

Tandem No-Pull Harness

An advertorial for a front-clip dog harness, read after a Meta ad

The product: A front-clip harness for dogs that pull, with a back clip for later, padded straps and four adjustment points.

The reader: US owners of big, strong dogs that pull, who have already tried pulling back, a collar and a back-clip harness.

The goal: A click through to the product page, with 30% off the first harness.

Spec piece. Names, numbers, the offer and testimonials are illustrative.

Advertorial · linked from a Meta ad

ADVERTISEMENT

My Lab Pulled So Hard My Shoulder Ached for Weeks. Then a Trainer Moved One Clip.

Why pulling back on the leash makes a dog pull harder, and the small harness change that turns a pulling dog back toward you.

BY DANA MERCER · 5 MIN READ

Image: Dana and Bruno, a yellow Lab, on a quiet street with a slack leash

Bruno was 14 months old and 80 pounds the morning he spotted a squirrel and pulled me straight into my neighbor's rosebush.

I was only scratched and embarrassed, but my right shoulder ached for the rest of the week. It was the third time that month he'd yanked my arm hard enough to hurt.

If you walk a dog that pulls, you probably know the rest. You start choosing quieter streets, and you cross the road the moment another dog appears.

You wrap the leash twice around your hand and brace for the next lunge. Somewhere along the way, the walk you used to love turns into a chore you dread twice a day.

Everything I tried made it worse

I did what most people do. I pulled back, I said "no" in my sternest voice, and I stopped dead every time he lunged, the way a video told me to.

None of it lasted. Some days it was worse, because the harder I pulled back, the harder Bruno pulled forward.

His collar bothered me most. On bad days he strained against it until he coughed, and I'd stand on the sidewalk feeling like the worst dog owner on the street.

What a trainer told me in the first five minutes

My sister finally booked us a session with a trainer named Leah. She watched Bruno drag me down her driveway for about ten seconds, then asked where I clip the leash.

"On his back," I said, like everyone does. Leah smiled and said, "Then you've put him in a sled harness."

She explained two things nobody had told me. The first is called the opposition reflex: when you pull on a dog, his body automatically pulls the other way. So every time I tightened the leash, I was asking Bruno to pull harder.

The second was about where the leash attaches. A clip on the back sits behind the shoulders, the strongest part of a dog, so he can lean his whole chest into it and haul. A collar puts that same force on his throat, which pet experts warn against for dogs that pull hard.

"Move the clip to his chest," Leah said, "and pulling stops getting him anywhere."

How a front clip changes the walk

With the leash clipped at the center of the chest, something simple happens when a dog pulls. The leash swings off to the side instead of straight back, and his own momentum turns him around to face you.

He doesn't get choked, and he doesn't get any closer to the squirrel. He just ends up looking at you, which is the perfect moment to reward him.

Leah was honest that the harness isn't the whole answer. It takes away a dog's pulling power, but you still have to show him that a loose leash is what moves you both forward. **Once pulling stops working, that lesson comes much faster.**

What to look for in a front-clip harness

Leah gave me a short list, because a badly fitted harness rubs, twists and ends up back in the drawer.

- A clip at the center of the chest, not only on the back
- Padding wherever the straps touch the chest and the legs
- Adjustment at both the neck and the chest, so it fits a deep-chested dog
- Nothing that tightens around the throat

Then she handed me the one she uses with her own dogs. It was a Tandem Harness.

Image: the Tandem Harness on a dog, with the front clip circled

Our first walk with the Tandem

I won't pretend Bruno turned into a show dog overnight. On our first walk, he lunged at the first squirrel like he always does.

The difference was what happened next. The leash swung to the side and Bruno turned to face me, and for the first time in a year I wasn't the one pulled off balance. I gave him a treat, and we kept walking.

By the end of the second week, we were taking the long way round the park again. My shoulder stopped aching, and I stopped crossing the road every time another dog appeared.

The Tandem is built for exactly this. It has a front clip for training and a back clip for later, padded straps and four adjustment points, and it comes with a one-page guide to loose-leash walking that reads a lot like my session with Leah.

SAMPLE TESTIMONIAL

"Our German Shepherd used to pull me off my feet. With the front clip, I can walk her one-handed."

Mark, Denver

SAMPLE TESTIMONIAL

"I'd tried three harnesses that twisted and rubbed. This one stays put, and she doesn't fight me when it goes on."

Priya, Austin

If your dog pulls, try it on your next walk

Tandem is offering readers of this article 30% off their first harness. Every order comes with a 60-day guarantee, so if your walks haven't changed, you can send it back for a full refund.

Get 30% off my Tandem Harness

Bruno is three now. Most mornings he still spots the squirrel before I do, but these days he looks back at me first.

P.S. Not sure which size to pick? Measure around the deepest part of your dog's chest, just behind the front legs. The size guide on the next page takes about a minute, and if the fit is wrong, Tandem swaps it free.

Alternate headlines

1. A Trainer Watched My Dog Drag Me for Ten Seconds, Then Asked One Question
2. Why Pulling Back on the Leash Makes Your Dog Pull Harder

Notes for the client

- Dana, Bruno and Leah are an illustrative story. If you use a real customer's story, get their permission, and disclose any payment or free product they received, as the FTC requires.
- Mark's and Priya's words are samples. Replace them with real reviews, with permission, before publishing.
- The 30% offer, the 60-day guarantee, the free size swap and the product features (two clips, padding, four adjustment points, the training guide) are placeholders. Set the real ones.
- Keep the "Advertisement" label at the top. Advertorials must be clearly marked as ads wherever a reader could mistake them for an article.
- The page never says the harness "stops pulling", because no harness can promise that. It says what a front clip does and that training is still needed, which is true and keeps returns down.
- Facts and sources: the front clip turning the dog toward the owner, and collars putting strain on the throat ([PetMD](https://www.petmd.com/dog/care/how-do-no-pull-dog-harnesses-work), [petmd.com/dog/care/how-do-no-pull-dog-harnesses-work](https://www.petmd.com/dog/care/how-do-no-pull-dog-harnesses-work)); the opposition reflex and front-clip harnesses for serious pullers ([Lucky Dog Animal Rescue](https://luckydoganimalrescue.org/articles/cures-leash-walking-woes), luckydoganimalrescue.org/articles/cures-leash-walking-woes).
- The page uses American spelling and pounds for a US audience. For the UK, switch to British spelling and kilograms.