pulling ways before his Dogmatic!*

**Winston and Boris enjoying their holiday! Winston now able to wear a Headcollar comfortably whilst recovering from an eye operation.**







## Assessment of the DOGMATIC Headcollar for Halifax RSPCA Animal Home.

By Kathy Townsend MIACE

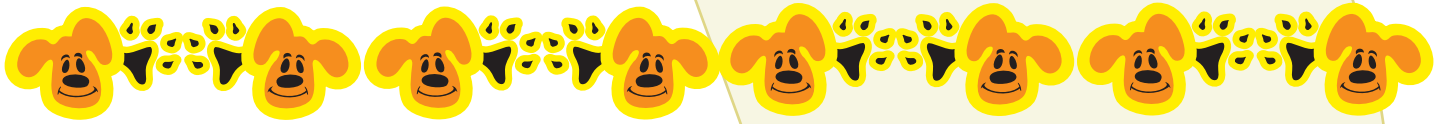
*I have used the Dogmatic in training Holly, a dog for whom I am fostering in an attempt to try and give her the chance of being re-homed after 6 months in kennels. Initially she was a very demanding dog who pulled very strongly when on a lead and was aggressive towards other dogs. To begin with I used a nylon halter on her which she still pulled against and because of the design of this halter it would ride up under her eyes and dig into her muzzle. I have found this a problem with all the other halter types I have used. Some dogs learn not to pull against a halter but others continue to pull against it just as badly as pulling against a lead, the only difference being that the halter allows the owner to have the strength to hold onto the dog in demanding situations. However ideally a halter should be used as an instrumental tool for use in correcting any problems the dog may have but also, just as importantly, be comfortable for the dog to wear. If a dog feels pain around the muzzle when in an excitable or aggressive situation it can become a self perpetuating cycle of associating a particular situation with a painful experience, which would continue to cause anxiety in the dog rather than teaching it to remain calm.*

*I have been very pleased with the results I have obtained from using the Dogmatic during this Test. I have found that the Dogmatic does not ride up under the dogs eyes - as the strap used for connecting it to the lead is separate from the muzzle strap and therefore pulls the muzzle strap tight but not back. The combination of straps which hold the neck strap to the muzzle strap are very supportive which must give the dog a feeling of security and the neck has a normal buckle and hole combination the same as used in normal leather collars. The strength of the leather helps in keeping the shape of the headcollar which means it is much easier to put on and because of the feeling of firm support the dog seems to accept the headcollar much more easily. The leather is very supple from day one and will improve rather than deteriorate with age and if looked after should last for at least a dog's lifetime. Aesthetically the headcollar is very pleasing to look at and there is a choice of shade (black/brown).*

*As I am a professional dog walker and behaviourist I know that many people I come into contact with are not satisfied with the present cloth/webbing headcollar designs but have had no alternative choice to date. I think the Dogmatic is a very well thought out design and I will certainly recommend it as my headcollar of preference to both clients and friends and have every intention of purchasing one for my own use in the near future.*

*Kathy Townsend MIACE (I have a lifetime's experience with dogs, have canine behaviour qualifications, am a professional dog walker and have comprehensive experience of rehabilitation of special needs dogs from rescue kennels).*





## "ON THE SCENT" by Sophia



Hello, my name is Sophia and I run my own dog training business "On the Scent" in Great Ashfield, Bury, St Edmunds, Suffolk. I am a KCAI Member working towards accreditation and also an Associate Member of the PDTE (Pet dog trainers Europe).

We run classes for puppies as soon as they are fully vaccinated up to the veteran dogs. We also hold beginners/fun agility, gun dogs training workshops, home visits and private lessons. All training is held outdoors at our 10 acre site all year round and feel very blessed to have clients who travel from Cambridgeshire, Essex, Norfolk, London as well as my home county Suffolk.

Before we go any further I have to say I am not a huge fan of gadgets, however, they do have their place in dog training and none more than the "Dogmatic" Headcollar which was introduced to me via a client who also happens to be a dog training instructor.

