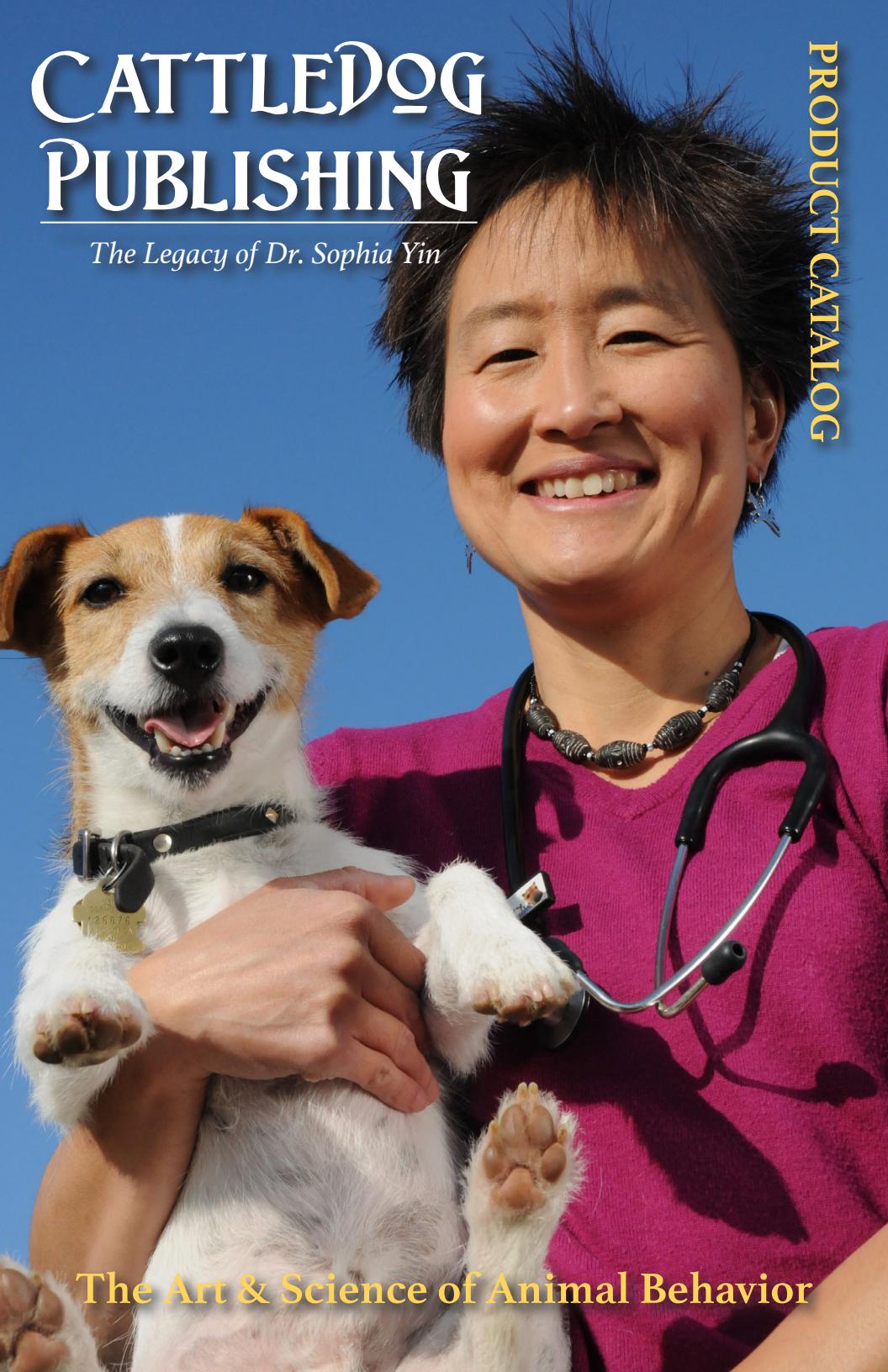


# CATTLEDOG PUBLISHING

*The Legacy of Dr. Sophia Yin*

PRODUCT CATALOG



**The Art & Science of Animal Behavior**

# LOW STRESS HANDLING, RESTRAINT AND BEHAVIOR MODIFICATION OF DOGS & CATS

## Techniques for Developing Patients Who Love Their Visits

### The book and DVD feature:

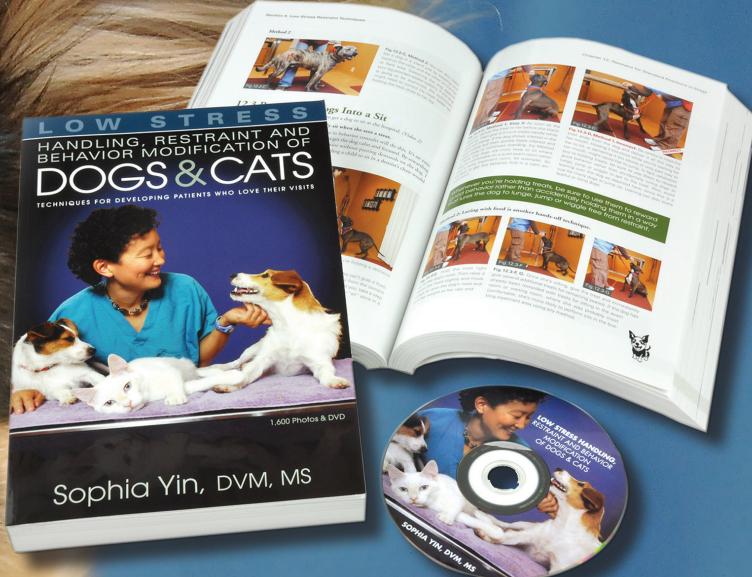
- 480 pages containing more than 1600 photos that show how to handle dogs and cats correctly.
- Explanations of what you think you're doing right, but may actually be doing wrong.
- Three hours of video clips that show correct and incorrect handling procedure. Companion DVD not for sale separately.

