Rolling

Dogs are hunting animals albeit refined over years of domestication; they still recall many of their instinctive traits. This instinctive behaviour disguises their own scent from their quarry. When you are hungry, in need of food and don't want to be spotted by your prey, you have to use camouflage and stealth to get as close to them. Many animals have a keen sense of smell, and the scent emitted by the dog would be detected miles away. Therefore the prey will become less aware to these foul smelling natural odours, allowing the dog to get as close as possible.

There is another reason why your dog might roll in faeces of other dogs, foxes or cows and that is to disguise their own scent for another reason. Some dogs that lack confidence around other dogs adopt this strategy to keep their presence secret. If you are less than confident the last thing you want to do is announce to the world tat you have arrived. Therefore by creating a natural 'odour', cloak to disguise your own scent, you are less likely to feel threatened and relax a little more whilst out.

Whatever the reason your dog rolls in things unpleasant your greatest allies will be a large bottle of shampoo and an extending lead.