



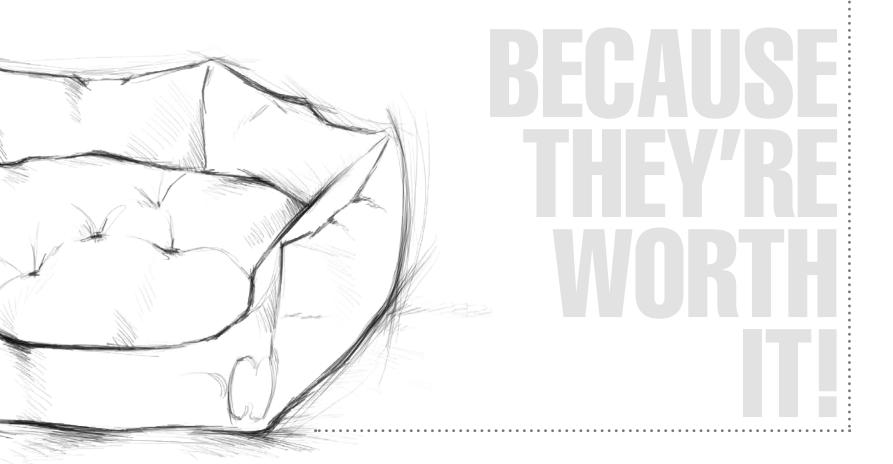






گروه تولیدی صنعتی حامی پارس با نام تجاری Nina Pet بزرگترین تولید کننده لوازم جانبی حیوانات خانگی در ایران دارای کاملترین خط تولید با بیش از ۱۵۰ محصول متنوع

Hami Pars industrial and manufacturing group which is named **Ninapet** is the most famous pet accessories producer in Iran that has the most complete production line with more than **150** different products.







Index

Kabook







PRAMA

LIVER





جهتگاردکردن سگها

دورههای ۱۲۵ | دورههای مقدماتی | دورههای حرفه ای





تشویقی های لذیذ پراما در ۱۳ طعم

در طعم های متنوع و لذیذ

منتظرتشويقىهاىجديدماباشيد

با مجوز رسمی از سازمان دامپرشکی کل کشور

انواعتوپهای مگنت دار انواعکلیکر چادرهای ۱PO انواعکاسکت تازیانه انواع عینک کوله پشتی وغیره تمامی محصولات آموزشی شامل انواع ابس انواع دستکش انواع پابند تگ های آموزشی توپ های آموزشی پوزه بندهای فلزی و چرمی







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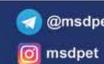


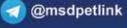
























Prof Pet Corporation 🖓

a healthy pet is a happy pet











































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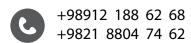




