



Why **Remedy+Recovery Stay Rite™** **Xtra Strong Collars Are Light Blue**

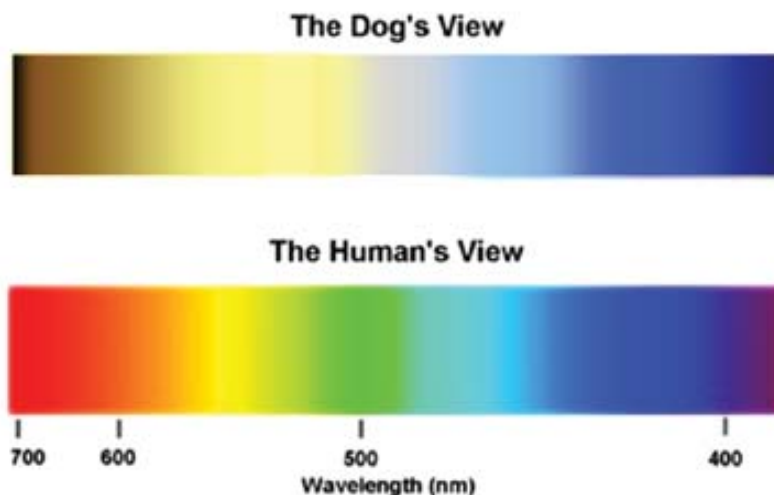
If dogs can actually “see” the recovery collar being put around their neck, they will be less stressed and more comfortable with having to wear a foreign object around their neck during a period of recovery from an already stressful injury.

To determine what the colors would comfort a dog during stressful times, we searched out advice from prominent canine color vision researcher, Ophthalmologist Jay Neitz. Dr. Neitz* has done extensive investigation into the color blindness of humans, dogs and monkeys. He reports:

“Dogs actually do see color, but many fewer colors than normal humans do. Instead of seeing the rainbow as violet, blue, blue-green, green, yellow, orange and red, dogs would see it as dark blue, light blue, gray, light yellow, darker yellow (sort of brown), and very dark gray.”

A soft blue calls to mind **feelings of calmness or serenity**. It is often described as **peaceful, tranquil, secure, and orderly**. The pastel blue is often used to decorate offices because research has shown that **people are more productive in blue rooms**. Blue rooms have been shown to **lower** the pulse rate and body temperature. It’s also in the mid-range of colors that dogs see which means it’s one of the colors they see best and are most accustomed to.

How the spectrum looks to dogs and people



*Dr. Jay Neitz is professor of ophthalmology and a color vision researcher at the University of Washington in Seattle, Washington. Color spectrum studies on dogs done by Jay Neitz at the University of California, Santa Barbara.

<http://www.psychologytoday.com/blog/canine-corner/200810/can-dogs-see-colors>