



VICTORIA STILWELL

Positively.™

THUNDERSTORMS

Features
specially-designed
Music & Training
Instructions

Changing Dogs' Lives...POSITIVELY.

CANINE NOISE PHOBIA SERIES

For the Treatment *and* Prevention of Anxiety in Dogs



1 VERBAL INSTRUCTIONS

Victoria Stilwell (04:57)

2 MUSIC INTRO - WALTZ IN A FLAT OP. 39 NO. 15

Brahms (04:31)

3 MILD SFX/DISTANCE - PATHETIQUE SONATA

OP. 13 ADAGIO CANTABILE

Beethoven (04:08)

4 MILD SFX/CLOSE - PATHETIQUE SONATA

OP. 13 ADAGIO CANTABILE

Beethoven (03:51)

5 MODERATE SFX - PRELUDE IN C

WTC BK. I NO. 1

Bach (04:53)

6 HEAVY SFX - CPE RONDO ESPRESSIVO

Bach (05:19)

7 MUSIC ONLY (23:32)

Total Running Time 51:17

VICTORIA STILWELL
Positively.[™]



through a
Dog's Ear[™]

INTRODUCTION

As a dog trainer, I work with anxious dogs every day. Regardless of whether these anxieties are caused by fears, phobias or other triggers, my job is to help such dogs and their households overcome these fears by using positive reinforcement training techniques.

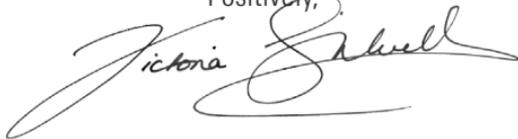
One of the most common issues I'm asked to help with is noise phobia, or fear of certain sounds. Noise-fearful dogs often feel panicked, resulting in anxious and distressed canine households. To help solve this problem, I've teamed up with sound researcher Joshua Leeds and concert pianist Lisa Spector, founders of *Through a Dog's Ear*, to develop the revolutionary *Canine Noise Phobia Series (CNP)* – a breakthrough in both the treatment and prevention of this debilitating condition.

By combining progressive sound effects, specially-designed psychoacoustic calming music for canines, and reward-based reinforcement protocols, this series not only helps to reduce the anxiety suffered by thunderstorm-phobic dogs, but also reduces the likelihood of thunderstorm phobias from ever developing.

No matter where they live, most dogs are likely to encounter thunderstorms at some point in their lives. This groundbreaking desensitization tool will teach your dog to associate positive feelings with thunderstorm sounds rather than feeling fearful, and will help to gradually reduce your dog's fear when exposed to a real thunderstorm. When used properly and implemented in conjunction with the enclosed behavioral modification protocols, you have an excellent chance of rehabilitating your thunderstorm-phobic dog.

Noise phobia is a complex issue. Please read the *Instructions for Use*, enclosed with the *iCalmDog* Micro Card, before beginning the treatment process with your dog.

Positively,

A handwritten signature in black ink, appearing to read "Victoria Schulz". The signature is fluid and cursive, with the first name "Victoria" written in a smaller, more legible script than the last name "Schulz", which is written in a larger, more stylized cursive.

ABOUT THUNDERSTORMS

The foundation of the CNP Series consists of three primary elements:

A. Progressive Sound Effects

This recording pairs clinically demonstrated calming music with the sounds of thunderstorms at gradually increasing levels. The use of progressive and random sounds holds your dog's attention, helping them to acclimate in a controlled environment. Intermixed with music, sound effects progress from faint to heavy throughout five tracks. This technique provides variables that can be tailored to each dog and their specialized situations. Progressive sound effects create the space necessary for human positive interaction.

B. Psychoacoustically-Designed Music

This *Prevention* and *Desensitization* recording is uniquely constructed to give your dog the ability to 'tune out' the sounds of a thunderstorm. The simplified piano music of *Through a Dog's Ear* has been used in thousands of homes, rescues, and shelters to create a safety zone that universally relaxes canines. When dogs associate the music with tranquility, the music becomes a calming trigger, in and of itself. In effect, the music becomes another positive reinforcement. The music also keeps your canine's stress levels below the threshold of fear or distraction.

C. Reward-based Reinforcement Protocols

One of the extraordinary things about the CNP Series is that can be used with dogs prior to the development of noise phobias, as well as for the treatment of dogs who are already sound-fearful. When used properly and in conjunction with positive behavior modification therapies, canines will learn to be calm and associate positive feelings with thunderstorm noises, rather than experiencing fear.