### By using this training tool, you will:

- Be able to implement the most up-to-date handling techniques.
- Learn how to restrain animals correctly through behavior modification that does not involve coercion, dominance, or other negative training methods.
- Increase your efficiency because your patients will willingly comply with procedures.
- Stop perpetuating behavior problems in patients.
- Create a safer environment for you and your team with fewer bites, scratches and back injuries.
- Improve the bond between you, the pet, and the client.

### Best For:

- Vet techs
- DVM
- Veterinary and Veterinary Technician students
- Shelter staff
- Rescue workers
- Dog and cat owners



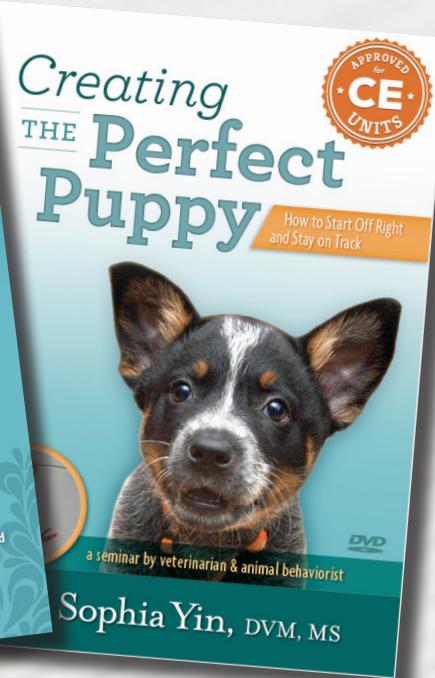
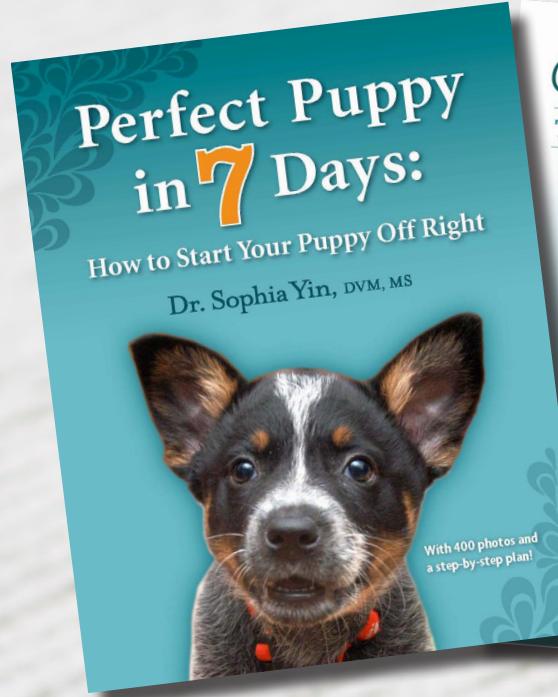
### Praise for Low Stress Handling, Restraint and Behavior Modification of Dogs and Cats:

"This book is a pictorial guide into the world of what to do and, as importantly, what not to do, to reduce dogs' and cats' fear of encounters with humans. If a picture is worth a thousand words, then this is a HUGE volume. The photographs show actual expressions of dogs and cats in real-life situations that anyone familiar with these animals will recognize. The methods of handling them are clearly shown, as are the results. This type of book is long overdue."

**Bonnie V. Beaver, DVM, MS, Diplomate ACVB**  
Board-Certified Veterinary Behaviorist  
Past President, American Veterinary Medical Association

**Buy your copy today & watch as your patients  
become more relaxed & compliant!**

**Regular Price: \$149.00 (US)**



## Perfect Puppy in 7 Days: How to Start Your Puppy Off Right

Does your puppy nip or jump? Have potty accidents? Or struggle when handled? This book will help you set your puppy on the path to being a polite, well-socialized, happy companion in just one week. In a simple, fun way, Dr. Sophia Yin tells the story of working with her dad's puppy, Lucy, to illustrate how you can train your puppy, too.

With 176 pages and over 400 photos, Dr. Yin explains step-by-step why puppies do what they do, how the environment and your training methods help form their personalities, and how quickly puppies can learn when you set them up for success.

Dr. Yin's positive-reinforcement program leads to a strong bond between you and your pup from day one. Buy your copy today and get started!

**Regular Price: \$19.95 (US)**



## Creating the Perfect Puppy: How to Start Off Right and Stay on Track

In this 90-minute DVD, Dr. Yin tells the story of how she secretly trained her father's Cattle Dog puppy, Lucy, for a week before she gave Lucy to him. As a result her father started off with a polite, focused, well-socialized puppy. Find out how, after only two weeks with her parents, Lucy became an overly-excitable, impulsive puppy who was starting fights with other dogs. See the step-by-step plan that got Lucy back on track so that by 16 weeks she was a dream puppy again.