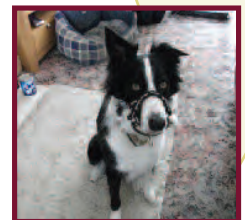
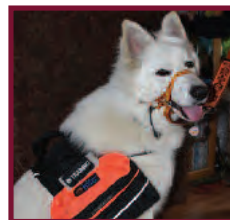
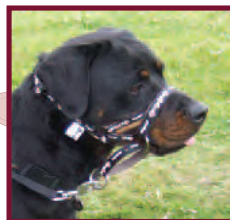
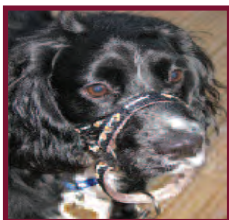
I suffer with back problems and although walking three or four dogs at a time is fine, when one of the younger ones sees a friendly face and gets excited, then my back suffers. My client mentioned during class one day that she had back problems and had invested in the Dogmatic Headcollar which she wanted to use in class. I was hesitant to allow it at first but then after seeing it in action I was rather impressed with it, the way it fitted and the instant result of no pulling from her dog, that I borrowed it for mine!!! I have found that regardless of the breed or cross breed the Dogmatic Headcollar so far, fits perfectly and doesn't ride up like some of the other brands on the market. They also seem to have a calming effect on the dogs, especially those who suffer from dog on dog aggression. They work alongside the training programme NOT instead of the training programme.

Zoë's Mother Susan designed the product due to not being able to help walk the dogs due to having had four back operations and a neck operation. In the time we have been using them the service has been fantastic and all the staff know the products and should one not fit correctly they are more than happy to change it. All my clients who have invested in this product have all been delighted and I certainly have no hesitation in recommending them. (With some strong willed dogs they may need to be introduced over a period of a few days before setting out on a walk).

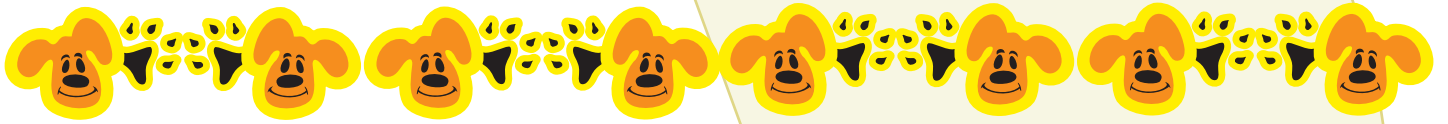
The Dogmatic Headcollar can be used permanently if wished. As many dogs are, unfortunately, not trained to heel or their owners have disabilities, the Headcollar is ideal to have kind, gentle control of your dog. It is also ideal for strong willed or aggressive dogs and using the Dogmatic gives control and peace of mind. This is far kinder than using neck correction with check chains which can do so much damage through being incorrectly fitted and incorrectly used.

Sophia

### HEAD COLLAR Parade

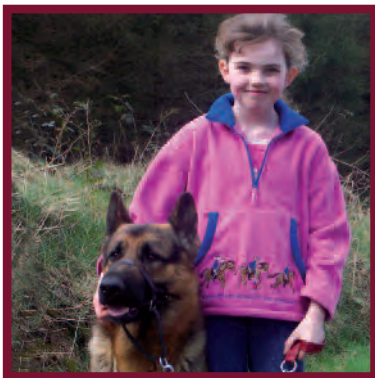
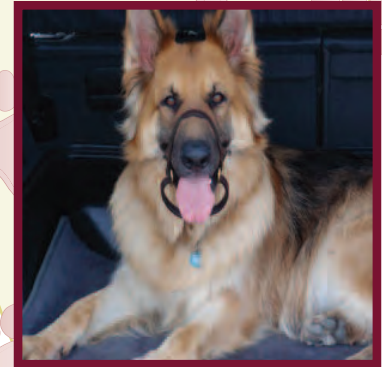






## HEADCOLLAR PARADE

### Just a few more of our satisfied customers



***I have attached a couple of high resolution scans of my very proud daughter walking Rudi in a local forest. This was previously impossible prior to obtaining the Dogmatic headcollar. Just wanted to tell you how pleased we are with our new Dogmatic headcollar. Rudi, our 20 month old German Shepherd, has been taking me for walks for the past 18 months! Today, our 9 year old daughter held the lead on his morning walk and had total control, thanks to Dogmatic. She was chuffed to bits because she loves her dog but could never walk him, he was too strong on his normal collar. I think you have changed both doggy and daughter's life!!***

***Huge thanks!***

***Just wanted to tell you how pleased I am with the Dogmatic Headcollar. I chose the Dogmatic original leather Headcollar for both looks and strength... It was recommended to me by another Great Dane owner, as the only type of Headcollar where the nose strap doesn't get in the dogs eyes, and I can confirm that it has a perfect fit for Danes. My Great Dane girl, Vinnie, is a rescue dog with a sad history, and despite a year of intensive training, I've had to realise that she is still too hard to handle in certain situations - like when she spots another dog or a cat on our walks. A Dane is strong enough to pull you through a hedge - I know this from personal experience!!***