For adult dogs, treatment is accomplished by a perceptual readjustment of 'offending' sounds. This is accomplished by the offering of rewards (food, toys, affection, and other positive reinforcers) surrounding the playing of CNP soundtracks.

For puppies, this recording serves as a *sonic inoculation* by introducing new sounds immediately accompanied by positive associations.

To summarize, the CNP Series can be used in two distinctive ways:

1. **Habituation:** To help *prevent* your puppy or dog from developing fears or phobias to thunderstorms; and
2. **Desensitization:** To help your dog *overcome* an already-established fear or phobia of thunderstorms.

OVERVIEW OF NOISE PHOBIA AND STRESS

NOISE FEARS AND PHOBIAS IN DOGS

Fear. (n) An unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain or is a threat to survival.

Phobia. (n) A persistent, abnormal and irrational fear of a specific thing or situation that compels someone to avoid it despite awareness and reassurance that it is not dangerous.

Dogs that have a fear of thunderstorms often go on to develop a full blown phobia that becomes deeply ingrained and highly resistant to change. Thunderstorm fear or phobia is very common and is experienced by dogs all over the world, and is especially prevalent in areas that have severe weather patterns. Dogs of a more sensitive nature or those that suffer with other anxieties are more likely to develop a fear or phobia, and whether this is triggered by a single traumatic episode or prolonged exposure, the result is often distressing for dogs and their people. Without extensive behavioral therapy and management strategies, fears and phobias will become chronic and severely impact a dog's ability to cope when a thunderstorm rolls in.

THE CONSEQUENCES OF STRESS

When a dog feels fearful it experiences a number of physical changes. Heart rate and blood pressure are elevated and breathing becomes more rapid while energy is diverted to other muscles that need it most for fight or flight. Digestion is suppressed, growth and muscle repair is halted, immunity inhibited and senses are sharpened. This happens within a matter of seconds and allows the body to operate at its optimum level to ensure survival. This process is important if a dog's life is in danger, but constantly experiencing these physical changes can put a lot of pressure on the body and increase stress levels, leading to long term illness.

HOW TO IDENTIFY STRESS IN A DOG

Anxious dogs are often highly reactive and unable to settle, jumping at the slightest sound or movement. Visible signs of stress include dilated pupils, sweaty paws, shaking, excessive vocalization, excessive panting, hiding under furniture, and/or salivation. These signals can occur by themselves or together. Other manifestations of stress and anxiety come in the form of self-calming techniques such as yawning, sneezing, lip licking or intense displacement behavior such as sniffing, licking, excessive grooming, spinning or self mutilation. Dogs may urinate or defecate more frequently and often experience digestive upset such as diarrhea. Some dogs may display symptoms that look very like human depression, including the inability to sleep, low energy, lack of appetite and a limited desire for human or dog interaction. Learned helplessness, where the dog shuts down and ceases to learn, can also occur.

PSYCHOACOUSTICS AND CANINE NOISE PHOBIA

Psychoacoustics is the study of the effect of music and sound on the human nervous system. In the field of *bioacoustics*, the effect of human noise on animals is considered. Leading research from both of these auditory disciplines informs CNP soundtracks.

Auditory cognition in humans, as well as in dogs, is complex. When exposed to music, our brains methodically analyze every interval, rhythmic nuance, instrumental density, and melodic turn.

The over-arching technique informing the music of *Through a Dog's Ear* is summed up in just two words — **simple sound**. This term refers to the process of minimizing intricate auditory information common in most music. *Dog's Ear* music is intentionally selected, arranged, and recorded to provide easeful auditory assimilation. Three primary processes are used to accomplish this effect: resonance, entrainment, and auditory pattern identification.

To learn more about the making of *Through A Dog's Ear* music
visit www.CanineNoisePhobia.com

ABOUT VICTORIA

Victoria Stilwell is one of the world's most recognized and respected dog trainers. She is best known for her role as the star of her hit TV series *It's Me or the Dog*, through which she is able to share her insight and passion for positive reinforcement dog training. Having filmed over 100 episodes since 2005, Victoria reaches audiences in over 50 countries while counseling families on their pet problems.

A regular guest as a pet expert on talk shows, news broadcasts and radio programs throughout the world, Victoria has been honored with multiple awards, is a much sought-after public speaker, has authored two best-selling books, hosts her own popular *Positively Podcast* series, is a regular columnist for several magazines, and has been featured in numerous publications including *The New York Times*, *USA Today*, *Cosmopolitan*, *Oprah Magazine*, and more.