*Creating the Perfect Puppy* paves a clear path to a happy, long-lasting relationship with your pet.

Running time: 1 hour 43 minutes  
Produced by CattleDog Publishing

DVD is formatted for NTSC

**Regular Price: \$29.95 (US)**

## The Small Animal Veterinary Nerdbook

### The book that started it all!

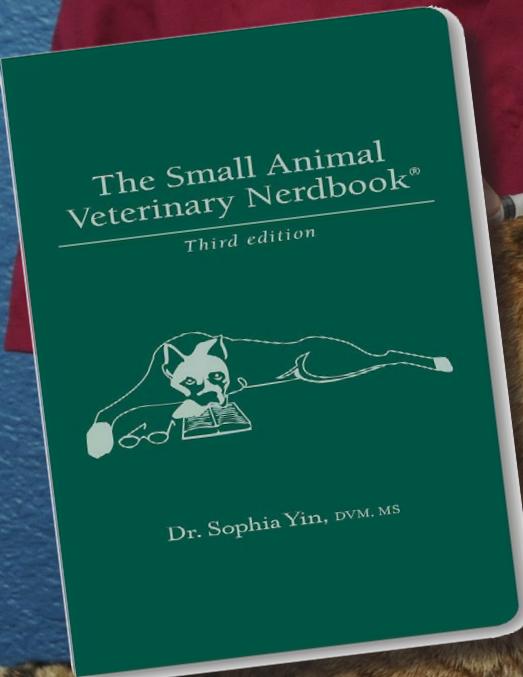
More than 60% of all veterinary students graduate with The Small Animal Veterinary Nerdbook®. Why? Because this essential reference allows you to:

- Quickly find which diagnostic and treatment plans to follow
- Understand why you should recommend specific diagnostic tests or treatment plans
- Easily remember the information you need to get through rotations
- Pass your board exams successfully the first time
- Stick to only the most pertinent information for diagnostic and treatment plans when you're on the job

Dr. Sophia Yin was a veterinarian, applied animal behaviorist, author, and speaker. She knew her stuff, and she wanted to make sure you do, too. Feel confident that your knowledge will get you through classes, board exams, rotations, and every day on the job.

**Buy your copy now!**

**Regular Price: \$89.00 (US)**



## Creating a Pet-Friendly Hospital, Animal Shelter, or Petcare Business

### Transform Your Practice!

Creating a “pet-friendly” hospital, shelter, or petcare business is a simple, inexpensive path to improved efficiency, increased staff safety, happy pets, and clients who feel a bond with your business. Learn how in this fun and fascinating DVD taken from a half-day seminar given by veterinarian and animal behaviorist Dr. Sophia Yin.

#### Lectures Include:

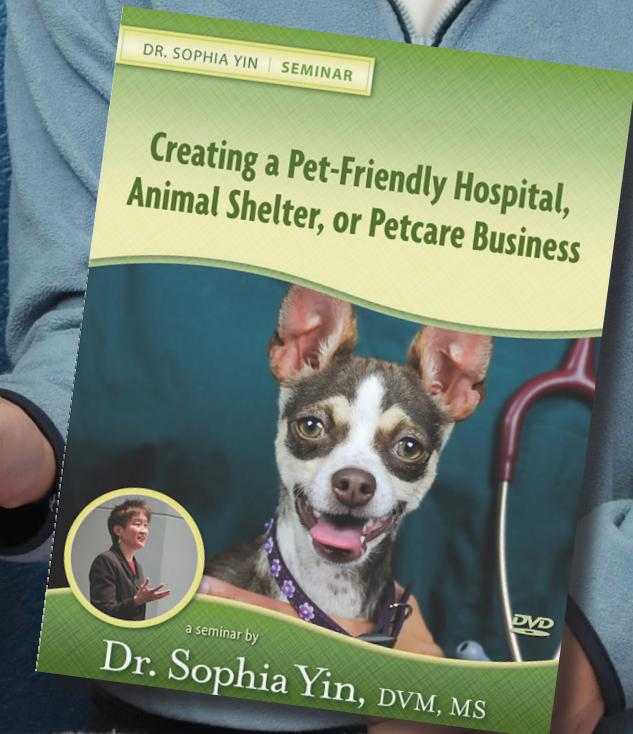
- Recognizing Brewing Fear & Aggression in Dogs & Cats
- Rapid Reversal of Fear & Aggression in Dogs & Cats
- Low Stress Handling & Restraint of Difficult Dogs & Cats