***With the Dogmatic Headcollar I now have much more control, and I no longer have to worry about what might happen if I walk her in a crowded place. The best part is the very short time it took her to get used to wearing the collar - it gives her no discomfort at all, and she even willingly puts her nose in the collar when it's time to get dressed for a walk!***

***I chose the original leather Headcollar for both looks and strength.***

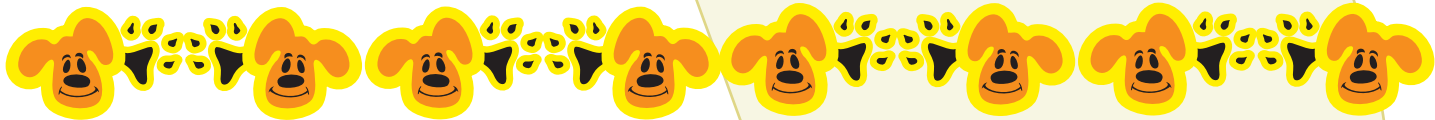
***All in all - thanks for a great product at a very reasonable price! And fast overseas shipping too!***

***Kind regards  
Christel, Denmark***

***Hi, I just wanted to tell you just how flipping brilliant your headcollars really are!!! We first found one quite by accident whilst on holiday, a couple of years ago in Whitby, North Yorkshire. We called into a pet shop (the name of which I can't remember, unfortunately) as we'd had enough of our headstrong malamute husky, dragging us around the narrow streets of the town,....in the hope of finding something more adequate, than what he already was wearing!!! We purchased one of your headcollars and our lives were instantly transformed to the point that we got another dog and let them have a litter of pups!!! The 'mum' was introduced to your headcollars, and the pup we are to keep for ourselves, will wear one also when she's old enough. All the people who have had a pup off us, have been advised to get one of your headcollars too! as there is absolutely, nothing better that I could recommend for a husky-type dog, at all! Your headcollars do just the right job and cause no discomfort to the pooch, and huskys, as you probably are well aware of, aren't the easiest of dogs to walk, on a lead without pulling!!!!!!!!!!!!!!***

***Wishing you the very, very best,  
Maria, John, (Fenris, Nanook and Oski)***





## Reviews

### Equipment review Featured in Dog Training News

*'I arrived at the RSPCA in Birmingham armed with my latest piece of training equipment under arm, and upon entering reception was met with curious glances of my peers. What was this curious contraption? I handed it around for inspection, declaring proudly it's purpose; to gain complete control of our black beauty, Cara.*

*In case you missed last month's edition of DTN, Cara, while completely delightful in every other aspect, is a dog-walker's nightmare charge. Her favoured past-times are causing back injuries in kennel staff, swallowing anything that can be shredded down to fit in her mouth and bouncing around like a hyperactive kangaroo. Seemingly oblivious to the path of destruction she leaves in her wake, kennel staff are concerned that when she leaves for her new home, Cara won't get the exercise she needs simply because her family will be put off from taking her out!*

*'That will stop her? I'll believe it when I see it.' I was told.*

*I set off to meet my fuzzy friend, stopping only to ask for some assistance in holding her still so that I could get the equipment on her. When we arrived at the run, Cara was jumping up the walls, obviously eager to come out and play; although I think she was less pleased about the whole thing when I produced the Dogmatic. Looking something like a horse's headcollar, the Dogmatic is made to last. Made from thick leather, the muzzle piece slips over the dog's nose and the neck strap is fastened by a buckle, adjustable to suit your dog's face. You attach the lead to the ring that runs through a nylon \* band connected beneath the nose piece; the nylon \* applies pressure to the dog's face any time the lead tightens, causing the dog to want to keep the lead slack and so nicely walk to heel.*

*Cara needed some gentle persuasion to get the Dogmatic on, but once there she spent a few moments pawing at it before following my lead through the gate. The change in her behaviour was instant and dramatic. She pulled the lead taut once and it slackened immediately, Cara walking meekly at my side as though we had been practising for years.*

*Once we were in the paddock, Cara continued to walk nicely with me, despite her obvious longing to be bounding in front. There was not a single tug, strain or accidental toppling of dog walker, which was certainly a huge step forward. We stopped once or twice as Cara attempted to remove the device with her paws, but considering this was the first time she had ever worn anything like this, her reaction was very mild.*

