

# DIER & RECHT

## Guidelines for featuring dogs and cats in media

**As a company or organization, you probably regularly think about the question: what kind of organization do we want to be and how do we propagate that? Dier&Recht is happy to advise you on the use of dogs and cats in advertisements and other media communications. The most important thing: take a healthy animal!**

Not everyone is aware of it, but many dogs and cats with a characteristic appearance feel miserable all day long. They are bred for the appearance that their future owners find beautiful or cute. And it is precisely these properties that often bring misery. In addition, the selection limits the number of breeding animals of these breeds. Many animals are therefore related to each other (inbred) and this means that hereditary disorders, such as epilepsy, are becoming more common.

Our call: do not use animals with harmful external features in your media communications.

### What to watch out for in dogs

#### **Extreme appearance: watch out**

It is best to choose a happy, healthy crossbreed (the chance of inbreeding is then small) and without harmful external characteristics. This means that the dog:

- is not extremely large or small
- is not bald or has extremely long hair
- does not have excessive skin folds
- does not have an extremely short nose
- does not have extremely long ears
- does not have extremely short legs

All these extremes cause health problems and affect the well-being of the dog.

Consult [RashondenWijzer](#) from Dier&Recht to quickly find out which hereditary disorders occur in which breed dogs and how high the risks are.

#### **Short muzzle: always wrong**

Dogs and cats with a flat face are almost always severely short of breath because their noses and airways are compressed. They have eye diseases, headaches, dental problems and more. In addition, they usually cannot be born in a normal way and a caesarean section is necessary. Fortunately, because of these problems, there is now a breeding ban for the short muzzle in our country. Please do not use the generations now living in your media statements either.



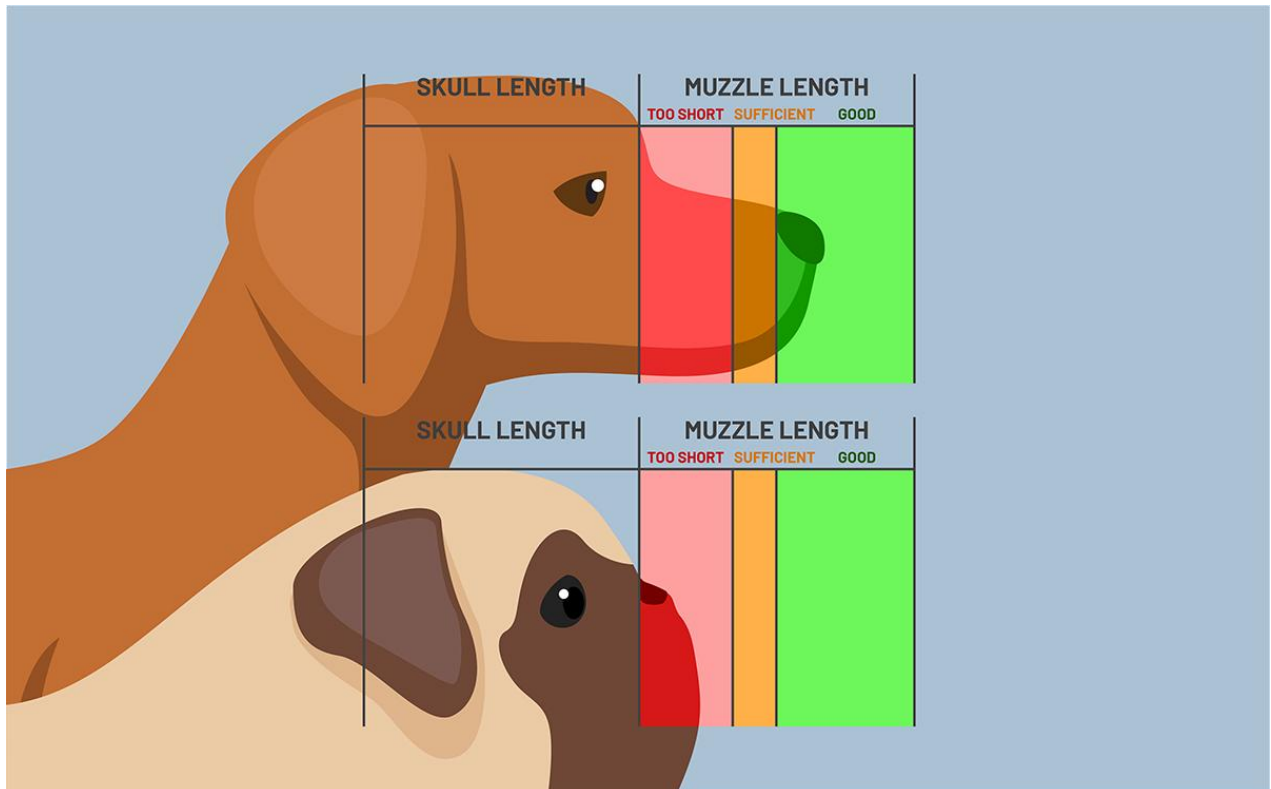
The following dog breeds are flat faced to a greater or lesser extent:

- Affenpinscher
- Boston terriër
- Bordeauxdog
- Boxer
- Bullmastiff
- Cavalier king charles spaniel
- Chihuahua
- Dwergkees/Pomeranian
- English bulldog
- French bulldog
- Griffon belge
- Griffon bruxelles
- Japanese spaniel
- Lhasa apso
- King Charles spaniel
- Maltese
- Mastiff
- Mastino napolitano
- Pug
- Pekingees
- Petit brabançon
- Shih tzu
- Staffordshire bulterriër
- Yorkshire terriër

### When is a snout long enough?

The muzzle should be more than a third of the length of the skull and the nostrils should be nicely open. If you come across a breed that is not in the list above but does have a muzzle shorter than a third of the length of the skull, it is wise not to use this breed/type in a media statement.

Read more about short muzzle in dogs and its consequences [here](#).



The muzzle falls in the green, green light for media expressions.



## **Other harmful features**

Pedigree dogs can also suffer greatly under other external characteristics.

For example, the:

- Basset Hound: pain when moving due to stocky build and extremely short, twisted legs
- Dachshund: due to the long back and short legs they suffer from hernias and back pain
- Shar-pei: eye diseases and fold and skin inflammation due to excessive skin fold formation
- Chihuahua / Pomeranian: headaches, birth problems, knee problems due to extremely small size and imbalanced proportions - the brain does not fit in the skull

It goes without saying that you also do not use these varieties in media communications.

## **Excessive hair or no hair at all**

Dogs with very long hair are always (too) hot. In addition, the hair often hangs in front of the eyes, which obstructs vision. Dirt easily gets stuck in the coat and tangles form, which makes frequent washing and combing necessary - certainly no fun for a dog. So please do not use these dogs in your media communications. Some examples of long-haired breeds:

- Collie
- Berner sennen
- Lhasa apso
- Shih tzu
- Komondor
- Puli

The other extreme is baldness, with the most famous example being the Mexican hairless dog. Dogs without hair lack the protection of a coat. The skin is easily damaged and burns quickly in the sun. In addition, hair has a function in communication. For example, if the dog's hair stands up (brushing), you know that there is excitement or fear.

## **What to watch out for in cats**

It is best to use an ordinary house cat in your media communications. Cats also have many harmful external characteristics.

For example, at the:

- Persian cat, exotic shorthair: birth problems, struggle to breathe, eye problems due to extremely flat muzzle
- Munchkin: difficulty moving and jumping due to shorter legs
- Scottish fold: painful joints due to cartilage defect, which also causes the folded ears



- American curl: ear infections due to closed ear canal
- Sphynx: cat gets cold easily and sunburns from nudity, problems with sensory perception and communication
- Devon rex/Cornish rex: impairment in sensory perception and communication due to missing or abnormal whiskers
- Maine coon: knee and hip problems due to extremely large size
- Siamese/Oriental Shorthair: birth problems, dental- and knee problems due to slender build

A number of these cat breeds, such as the Scottish fold, all types of sphynx cats and the flat faced Persian, are now subject to a breeding ban in the Netherlands! Check our [RaskattenWijzer](#) to know which risks run which cat breeds.

From 1 January 2026 it is forbidden to breed, keep, sell or buy specific pets with harmful external features.

## Take a stand

Are flat muzzles and folded ears cute? Not at all, if these characteristics cause day and night misery for a pet and a lot of care, grief and sky-high costs for the owner. Take a stand, show in your media statements that you are not participating in this! Only show dogs and cats that are healthy and happy.



*The folded ears cause painful joints.*