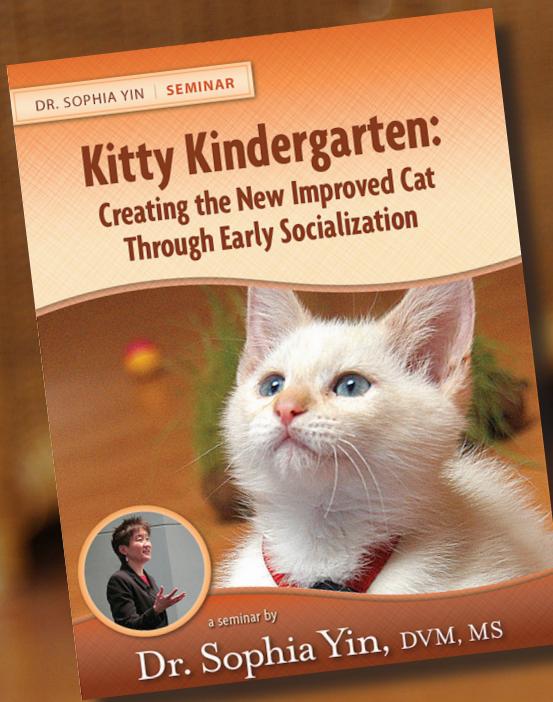
Running time: 3 hour 44 minutes

Produced by CattleDog Publishing

DVD is formatted for NTSC

**Regular Price: \$49.95 (US)**





## Kitty Kindergarten

### Potty problems? Inter-cat aggression? Antisocial behavior?

Many people think that these are part of a cat's nature or something humans need to accept. It turns out that these and most cat behavior issues can be prevented with early socialization and training. A few techniques applied early on can change the course of a kitten's life.

In this live recording of one of her popular lectures, Dr. Yin explains in detail about the sensitive period of socialization for kittens; demonstrates how to desensitize and countercondition kittens so they enjoy procedures like nail trims and injections; and shows how to quickly train your kitten to do desirable behaviors – like walking on a leash, sitting calmly, and coming when called. These simply behaviors can be used to replace and even prevent the naughty behaviors that a cat might perform. For veterinary professionals and shelter workers, Dr. Yin also outlines how you can set up your own successful "kitty kindergarten" program to improve the adoptability of cats and to help ensure they bond with their human families and stay in their homes.

Running time: 96 minutes

Produced by CattleDog Publishing

DVD is formatted for NTSC

**Regular Price: \$29.95 (US)**

## Towel Wrap Techniques for Handling Cats with Skill & Ease

### Handle even difficult cats with confidence and ease.

Are you still routinely scruffing cats or stretching them out for jugular venipuncture? Learn the newest low stress towel wrap techniques for handling even the most difficult patients in a calm and efficient manner. From methods so simple they take virtually no time to learn to those that can be used in emergency situations to capture a cat and calm them quickly. Your ability to deal with difficult cats will improve dramatically with these simple techniques under your belt.

In this instructional DVD, Dr. Yin leads you through seven toweling techniques that will help keep potentially difficult cats calm and relaxed rather than eliciting anxiety and aggression. Each wrap is broken down step-by-step allowing you to practice along, first using stuffed animals and then using cats.

Videos from handling labs showing both the wrong way then the correct way.

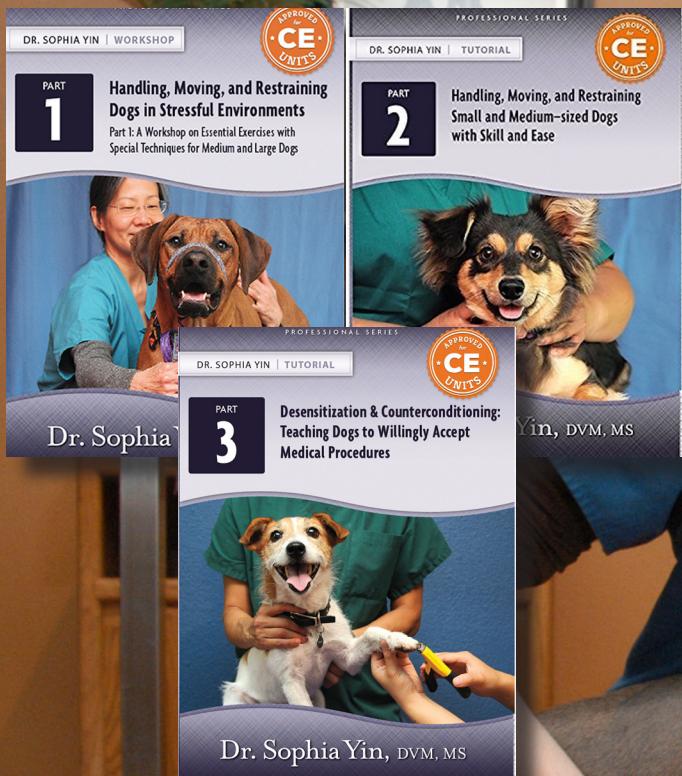
Running time: 65 minutes

Produced by CattleDog Publishing

DVD is formatted for NTSC

**Regular Price: \$59.95 (US)**

# THE MASTER CLASS COLLECTION



## Handling, Moving, and Restraining Dogs in Stressful Environments (Part 1)

Whether you're a veterinarian, veterinary technician, trainer, groomer, or pet owner, every interaction you have with a dog affects them. With your movements, touch, and tone of voice, you can confuse them ... or you can direct and guide them clearly. You can increase their uncertainty and fear ... or you can increase their confidence in you. In these two fascinating hands-on labs, Dr. Sophia Yin – veterinarian, animal behaviorist, and author – teaches you to handle, move, and restrain dogs of all sizes and personalities using the techniques of Low Stress Handling™. Step by step, Dr. Yin demonstrates how to give confident, clear direction and guidance with every interaction, resulting in dogs that trust you rather than fight you.

