



The Thundershirt Story

Company Background

The Thundershirt story is truly one of a common problem in need of a simple solution.

Thundershirt's founder, Phil Blizzard, has a lovable 10-year-old, 50-pound mutt named Dosi. Unfortunately, Dosi was a nightmare with loud noises...thunderstorms, Fourth of July, etc. Even when the skies were clear, her family would know that a thunderstorm was coming by Dosi's behavior. When a storm was approaching, Dosi's tail went between her legs and the shakes began. If it was during the night, she would keep her family awake for hours. They visited three different veterinarians over the years to find a remedy. The only suggestion was to sedate Dosi, but even the veterinarians didn't like this solution. First, one had to anticipate the storm by 1-2 hours for the sedatives to take effect, and worse, sedated dogs can be very unstable on their legs and become a danger to themselves. Phil experienced these exact problems with Dosi, so after a couple of uses, the sedatives were set aside.



But then Phil heard about an alternative approach to relieving noise anxiety by "wrapping" the dog in something snug and form fitting. Intrigued and willing to try anything, Phil created his first Thundershirt. The results were amazing. Within two minutes of the very first usage, Dosi's shakes had practically disappeared, and she lay down. Then it worked again...and again. Wanting to share his solution with others who suffered the same issues, Phil created the product that is sold today as Thundershirt.

We at Thundershirt are surprised every day by how many people we meet with dogs that suffer from noise and other anxieties – and how few veterinarians, trainers and dog owners are aware that an effective, inexpensive solution like Thundershirt exists to relieve these dogs. We're working to change that.

Why It Works

If your first impression of using pressure to relieve anxiety is one of skepticism, you're not alone. However, there is a body of practical evidence that supports the idea that pressure has a calming effect on animals and people (e.g. swaddling infants, Dr. Temple Grandin's research with autism, veterinarians using "squeeze chutes," etc.). In the case of Thundershirt, this constant, gentle pressure delivers calm and focus to dogs.

Thundershirt Gives Back!

Thundershirt's mission is to bring relief to the millions of dogs and dog owners struggling to cope with dog anxieties. As part of that mission, we have donated thousands of dollars and Thundershirts to rescue groups and shelters across the country. Dogs that have been rescued or turned in to an animal shelter have much higher rates of anxiety issues. Many dogs are turned in or abandoned BECAUSE they suffer from anxiety issues...their symptoms can be very destructive or hard to manage for many dog owners. Oftentimes, something as simple to use and inexpensive as a Thundershirt, is a tremendous help with these special dogs and helps them find good homes faster.