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AMERICAN COLLEGE OF VETERINARY BEHAVIORISTS®

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Merial
Vice President for Marketing
3239 Satelliet Blvd.
Duluth, GA 30096

Dear Sir:

It has recently come to our attention that Merial has entered into an agreement with Mr. Cesar Milan to assist in the marketing of Heartgard and Frontline. This is extremely disappointing to veterinarians who deal with animal behavior and its associated problems.

While Mr. Milan is a charismatic individual, he is really not an appropriate person to promote your products to the veterinary profession and our clients. Please know that the techniques promoted by Mr. Milan are not based on science, can actually make problems worse, can (and have) resulted in injuries to both dogs and their owners, and are not state of the art in dog training. There are several peer-reviewed publications that show these things to be true (references upon request). In addition, most of the ACVB Diplomates have had to clean up problems created for his clients.

Merial has been very kind to the American College of Veterinary Behaviorists in the past, as well as to the veterinary profession. We are disappointed that the company did not seek additional information about the techniques used by this individual before entering into an agreement with them. Veterinarians have an implied liability when they refer clients to others for services – from obedience classes, to acupuncture or chiropractic. If things go wrong, it can have ramifications on us. Therefore it is particularly disappointing

that a company of Merial's standing within the veterinary community would chose to promote potentially litigious training techniques and methods to deal with behavior problems.

We would be happy to discuss this issue with you at any time, or provide you with references to points made above. ACVB strongly encourages Merial to take steps in damage control for your organization and to ensure that your customers are not put into potentially litigious positions because they back your endorsement of Mr. Milan's training and correction techniques.

Sincerely,

Barbara L. Sherman, DVM, PhD, DACVB
President ACVB

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Executive Director ACVB