**Regular Price: \$59.95 (US)**

## Handling, Moving, & Restraining Small & Medium-sized Dogs with Skill & Ease (Part 2)

Every time you interact with your canine patients you're telling them something with your body language. With your movement, touch, and tone of voice you can confuse them ... or you can direct and guide them clearly. You can increase their uncertainty and fear ... or you can increase their confidence in you. Dr. Sophia Yin teaches you how to handle, move, and restrain small and medium-sized dogs using Low Stress Handling™ techniques. Understand how to give clear and concise signals to your patients by handling them with Dr. Yin's techniques. You'll find your patients are more likely to trust that you can guide them, resulting in more willing and happy patients and clients!

**Regular Price: \$59.95 (US)**

## Desensitization & Counterconditioning: Teaching Dogs to Willingly Accept Medical Procedures (Part 3)

In the first 2 parts of this series you've learned how to greet and approach correctly, provide clear direction, and handle and adjust your technique with skill. In this final lab, Dr. Sophia Yin – veterinarian, animal behaviorist, and author – teaches you how to use desensitization and counterconditioning to help pets enjoy a variety of medical and husbandry procedures. Once you understand general concepts and important points – staying below threshold, awareness of treat choice, clear movement, timing – you'll be able to adapt to any situation you come across.

**Regular Price: \$59.95 (US)**

## Master Class Collection:

**Part 1:** (Running time: 2 hours 47 minutes)

- Lab 1: Essential Exercises for Moving Dogs from Place to Place
- Lab 2: Handling & Restraining Medium-sized & Large Dogs with Skill & Ease

**Part 2:** (Running time: 2 hours 12 minutes)

- Lab 3: Handling & Restraining Small & Medium-sized Dogs with Skill & Ease

**Part 3:** (Running time: 2 hours 40 minutes)

- Lab 4: Desensitization & Counterconditioning: Teaching Dogs to Willingly Accept Medical Procedures.

Produced by CattleDog Publishing  
DVDs are formatted for NTSC

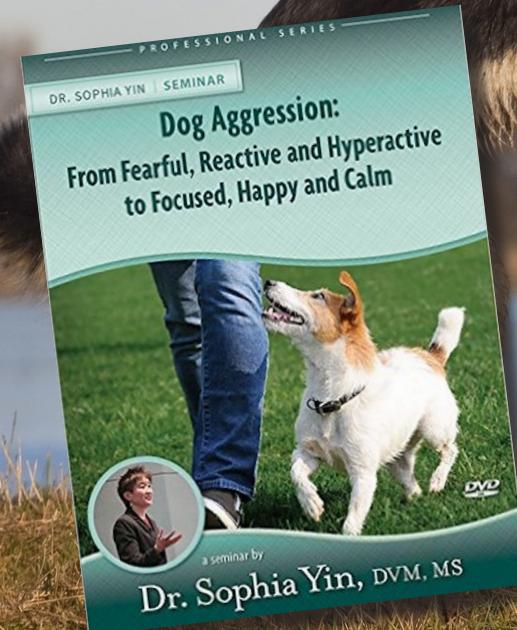
## Dog Aggression: From Fearful, Reactive & Hyperactive to Focused, Happy & Calm

You may know many techniques for dealing with your reactive or aggressive dog, but with many dogs, to get the results you want you need a clear step-by-step plan. First you need to realize that every interaction is a training session, so what you do outside of official sessions may undermine your progress. Second, for fast and enduring results it's often essential to improve the dog's impulse and emotional control. Third, your training will require good technique and an integrative approach and should focus on creating a dog who is happy, focused, and calm.

In this live-recorded 3-hour seminar Dr. Sophia Yin – veterinarian, animal behaviorist, and author – presents a comprehensive plan for helping fearful, aggressive or reactive dogs overcome their behavioral problems. You'll see a number of different desensitization and counterconditioning techniques and learn when to use each one. You'll see how to identify all sources of fear and impulsivity, and understand how these factors hinder progress. And due to the stepwise global nature, you'll see dogs improving faster than you ever thought they could!

Running time: 3 hours 26 minutes  
Produced by CattleDog Publishing  
DVD is formatted for NTSC

Regular Price: \$49.95 (US)



## Pet Dogs, Problem Dogs, High Performance Dogs: How Science Can Take Your Training to a New Level

Harness the power of science in your training! Whether you're a trainer, veterinary behaviorist, pet owner, police, military, or scent work trainer, training methods based on the science of animal behavior can get you astonishingly fast and consistent results. In two fascinating, live-recorded lectures, Dr. Sophia Yin, veterinarian, animal behaviorist and author – explains clearly and vividly the essential foundations and practical applications of the science of animal learning.

### Includes Presentations:

- What Giraffes, Dogs and Chickens Have in Common Training Techniques that Work for all.
- From Missile-Guiding Pigeons to Spy Dogs: How to Use Applied Behavior Analysis to Drive Huge Improvement in your Training.

Running time: 3 hours 30 minutes  
Produced by CattleDog Publishing  
DVD is formatted for NTSC

Regular Price: \$49.95 (US)



# SKILLS FOR HANDLING YOUR REACTIVE OR HYPERACTIVE DOG



## Part 1: Essential Exercises

### Do You Have the Technical Skills to Quickly and Successfully Train Your Reactive, Hyperactive, or Fearful/Aggressive Dog?

