



## European Society of Veterinary Clinical Ethology

To Bayer Animal Health  
Strawberry Hill Newbury RG14 1JA  
United Kingdom  
[animal.health@bayerhealthcare.com](mailto:animal.health@bayerhealthcare.com)

November 18<sup>th</sup> 2009

Dear Sir/ Madam,

The board of the European Society for Veterinary Clinical Ethology (ESVCE) would like to bring an important matter to your attention, which we believe to have an impact on both the ethical image and the commercial activities of your company.

To our great satisfaction we have observed that animal behaviour and animal welfare have gained more importance in professional circles in recent years. Some pharmaceutical companies have even highlighted dog behaviour in the promotion of drugs related to animal health. In this way, joint initiatives aimed at improving animal health and animal welfare have been beneficial to the veterinary profession and the pharmaceutical industry.

Unfortunately, there has been a recent occasion where a pharmaceutical product of your company has been advertised and promoted with behavioural messages that are opposed to evidence based medicine and training. The advertisement, promoting *Drontal* <http://www.stopwormsdead.co.uk/drontal-on-tv.html>, appears to support training methods that have been shown to rely on myths<sup>1</sup> and are known to induce aggressive responses in dogs<sup>2</sup>.

Bayer is associated with high standards of animal health and welfare and has have actively been involved in projects promoting the human-animal bond. It is therefore of great surprise to us that Bayer UK has been part of this recent initiative. We would therefore urge Bayer UK to reconsider your advertisement strategy for *Drontal*. Finally, we would very much like to take this opportunity to offer the services of ESVCE, in order to improve understanding of the field of animal behaviour and behavioural medicine.

Yours sincerely,  
The ESVCE board

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<sup>1</sup> Bradshaw J, Blackwell E, Casey R (2009) Dominance in domestic dogs – useful construct or bad habit. Journal of veterinary Behavior (2009)4,135-14

<sup>2</sup> Herron M., Shofer F., Reisner I. (2009) Survey of the use and outcome of confrontational and non-confrontational training methods in client-owned dogs showing undesired behaviours. Applied Animal Behaviour Science 117 (2009)