INTERNATIONAL ADVERTISING GUIDELINES: AVOID INAPPROPRIATE USE OF IMAGERY OF DOGS WITH EXTREME CONFORMATION

The 'International Collaborative on Extreme Conformations in Dogs' (ICECDogs) is an international multi-stakeholder group committed to promoting welfare-focused breeding and ownership of dogs that avoids extreme conformation.

Images of dogs with extreme conformation are often selected for promotional materials to elicit "cute", "adorable" or even shock reactions. However, sharing such images is recognised to drive up demand for dogs with innately unhealthy body shapes and therefore harms animal welfare.

Decreasing habitual public exposure to imagery of dogs with extreme conformations is critical to prevent further normalisation of innately unhealthy body shapes in dogs. Anyone sharing imagery of dogs must consider their ethical responsibilities as influencers in shaping public perceptions.

ICECDogs defines extreme conformation in dogs as: A physical appearance that has been so significantly altered by humankind away from the ancestral natural canine appearance that affected dogs commonly suffer from poor health and welfare, with negative impacts on their quality and quantity of life

ANYONE PUBLISHING IMAGES OF DOGS SHOULD .....
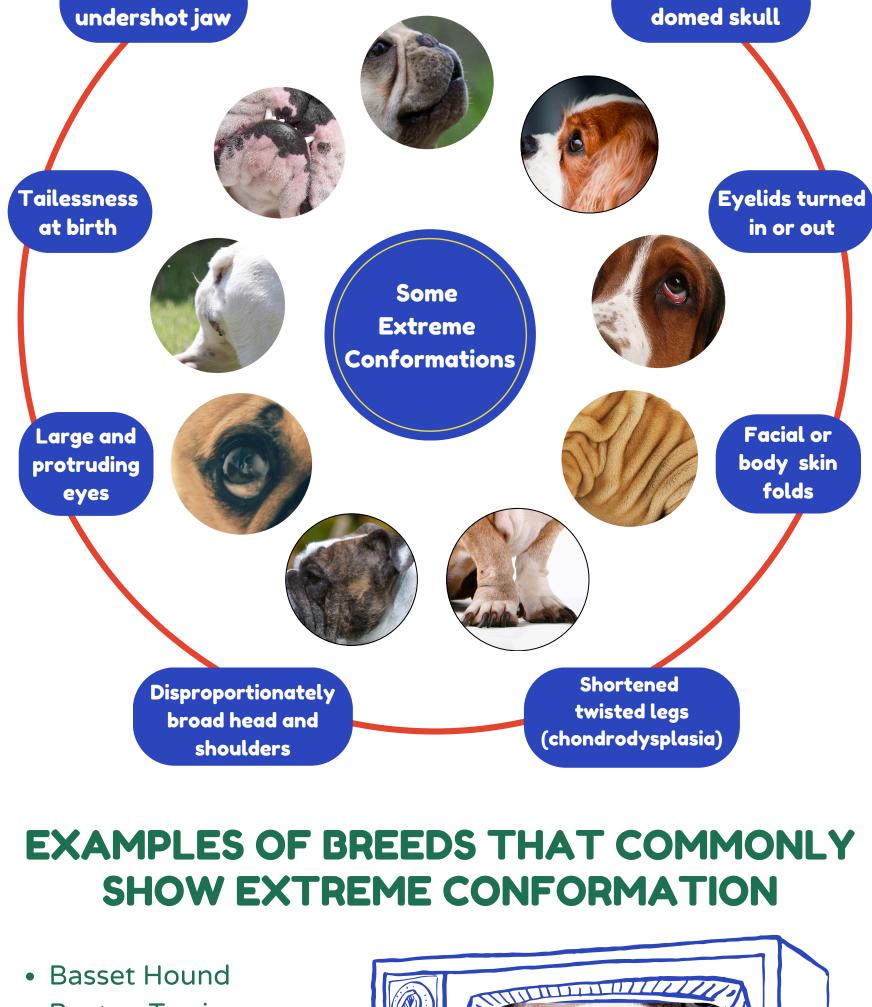
1. Avoid using images of dogs with extreme conformation

2. Use the list of extreme conformations provided below to identify which body shapes to avoid sharing

3. Share and explain ICECDogs advertising guidelines widely with partners and stakeholders

EXAMPLES OF EXTREME CONFORMATIONS IN DOGS TO AVOID

Some Extreme Conformations

- Flat-face (brachycephaly)
- Bulging or domed skull
- Eyelids turned in or out
- Facial or body skin folds
- Shortened twisted legs (chondrodysplasia)
- Disproportionately broad head and shoulders
- Large and protruding eyes
- Tailessness at birth
- Overshot or undershot jaw

EXAMPLES OF BREEDS THAT COMMONLY SHOW EXTREME CONFORMATION

- Basset Hound
- Boston Terrier
- Dachshund
- English Bulldog
- French Bulldog
- German Shepherd Dog
- Neapolitan Mastiff
- Pekingese
- Pug
- Shar Pei
- Welsh Corgi

If uncertain about whether an image depicts a dog with an extreme conformation, publishers are encouraged to refrain from using the image. Given the abundance of readily available images featuring a variety of pure breeds and mixed breeds of dogs without extreme conformation, it is safer to find alternatives that show natural dogs without extreme conformation to help promote positive welfare in dogs.

International Guidelines on the Use of Imagery of Dogs with Extreme Conformations in Advertising