Will it take 10 minutes, 10 days, or 10 months to see a noticeable improvement in your dog? The answer depends largely upon your ability to direct and guide your dog. Now you can learn the skills to address your dog's reactivity from the comfort of your own home, with this engaging DVD version of one of Dr. Yin's most popular hands-on workshops.

In a series of fun and practical exercises for both humans and dogs, Dr. Yin teaches you exactly how to move quickly and clearly enough to keep your dog interested and focused on your training. Step-by-step exercises are demonstrated, such as treat delivery drills and movement drills for you as well as techniques for helping your dog focus while heeling on walks.

Find out how to provide leadership through skill rather than force. Transform your relationship with your reactive dog, as he happily learns impulse control and to look to you for guidance and direction.

Running time: 2 hours 12 minutes  
Produced by CattleDog Publishing  
DVD is formatted for NTSC

**Regular Price: \$39.95 (US)**

## Part 2: The Next Steps for a Pleasant Walk

### Do You Have the Technical Skills to Quickly and Successfully Take Your Reactive, Hyperactive, or Fearful/Aggressive Dog on a pleasant walk?

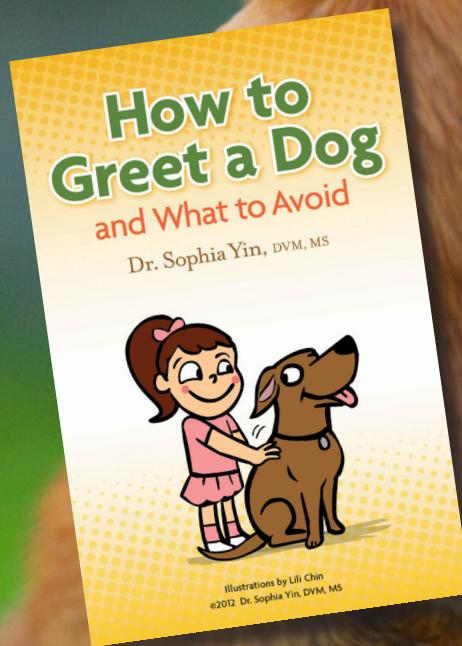
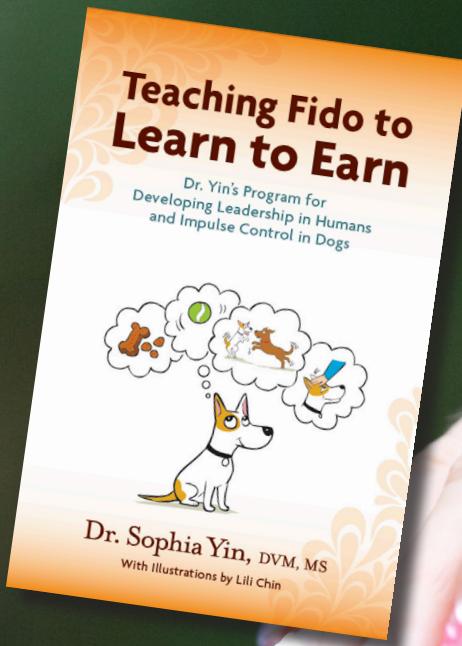
The length of time it takes - whether 10 minutes, 10 days, or 10 months - to see a noticeable improvement in your dog depends largely upon your ability to direct and guide your dog. Now you can learn the skills to address your dog's reactivity from the comfort of your home with this engaging DVD version of one of Dr. Yin's most popular hands-on workshops.

In a series of fun and practical exercises for both humans and dogs, Dr. Yin teaches you exactly how to move quickly and clearly enough to keep your dog interested and focused on your training. Step-by-step exercises are demonstrated, such as flash-lure drills, speed, posture, and movement drills, and situational reaction drills, first with humans-only and then with handlers working with their reactive dogs.

Find out how to provide leadership through skill rather than force. Transform your relationship with your reactive dog, as he happily learns impulse control and to look to you for guidance and direction.

Running time: 2 hours 15 minutes  
Produced by CattleDog Publishing  
DVD is formatted for NTSC

**Regular Price: \$24.95 (US)**



## Teaching Fido to Learn to Earn

Does your dog bark excessively? Jump up on you or other people? Act aggressively toward visitors, children, or other dogs? Seem to have separation anxiety? If so, one of the underlying issues is that he lacks impulse control. Don't despair - there is a solution!

Your dog can learn to control his impulsivity and look to you for guidance in distracting or difficult situations. It starts by training Fido to automatically say please by sitting for treats, then for petting, and then for everything else he wants.

In this booklet, Dr. Sophia Yin, veterinarian and animal behavior expert, gives you an overview of her fun, reward based Learn to Earn training program which will teach you how to provide leadership while training your dog to be patient and to look to you for guidance.

(Sold in Packets of 10 Booklets)

**Regular Price: \$25.00**

## How to Greet a Dog and What to Avoid

Have you ever seen a child or adult approach a dog and get bitten? Dogs frequently bite or snap when they are fearful or uncomfortable around unfamiliar people, and humans frequently approach in ways that are unintentionally rude or threatening. Written by Dr. Sophia Yin, this booklet shares eight simple rules on how to greet a new dog and what to avoid.

