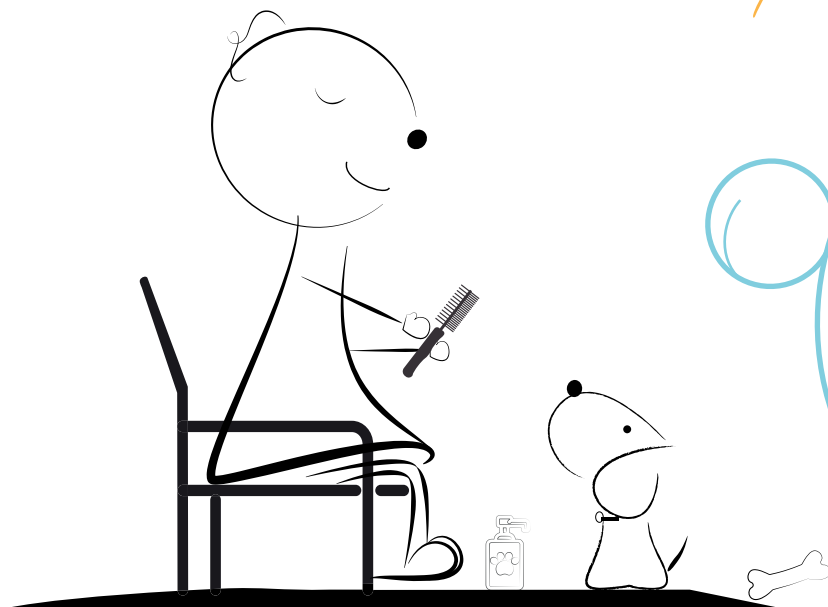


THE GROOMING

GOODIES Hack



WHEN to use it

When you remove something from your dog's coat or body — thorns, ticks, mats, scabs, eye boogers, ear dirt, messy poo stuck in fur or fur from brushing.

HOW it works

Dogs' brains (**G**) are dominated by the olfactory cortex (**S**), and they need to smell/taste something to "know" (**L**) what it is (**E**).

When dogs groom themselves for personal hygiene, object removal, wound care, etc., (**S**) they use their mouths to do so (**G**) and to "know" what's happening related to their body (**L**).

Dogs understand social grooming behavior as a social species (**G**) for which there are evolutionary benefits in terms of parasite control (**E/S**), wound care (**S**), and social bonding (**L/E/G/S**) for optimal group stability and success.

When we give dogs the chance to smell/eat what we remove from their bodies, they can "know" what we were doing and this can build social currency/trust (**L/E**).

HOW to use it

This insanely simple hack works wonders by itself as a **PPP** (*Predictable Pattern of Precedent*) that your dog can rely on. The social signalling/currency value of you including the dog in the conversation about what is happening to **HIS** body (*and what the heck is ON his body that you are removing*) is powerful enough - but it works even **BETTER** if you use it in conjunction with:

The Mr. Rogers Hack (narrating what you are doing/what is happening) is an important element of this hack, so don't forget to use it when you're doing any kind of invasive "grooming" or care.

ONLY LET YOUR DOG LICK OR EAT THE "GOODY" IF THE ITEM IS SAFE TO INGEST AND YOUR DOG HAS NO MEDICAL CONCERNS!!! (Most things will be.)