Victoria is the creator and editor-in-chief of Positively.com – the online home of positive reinforcement – and is a vocal opponent of punitive, dominance-based



training techniques which damage the owner-dog relationship. She is also the founder of *Victoria Stilwell Positively Dog Training* – the world’s first global network of positive reinforcement dog trainers.

A dedicated animal welfare advocate, Victoria serves as a national ambassador for numerous animal welfare groups, and is the founder and CEO of the *Victoria Stilwell Foundation*, which provides training advice and financial assistance to canine assistance organizations and smaller rescue shelters around the world.

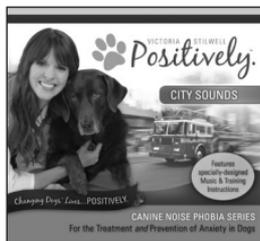
Further information: www.positively.com

THE CANINE NOISE PHOBIA SERIES™

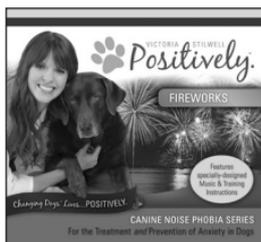
Desensitization/Habituation Tools



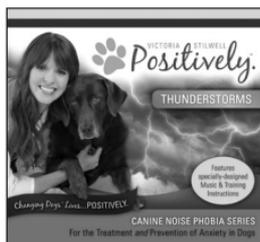
CALMING



CITY SOUNDS



FIREWORKS



THUNDERSTORMS



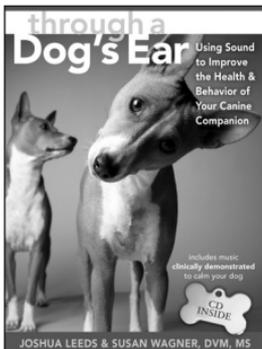
through a **Dog's Ear**™

Through a Dog's Ear began in 2003 when concert pianist Lisa Spector approached psychoacoustician Joshua Leeds with a question: "Can music and sound therapy techniques be adapted to help dogs?" That simple, yet profound question led to highly specific music production, clinical testing, and subsequent research resulting in the seminal book, *Through a Dog's Ear* (2008, Sounds True). An ever-expanding music series of the same name continues to bring calm and comfort to canines in homes, shelters, and animal facilities world-wide. *Through a Dog's Ear* proudly furthers the cross-species inquiry into the intentional use of music and sound.

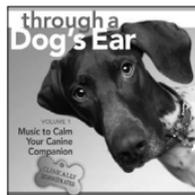
Further information: www.ThroughADogsEar.com

RESOURCES

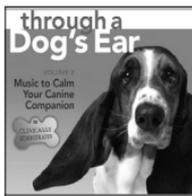
BOOK AND MUSIC SERIES



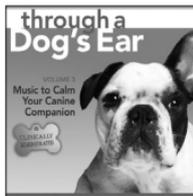
Through a Dog's Ear
Using Sound to Improve the
Health & Behavior of Your
Canine Companion



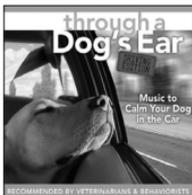
Music to Calm Your
Canine Companion, Vol. 1



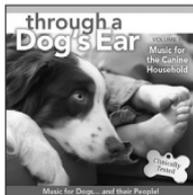
Music to Calm Your
Canine Companion, Vol.2



Music to Calm Your
Canine Companion, Vol.3



Driving Edition: Music to
Calm Your Dog in the Car



Music for the
Canine Household

RESOURCES



www.positively.com

HOW TO FIND A VICTORIA STILWELL-
LICENSED DOG TRAINER

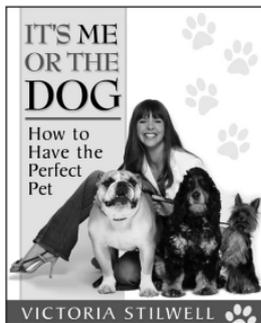
www.positively.com/trainers

THE VICTORIA STILWELL FOUNDATION

"Helping dogs help us..."

www.victoriastilwellfoundation.org

VICTORIA'S BOOKS



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POSITIVELY PODCAST



www.positively.com/podcasts

Training concepts designed by Victoria Stilwell

Music performed by Lisa Spector

Produced by Joshua Leeds

Liner notes written by Victoria Stilwell, Joshua Leeds, and Lisa Spector.

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The music on the *Canine Noise Phobia Series* recordings is courtesy of *Through a Dog's Ear*.

For detailed training instructions and information about how to use this recording, visit

www.CanineNoisePhobia.com.