(Sold in Packets of 10 Booklets)

**Regular Price: \$20.00**

## Additional Posters Available for Download:

How to Greet (and How Not to Greet) a Dog

Kids and Dogs

Learn to Earn

Operant Conditioning

Dr. Yin's Top 10 Dog Training Tips

Puppy Socialization Checklist

Bite Levels in Dogs

Dog Park Etiquette

7 Things All Dogs Need

Back Issues of the Behavior Bytes Newsletter

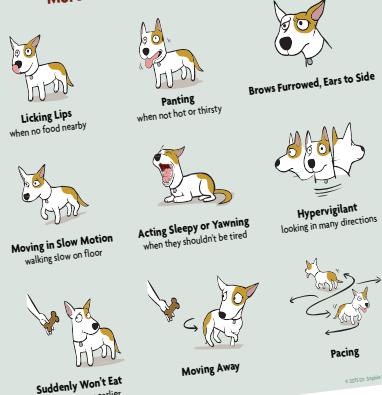
All downloadables are free to download and print.

Downloadables are available at <http://drssophiayin.com>

### Body Language of Fear in Dogs



#### More Subtle Signs of Fear & Anxiety



Dr. Sophia Yin, DVM, MS



### Body Language of Fear in Dogs

Every year over 4.5 million people are bitten by dogs. One of the most common causes of biting and aggression in dogs is fear. This color poster developed by Dr. Sophia Yin and illustrated by Lili Chin, shows both the common and more subtle signs of fear and anxiety in dogs. With 100 handouts/tear sheets per packet you'll have plenty of color handouts for your clients, students, and friends.

#### Best For:

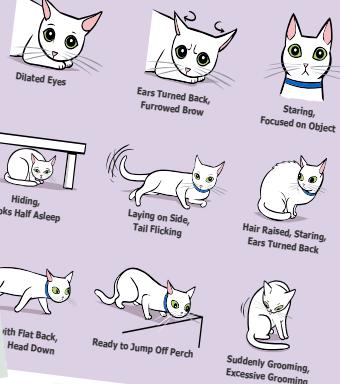
Veterinary Technicians  
DVM  
Vet & Vet Tech students  
Shelter staff  
Rescue groups  
Cat Owners

Regular Price: \$25.00 (Pack of 100)

