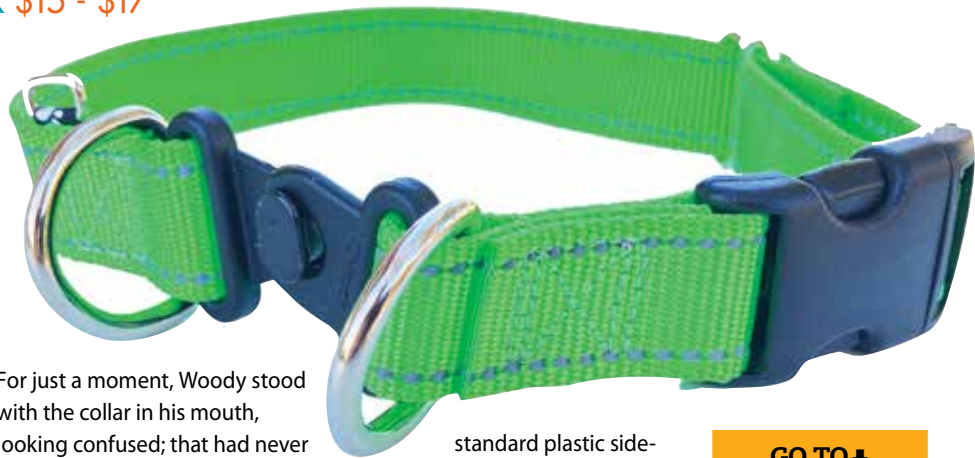


KEEPSAFE BREAK-AWAY COLLAR \$15 - \$17

This is a 100% true story; I swear on my dogs' health:

Already a fan of these collars just based on their principle and design, I was photographing one that had been sent to me before trying it out on my own dogs; once one of my dogs had worn it for a while, it was never going to look clean and new again. I took pictures of the collar on a table



and then put it on my little foster dog Coco to take pictures of it on her.

Just then, my phone rang and I took the call; it was my sister. As I talked, Coco ran off to play with Woody, and they



immediately began wrestling and playing the kind of bitey-face games they enjoy – and the kind of games that this collar was invented for: to prevent accidental strangulation. As their game escalated, I told my sister I had to go and I started taking pictures of Woody and Coco's rough play.

Just then, as is his habit, Woody grabbed onto Coco's collar; he likes to drag other dogs around by any gear they happen to be wearing. Coco squirmed to get away and as she did, she wildly rolled over, and for a *single* second, Woody's mouth was stuck on her collar. And then, nearly instantaneously – POP! The collar's safety mechanism did what it was designed to do and the collar snapped apart, freeing Coco.



For just a moment, Woody stood with the collar in his mouth, looking confused; that had never happened to him before! And Coco jumped to her feet and scampered away – both dogs unharmed. It was a perfect demonstration of how dangerous a conventional collar would have been, and how perfectly this collar performs to eliminate the threat that normal collars pose to dogs who play this sort of game. I can't believe I was standing right there taking pictures when it happened.

In the December issue, I wrote an article ("Don't Wait! Prevent Collar Accidents") about the strangulation dangers that regular collars can pose to dogs, and I mentioned a product that was designed to eliminate these dangers. As it turns out, I described an early prototype of the current collar, one that's no longer made. The collar whose effectiveness Woody and Coco just demonstrated is the new and improved

model of the product I described.

The owners of Chinook & Co., LLC, invented this

collar after their dog Chinook died in a collar strangulation accident. The collar features

standard plastic side-squeeze buckles, a tiny loop for attaching an ID tag, and a sizing adjustment slider. But the big draw of the collar is its patented break-away buckle, which releases automatically when pressure is applied. The buckle can be re-fastened quickly and easily.

Of course, no one wants their dog's collar to release when they are walking their dog or to have to change collars every time they are about to go for a walk. So the



KeepSafe collar has two leash-attachment D-rings; you snap your leash to both of them to override the breakaway feature.

Chinook & Co. has a relationship with PetSafe, who sells the red, blue, and black KeepSafe Break-Away collars on their website. But the inventors offer an exclusive line of the collars in nine colors and patterns that they sell directly from their website: breakawaycollar.com. – N.K.

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