

**Brachycephalic Working Group (BWG) Position Statement:
The use of brachycephalic dogs in advertising and the media
June 2nd, 2019**

The UK Brachycephalic Working Group (BWG) is concerned that the unnecessary and inappropriate use of brachycephalic dogs in the media is perpetuating the appeal and encouraging impulsive ownership of these breeds that is harming their welfare. We ask responsible advertisers, brands, companies and influencers to work with us and play a key role in improving dog welfare by not using dogs with brachycephaly as promotional aids in the media.

However, BWG recognises that the use of brachycephalic imagery may be appropriate in some circumstances when communicating directly with owners or potential owners of brachycephalic breeds in relation to breed-specific products or issues that directly relate to the health and welfare of these dogs. It is, of course, critical that the images used show the healthiest and least exaggerated examples of that breed where the use of brachycephalic dogs can be justified as appropriate (1).

References

1. BRITISH VETERINARY ASSOCIATION 2018. BVA's Pets in advertising: A social concern. Good practice guidance for the responsible use of pet animals in advertising.
https://www.bva.co.uk/uploadedFiles/Content/Workplace_guidance/Ethical_guidance/Pets%20in%20advertising%20guide.pdf [accessed June 2nd, 2019].