### Body Language of Feline Anxiety



#### More Subtle Signs of Fear & Anxiety



© 2010 Dr. Sophia Yin, DVM, MS



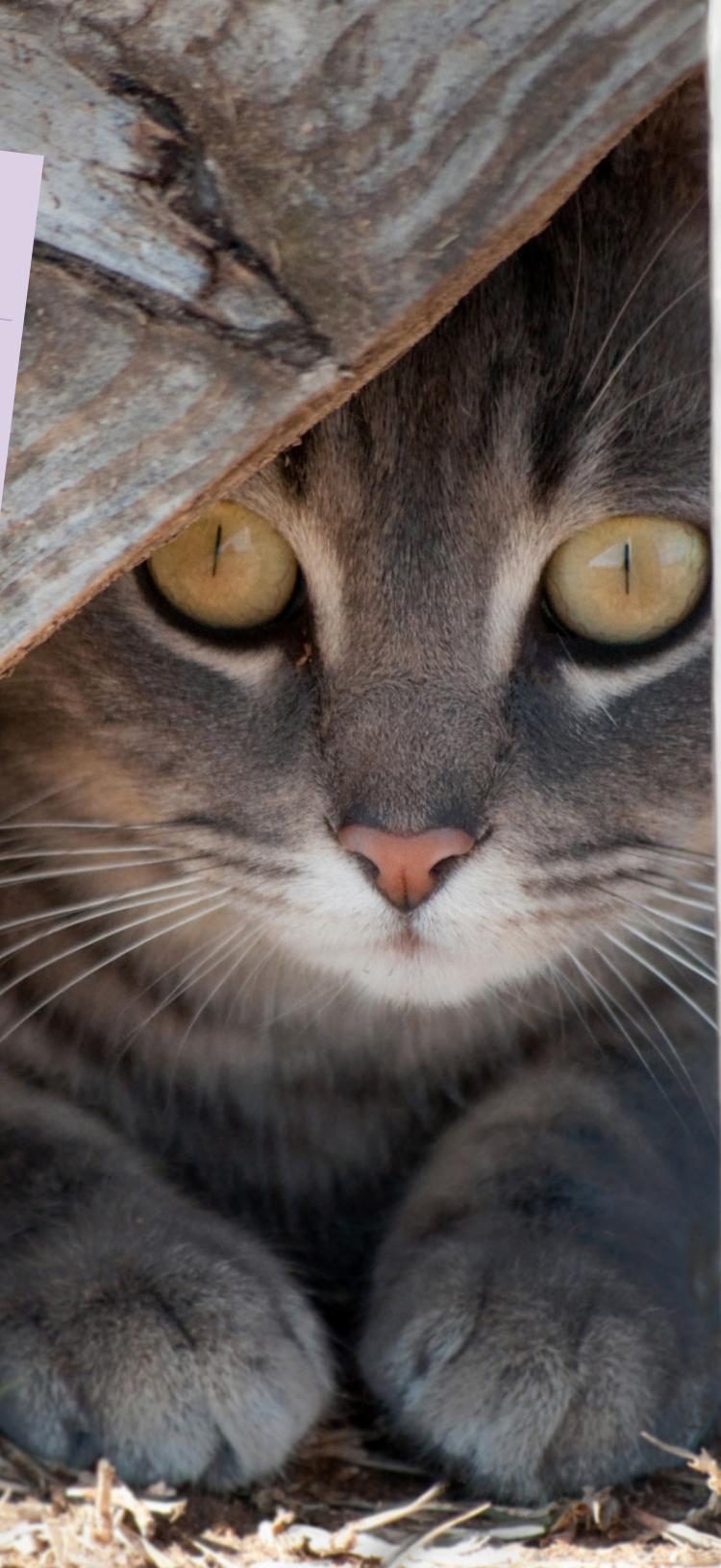
### Body Language of Feline Anxiety

These handout/tear sheets developed by Dr. Sally J Foote and illustrated by Lili Chin show both the common and more subtle signs of fear and anxiety in cats. With 100 handouts/tear sheets per packet you'll have plenty of color handouts for your clients, students, and friends.

#### Best For:

Veterinary Technicians  
DVM  
Vet & Vet Tech students  
Shelter staff  
Rescue groups  
Cat Owners

Regular Price: \$25.00 (Pack of 100)





Achieve precise treat timing for fast, fun, and effective training

The Treat & Train is a remote-controlled reward dispenser and training system that allow you to efficiently teach dogs at a distance (or nearby). The result is the ability to learn almost any behavior, from everyday skills (such as potty training) to specialized skills (such as those used in agility, obedience, service, and military work).

Included are a remote for food dispensing, booklet & DVD, to train long downs, stop barking at the door, and other skills. The remote works up to 100 feet away through walls and doors.

Invented by Veterinarian and Animal Behavior Expert, Dr. Sophia Yin, and tested in Lab, Clinical, and Field trials.

Note: Not all foods will fit and some do not work as well as others.

Available for sale through Amazon.com.  
Regular Price: \$109.00 (US)

**Treat & Train**  
REMOTE REWARD DOG TRAINER

# Low Stress Handling™ Certification

## What is Low Stress Handling™ and why should I look for the logo?

The Low Stress Handling™ logo signifies that the people you are dealing with have spent a lot of time learning Dr. Yin's methods for reducing stress in animals. They know how to hold a leash, how to offer treats, how to counter-condition animals to having medical treatments, and the perfect way to do a medical wrap. What does that mean to you? Simple: a more pleasant experience at the vet's office and a happier pet. It also means that they use methods that can reduce the need for sedation, reducing risk and pet health costs. It means you can trust that person to treat your pet like you'd want them to be treated. With skill, professionalism, and care. Whether you see this on a certificate or a nametag, it says good things about how your pet will be treated and that gives you peace of mind.

## Why should you as a Vet, Vet-Tech, Shelter worker or even a professional rescuer become Low Stress Handling™ certified?

Low Stress Handling™ covers every circumstance you need it to. Whether you want to know about walking techniques that work in stressful environments, multiple uses for towel wraps, or effective counterconditioning for medical procedures, you can find practical learning here. Low Stress Handling™ teaches you to understand not just the body language of fear in dogs & cats, it teaches you how to resolve the fears an animal has. You can see the problem and do something about it, allowing you to provide care without worry of harm to you or the animal. Everything you learn is applicable for dogs, cats, and beyond. For you as Veterinarian: a vet who knows how to handle their patients in a calm and gentle manner is a vet who will have a better day at work, who will have happier employees, and who will earn the goodwill and loyalty of their clientele. Low Stress Handling™ is a win for everyone!

For more information, please visit our website at: <http://lowstresshandling.com>.

Individuals or groups of 3 or less may sign up through our website.

Hospitals and other groups of 4 or more may qualify for a group discount. For pricing and to sign up, please contact **CATTLEDOG PUBLISHING** at [behavior@nerdbook.com](mailto:behavior@nerdbook.com)

## Low Stress Handling™ Certification Levels:

- Silver Certification
- Gold Certification (Coming Soon)
- Instructor Certification (Coming Soon)



# CATTLEDOG PUBLISHING



## From the Executive Director

CattleDog Publishing, the legacy of Dr. Sophia Yin, grew from Dr. Yin's creative work in developing educational products in animal behavior. Her dream was to change the way people and animals interacted, especially in veterinary care. From her textbook, *Low Stress Handling™, Restraint and Behavior Modification of Dogs & Cats*, Dr. Yin developed the Low Stress Handling™ Certification program. The development of products and research into reducing fear and aggression in animals under veterinary care is ongoing.

Watch for future products to help understand the animal in front of you, and how your interactions can improve the relationship you have with them.

As a veterinarian, I value understanding the behavior of an animal because it relates to their physical, as well as emotional, health. I look forward to working with other behaviorists and veterinarians to bring you more products in the future.

Dr. Sally J. Foote  
DVM, CFBC-IAABC

Dr. Sally J. Foote

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Certification Coordinator

**Randy Carpadus -**  
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  - **CHECK / MONEY ORDER** (payable to CattleDog Publishing)
  - **CREDIT CARD** (US customers ONLY): Visa, Mastercard, Discover, AMEX. Please call our office to pay.

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