*The Dogmatic fitted very comfortably on Cara's face and there was no soreness from rubbing or chafing. It is important, as with any training apparatus, that you get equipment the right size for your dog, Dogmatic have an excellent reputation for customer care and are happy to discuss your individual needs when you're considering a purchase. From a purely cosmetic point of view, the Dogmatic is possibly one of the nicest and most expensive-looking pieces of training gear you will find on the market, particularly when matched up with a quality leather lead. Even the most fashion conscious canine would be happy about wearing this one.*

*The Dogmatic eliminated Cara's pulling completely, having almost a calming influence on the dog as she walked on a loose lead. While the angelic state lasted only as long as the headcollar was on, it served its purpose in making walking a pleasure rather than a chore, and when applied with appropriate training, I believe the dog could make a transition from walking properly on the headcollar to walking properly on the lead alone.*

*Defeated, Cara sat down and allowed me to fuss her, unsure whether to try and bounce up or remain with four paws down. If dogs could give dirty looks, I think Cara would have shot me one then.*

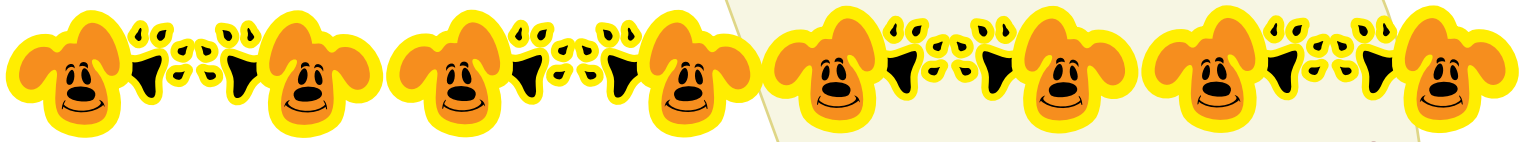
*We would like to thank Dogmatic for generously donating a headcollar to the RSPCA for use on Cara.*

*Since the piece was written, Cara has been rehomed with someone who has shown real willingness to put the time and effort into the training she desperately needs.'*

***\*THIS REVIEW WAS COMPLETED PRIOR TO OUR NEW, IMPROVED ALL LEATHER STITCHED DOGMATIC BEING LAUNCHED***







**Dogmatic**<sup>®</sup>  
Automatically leading the way



# Thank you Dogmatic

*Thank you so much for sending the **Dogmatic**. It fits perfectly. My ten year old daughter and I have been able to walk our Dobermann independently for the first time! (My husband is thrilled also!) A brilliant invention!*

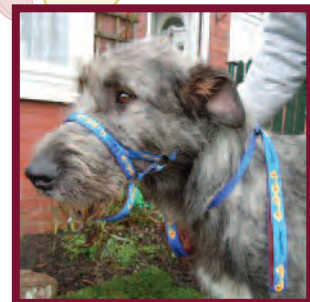
**'A Huge THANK YOU.** The service was first class! The lady I spoke to was polite, informative, helpful and a pleasure to speak with. I ordered the headcollar one afternoon and was so pleasantly surprised when it turned up in the post the next morning! My dog certainly seems more comfortable in the **Dogmatic**. My husband commented that the headcollar was a fine example of workmanship.'

Just to let you know that after several weeks use, we give the **Dogmatic** headcollar a BIG thumbs up.

They are excellent.

Thanks.

**Thank you** for sending the **Dogmatic**. We practiced in the house for a while and then I decided to go to the post office which is not far away. I had a three legged dog for the first hundred yards as he tried to pull it off then suddenly he decided to walk with me. It was marvellous! A dog trotting along to heel and there was no pain in my shoulder. Instead of the planned 10 minutes we carried on for over an hour and he was perfectly happy. Thank you for your help over the phone- you have another happy customer. I shall be happy to tell others about this- just as I was told by another dog walker.



*I just wanted to say a **big thank you** for my leather **Dogmatic**-well its not mine, its OTTO'S! It's a fantastic Headcollar that does everything it promises and I wouldn't be without one now. I have recommended it to a friend who is also very pleased. Your service is excellent too!*



*Just a line to say how pleased I am with the **Dogmatic**. It is like taking a different dog for a walk now - no more pulling! The quality is excellent and she looks great in it as well. I'll be back for another one soon for our Weimaraner.' Thank you.*

