

AVA Policy: Love is Blind

Breeds of dogs with exaggerated physical features in advertising

The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'.



We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy across all advertising, and we ask that you make sure that all of your team involved in the exhibition are aware of our policy and the animal welfare issues involved.

What this policy means for conference advertising:

The AVA will not accept artwork displaying animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include:

Dog Breeds

- Affenpinscher
- Basset hound
- Bloodhound
- Boston Terriers
- Boxer
- Brussels Griffon
- Bulldog
- Bullmastiff
- Cane Corso
- Cavalier King Charles Spaniel
- Chow Chow
- Corgies
- Dachshunds
- Dogue de Bordeaux
- English Toy Spaniel
- French Bulldog
- Japanese Chin
- Lhasa Apso
- Neapolitan Mastiff
- Pekingese
- Pug
- Shar-Pei
- Shih Tzu

On the next page we have provided example images of the most common breeds listed above.

We believe this is great opportunity for the AVA and our valued industry partners to demonstrate a partnership that promotes healthy dogs and contributes to a positive animal welfare outcome.

Please [click here](#) to read the full AVA 'Love is Blind' policy.

If you need more information please contact Meredith Flash, Head of Education; meredith.flash@ava.com.au or Melanie Latter, National Manager - Policy and Veterinary Science; melanie.latter@ava.com.au.

You can also visit www.loveisblind.org.au to learn more.

Examples – Most Common Breeds

Pug



French Bulldog



Pekinese



Dachshunds

long and shorthaired varieties



Corgies



Shar-Pei

