



Code Of Conduct & Professional Ethics

Canine Massage Guild

1. The Therapist has undertaken and successfully passed the Therapeutic Canine Massage Diploma
2. The Therapist is committed to providing the highest standard of Canine Massage therapy and treatment by using 4 proven disciplines of massage; Swedish, Sports, Deep Tissue & Myofascial Release
3. Demonstrates professionalism by seeking Veterinary Consent to comply with the Veterinary Act 1966 and the Exemptions Act 1962
4. Provides vets with a full report of findings and efficient communication
5. Uses Advanced Palpation Skills to find and locate specific areas of soft tissue injury and issue
6. Understands and acknowledges their Limitations and understands Local & Absolute contraindications
7. Understands the importance of veterinary referral e.g.: should a neurological/orthopaedic issue be suspected referral back to vet in charge of case for diagnosis
8. Does not discriminate or hold prejudice to clients/colleagues
9. Demonstrates a Professional Commitment to Excellence by continued education and training
10. Acknowledges the confidential nature of the professional relationship with clients and respects each clients privacy.
11. Understands that the first rule of 'Therapeutic Canine Massage' is firstly do no harm
12. Accurately is able to explain to clients common muscular issues and injuries which may be causing the animal pain.
13. Acknowledges the limits of their scope and understands when referral to another complimentary therapist eg: acupuncture/hydrotherapy/Mctimoney Animal Manipulation
14. Only provides treatment to a client where the treatment is perceived to be beneficial

15. Will perform a Risk Assessment on each canine client before treatment to safeguard the well being of dog, practitioner and owner. Should a dog be in pain or show aggressive/reactive tendencies it is the policy of the therapist to use an appropriate muzzle in line with standardised Health & Safety Practice for working with domestic animals
16. Will only see a client initially for a maximum of 3 treatments preferably over 3 weeks although leeway is given within common sense scope eg: It should not be 3 treatments over 6 months for a presenting issue to allow the therapy to work; the client should respond within this time. Thereafter maintenance treatments may be discussed if beneficial to the dog between owner and therapist
17. Adheres to the Data Protection Act 1984 to safe guard client details
18. Hold a full Insurance Policy covering Professional Indemnity and Public Liability
19. Promotes/advertises/markets services tastefully and honestly. Therapists understand they must not use the words or make claims to 'Cure', or 'Heal'.