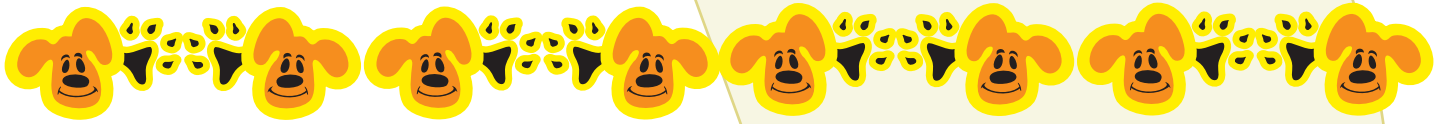
**I am very grateful for your Dogmatic headcollar.** As a dog trainer since 1958, I have not had a need for such a product. However, as I am now 60 years of age and suffering from severe arthritis and spinal injuries, I no longer have the ability to control my GSD's as I once could. I find the Dogmatic a boon in my day to day activities. I can strongly endorse the use of the Dogmatic headcollar.' **Thank you.**



John Owens, Strother Training Kennels



*"It's like taking a different dog for a walk - no more pulling! The quality is excellent as well."*



**Dogmatic**<sup>®</sup>  
Automatically leading the way



## Recommendations



Photographs by Shaun Neaves

***I would like to say that I am absolutely delighted with my Dogmatic headcollars, they give me complete confidence when taking such powerful dogs for walks.***

***'I have been so impressed with the high quality and excellent fit. Both my Borzoi's are friendly, confident and reasonably well behaved dogs - but I often walk a five mile round trip to my children's school with one on each side of my pushchair. Because they are such big dogs, I've used a headcollar to ensure that if they do suddenly pull or veer sideways they don't take the pushchair with them! I've used other headcollars in the past but I've had a lot of problems, particularly with the nose strap riding up into their eyes which they naturally find uncomfortable and annoying. I admit to being hesitant to paying over £20 for a Dogmatic, which I didn't know would be any better or not. However, since trying it I regard it as one of the best £20's I've ever spent - the quality and workmanship alone would be worth it, but the fact that my dog is happy and very comfortable in it and it gives excellent and easy control, make it one of the best dog products I have used and I would highly recommend it to anyone. It's just so much easier to walk with a Borzoi that isn't constantly nudging and rubbing it's head in your armpit in an attempt to get comfortable!!! Many thanks for an excellent product.'***

Would just like to say how impressed I am with the Dogmatic product. My dogs have had their Dogmatics for over 6 months now and there is still no sign of wear and tear, no matter how dirty the dogs get the Dogmatics whilst we are out. They have been through the washing machine many times and are still as good as when we first received the product. My dog's favourite past time was pulling me round the block before, they walked perfectly whilst out individually but take all 4 of them out and whoosh - we were off! Now we can quite happily walk for miles and walks have become so much more enjoyable. I have tried anti-pull harnesses, halti, gentle leaders, canny collars before and none have worked anywhere near as well as the Dogmatic. Yes - the Dogmatic is more expensive but you get what you pay for.

I am also a dog walker and have recommended the Dogmatic to quite a few of my customers after they asked me to suggest something to stop their dogs pulling - they have all been very impressed too. When my family's dogs come to stay with me I can take 5 or 6 of them out together on their Dogmatics, one of which weighs over 10 stone (my Dogue de Bordeaux) and it is so pleasurable. I really do hope the Dogmatic will be around for many years to come. The staff were more than helpful when my parcel went missing and when I needed help to measure up my French Mastiff to allow for his wrinkles! Once again a great big thank you.

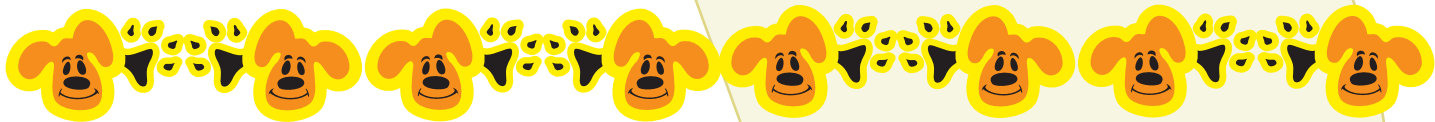
Helen Asquith  
Sheffield

***What a splendid name for your gear! Many, many thanks for the Headcollar and the lead you recently supplied. They have solved my problems with a young, lively and boisterous greyhound. She has taken to the collar very well and it provides me with control without having my arm pulled out of it's socket. I had heard that the greyhound was suitable for an elderly lady- but I allowed myself to be sold a pup who is both an angel and devil, though I love her. Now I can walk her along a road we both know is inhabited by cats and squirrels, which was something I had to avoid for weeks before the collar arrived. So, once again, many thanks, and I would recommend your collar to anyone with similar problems.***



***"When my family's dogs come to stay with me I can take 5 or 6 of them out together on their Dogmatics."***





## Recommendations

### **Dogmatic- Simply the best!**

Warmest greetings to Dogmatic,

*Just wanted to say how wonderful the Dogmatic is, I can now enjoy lovely walks with my Mals and Sibes due to your wonder lead and headcollar, after being involved in a series of road accidents I was rendered bed ridden for over 18 months and incapacitated for a further 2yrs, as my Mals and Sibes grew so did their strength and walking my one girl had become a nightmare, I really dreaded the thought of taking her out as she pulled like a freight train but when you actually stopped and watched her she was hardly pulling at all but given the breed she was doing what came naturally to her, our walks had become irate and frustrating her pulling often aggravated my back injury and it got to the point only my other half could actually walk her and sometimes he became frustrated with her pulling. Thanks to your wonderful Dogmatic our walks with our girl are now most relaxed and I actually look forward to our walks and our time out together.*

*After getting a male Malamute the Dogmatic lead and collar has proved to be a real god send in his obedience training especially his teenage stages as he would use his brute strength to pull and drag me about when he was having a defiant stage. Often I would feel like I had done ten rounds with Mike Tyson after an hour's training session then I wouldn't be able to train the next week as my back would hurt so much, with Dogmatic I'm always in control at training and me and my boy have come on with his training in leaps and bounds and he now loves his training nights and so do I.*

*Lastly my Dogmatic has helped me solve a dog on dog aggression problem with one of the girls, after she was attacked while at a market by 3 Pekenese she had decided every dog she saw was the enemy and became embarrassingly vocal when she saw another dog/s. I tried not to tighten the leash when I spotted a dog coming, when you have a breed of dog like mine you have no choice given they can pull 8 times their own body weight, if I'd have kept her on a loose leash she would have me over in a flash if she decided she really wanted to be confrontational with another dog so my stress and panic was being sent down the lead to her, now thanks to Dogmatic I am able to keep the lead loose while having more control than I ever had using only a standard neck type collar, now I'm calmer and I am confident I have full control which transmits to my girl so she is calmer and I'm happy to say she doesn't have many embarrassing moments any more.*

*I recommend Dogmatic to all my puppy owners and anyone who contacts me with problems or queries concerning pulling and this indicates owners of not only, Malamutes and Sibes but Northern Inuits and Huskamutes. I recently had a doggy day out with about 20 other Malamute Sibe owners who were amazed by the control and ease of the Dogmatic and several of them had tried every head halty and harness under the sun, sadly with no luck, they have now purchased Dogmatic's and are blissfully enjoying wonderful calm walks with their Furkids.*

*I am currently working on my new website and Dogmatic will defo be at the top of Sharrs top recommendations for owners of Malamutes and Sibes (or any dog with serious pulling or lunging issues for that matter) and a link to your website will most certainly be added.*

*Continued success is wished for the future in all your endeavours.*

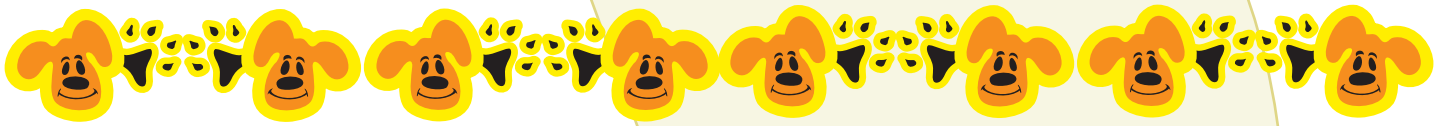
***I have a 18 month old white GSD and since he was about 6 months old I haven't been able to walk him because he was always pulling me over, barking at other dogs, pulling me into the road etc and it got to the point where it was just too dangerous. I felt like I had failed him and he must have been so confused when I was always yelling and getting frustrated.***

***About a month ago I found your website by total luck and I was desperate. Max had pulled me over and dragged me round a corner when all I was doing was holding his lead!***

***I have to admit when I first got it through the post I was a little dubious as to how well it would work especially as I had already tried a normal halti. In the last 24 hours Max has been on two short walks neither of which ended with me face down in the dirt. That alone would have made me incredibly happy but it has done more than that. The amount of pulling has been reduced dramatically and we are both so much calmer.***

***THANK YOU! You have made me happier than words can convey, I can walk my puppy again!***

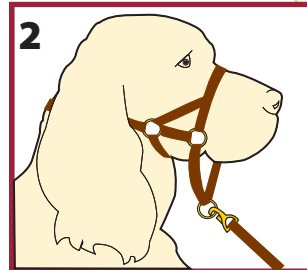
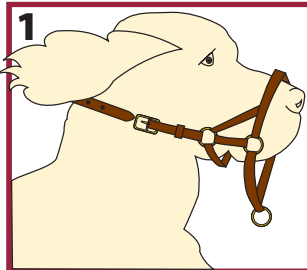




# Dogmatic®

Automatically leading the way

## General Information fitting guide



*The Dogmatic should fit snugly around the dog's face and behind the ears. The noseband is placed over the dog's nose, with the loop under the dog's chin. Fasten the buckle (in the Leather range) or adjust the straps on the neck strap and fasten clasp (with the Padded Cushioned Webbing range) so as to get maximum two fingers underneath. Attach the lead to the ring on the loop under the chin and then commence walking/training.*

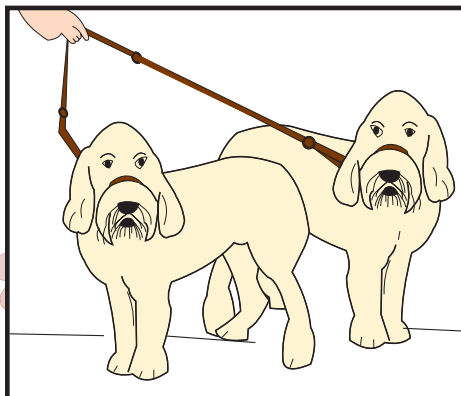
*The Dogmatic should not move about the face, go towards the eye or ride up at all once the lead is attached and however much your dog pulls. If this seems to be the case, it indicates that the sizing is too big so please try an alternative size. With the correct sizing and fitting, your dog should not be able to remove the Dogmatic, but should you so wish, the Dogmatic can be used in conjunction with a Training Lead, with one hook being attached to the Dogmatic and the other to your dog's collar.*

*Please do not attach the same hook to both collar and Dogmatic or use other makes' links as this will prevent the Dogmatic being used to it's full potential. If you are concerned, we would recommend using a Training Lead (with two hooks) and attach one hook to the collar and the other hook to the Dogmatic. That way, you can hold the lead and still work using the Dogmatic but the collar is attached independently for your peace of mind.*

## About the Dogmatic

**Our Registered design is UNIQUE and does not ride up or rub into the eyes, does not restrict the dog's movement and eliminates neck pulling, making it far more comfortable for your dog to wear.**

**Dogs will be more controllable, less excitable and will be safer and easier to train and walk regardless of their size! Walks will be more enjoyable for both dog and owner.**



**Walk two dogs at the same time.  
Walk multiple dogs together.**



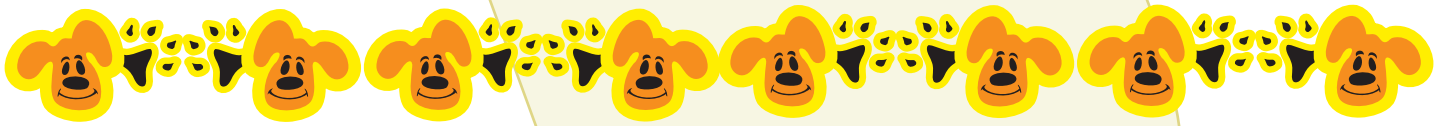
**Unique Registered Design will not ride up under or into dog's eyes or cause discomfort**

**DOGMATIC is recommended by VETS,  
TRAINERS, BEHAVIOURISTS, POLICE, SHOPS,  
RESCUE CENTRES & DOG OWNERS**



*"The control being universal from the left or right side makes the Dogmatic great for walking two large dogs."*





## SIZE GUIDE



**Small Terriers, Italian Greyhounds, Shetland Sheepdogs Etc.**



**Terriers, Whippets, Salukis, small dogs Etc.**



**Collies, Greyhounds, Lurchers Etc.**



**Dobermann bitches, GSD bitches, Standard Poodles, Afghan Hounds, Setter bitches, Spaniels, Italian Spinone bitches, Boxer bitches, Dalmatians, Labrador/Retriever bitches, Pointers, Weimaraners, Staffordshire Bull Terriers, Belgian Shepherd Dogs, Huskies, Standard Schnauzers, Bearded Collies Etc.**



**Dobermanns, GSDs, Labrador/Retriever dogs, Alaskan Malamutes, Setter dogs, Rhodesian Ridgeback bitches, Tibetan Mastiffs Etc.**



**Boxers, Italian Spinone dogs, Briards, Young Great Danes Etc.**



**Rottweiler bitches, Bouvier bitches, Giant Schnauzers, Bernese Mountain Dogs, Great Danes Etc.**



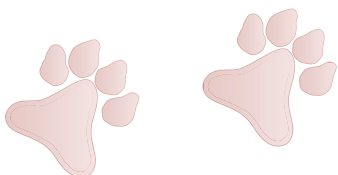
**Rottweiler Dogs, Irish Wolfhounds, Bouviers, Bloodhounds, Dogue de Bordeaux, Bullmastiffs, Old English Sheepdogs, Pyrenean Mountain Dogs, Leonbergers Etc.**



**Neopolitan Mastiffs, Newfoundlands, St. Bernard bitches Etc.**



**St. Bernard dogs, Large Newfoundland dogs Etc.**





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[www.dogmatic.org.uk](http://www.dogmatic.org.uk)

## **DOGOMATIC APPROXIMATE MEASUREMENT GUIDE**

SIZE	PCW ADJUSTABLE CLASP	LEATHER
1/2 NOSE	7.5-8.5"	N/A
1/2 NECK	11-12"	N/A
1 NOSE	8-9"	8-9"
1 NECK	14-17"	13-17"
2 NOSE	9-10"	8-9"
2 NECK	14-17"	18-25"
3 NOSE	10-11"	10-11"
3 NECK	15-18"	16-23"
3L NOSE	11-12"	11-12"
3L NECK	18-23"	21-28"
4 NOSE	13-15"	13-15"
4 NECK	19-24.5"	18-26"
4L NOSE	N/A	14-16"
4L NECK	N/A	21-27"
5 NOSE	15-17"	15-17"
5 NECK	19-25"	20-28"
5L NOSE	N/A	15-16"
5L NECK	N/A	23-30"
6 NOSE	16-18"	16-18"
6 NECK	21-26"	22-30"
7 NOSE	17-19"	15-17"
7 NECK	26-33.5"	26-32"
8 NOSE	18-19"	18-19"
8 NECK	26.5-33.5"	27-33"

**THIS IS AN APPROXIMATE SIZING GUIDE – PLEASE USE IN CONJUNCTION WITH THE SIZING GUIDE FOR YOUR BREED. THE MEASUREMENTS ARE TO ENSURE A GOOD FIT WITHIN THE RANGE– IF YOUR BREED IS VERY 'JOWLY' OR PARTICULARLY HAIRY, GIVE A LITTLE EXTRA ROOM AROUND THE MUZZLE TO MAKE SURE IT'S COMFORTABLE!**

**IF YOU HAVE ANY QUERIES, PLEASE DO NOT HESITATE TO CONTACT US FOR ADVICE.**

**Because your dog deserves the BEST**

## **For Dog People by Dog People**

Talk to our dedicated team today  
Tel. 01952 245330  
[www.dogmatic.org.uk](http://www.dogmatic.org.uk)





# Dogmatic®

Automatically leading the way

**For Dog People by Dog People**  
**Designers of the revolutionary Dogmatic Headcollars,  
collars and matching leads.**

Following the Dogmatic's launch in 2001, the Dogmatic Range has gone from strength to strength.

It's popularity is rapidly increasing through customer satisfaction and recommendations.

We offer you an exciting and strong product, that has been tried and tested, manufactured to the highest quality, a collection which now has an extensive range of matching accessories that will guarantee customer satisfaction.

The Dogmatic Ranges offer control but are gentle looking with fun, friendly designs so that any dog will still look approachable and the Dogmatic cannot, therefore, be confused with a muzzle. We have fresh, vibrant, exciting designs and colours to match and enhance all owners' requirements.

The Dogmatic is recommended by Vets, Trainers, Behaviourists, Rescues, etc., Our success is proven by our extensive list of clients and canine experts who endorse and use our Range. We are very proud of this.

**Tel. 01952 245330    [www.dogmatic.org.uk](http://www.dogmatic.org.uk)**  
**Because our dogs and your dogs deserve the BEST**

**WOMEN IN BUSINESS ACHIEVEMENT AWARDS 2012**

**Susan Lewsley Designer of the DOGMATIC HEADCOLLAR wins: "ESTABLISHED BUSINESS AWARD 2012"**



Voted  
'Product I  
Can't Live  
Without'



**Dogmatic UK Ltd is on Facebook**

**DOGMATIC (UK) LTD**

**Estover Lodge, Sleaford, Long Lane, Telford, TF6 6HQ**