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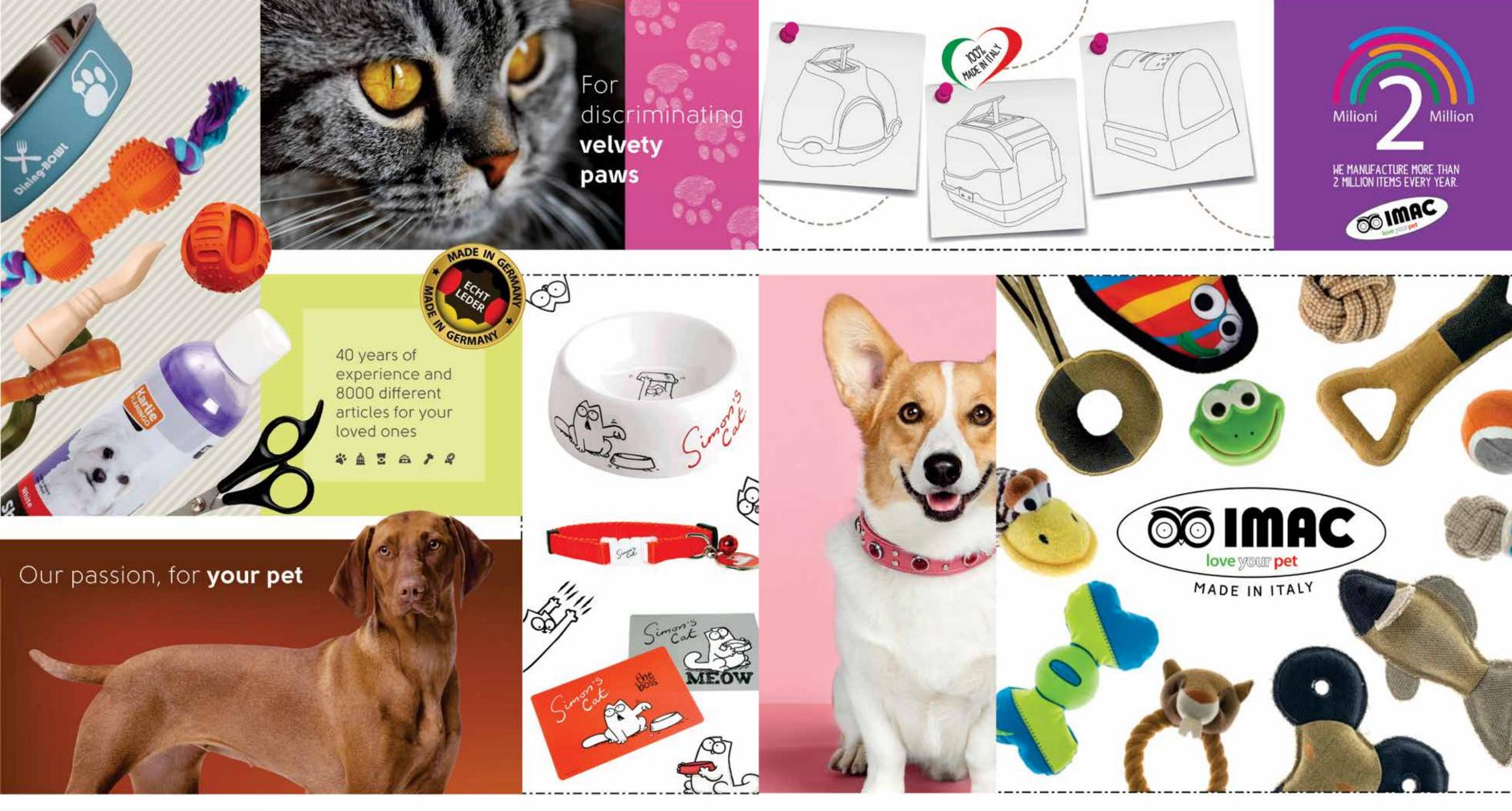














Kartie MORANDO hobby Vitapol







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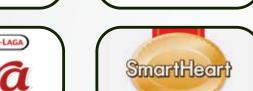




Smart Heart

me-o











چهار راه مولوی خیابـان صاحب جم نرسیده به کوچه مرغـی ها، پلاك ۳۳۵، طبقه بالا ، فروشگاه دنيای وحش امير

شعبه ۲: اتوبان نواب، جنوب به شمال، جنب دهنه تونل توحيد، لاین کندر و، نرسیده به خیابان شکوفه، جنب مجتمے شاهین، فروشگاه دنیای وحش امیر

شعبه ۳: اتوبــــان آزادگــان، بعد از ورودی خليـــج(شمـــاره۲)، مجتمع مرکزی بازار پرندگان، پلاك ۲۶

شماره های تماس

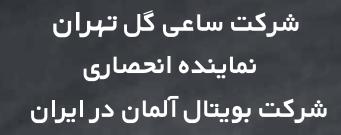
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شماره تلگرام شرکت: ۹۰۵۷۸۳۸۸۵۵

مدیریت: مهندس امین نعمتی

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BEWI-DOG DOGLAND













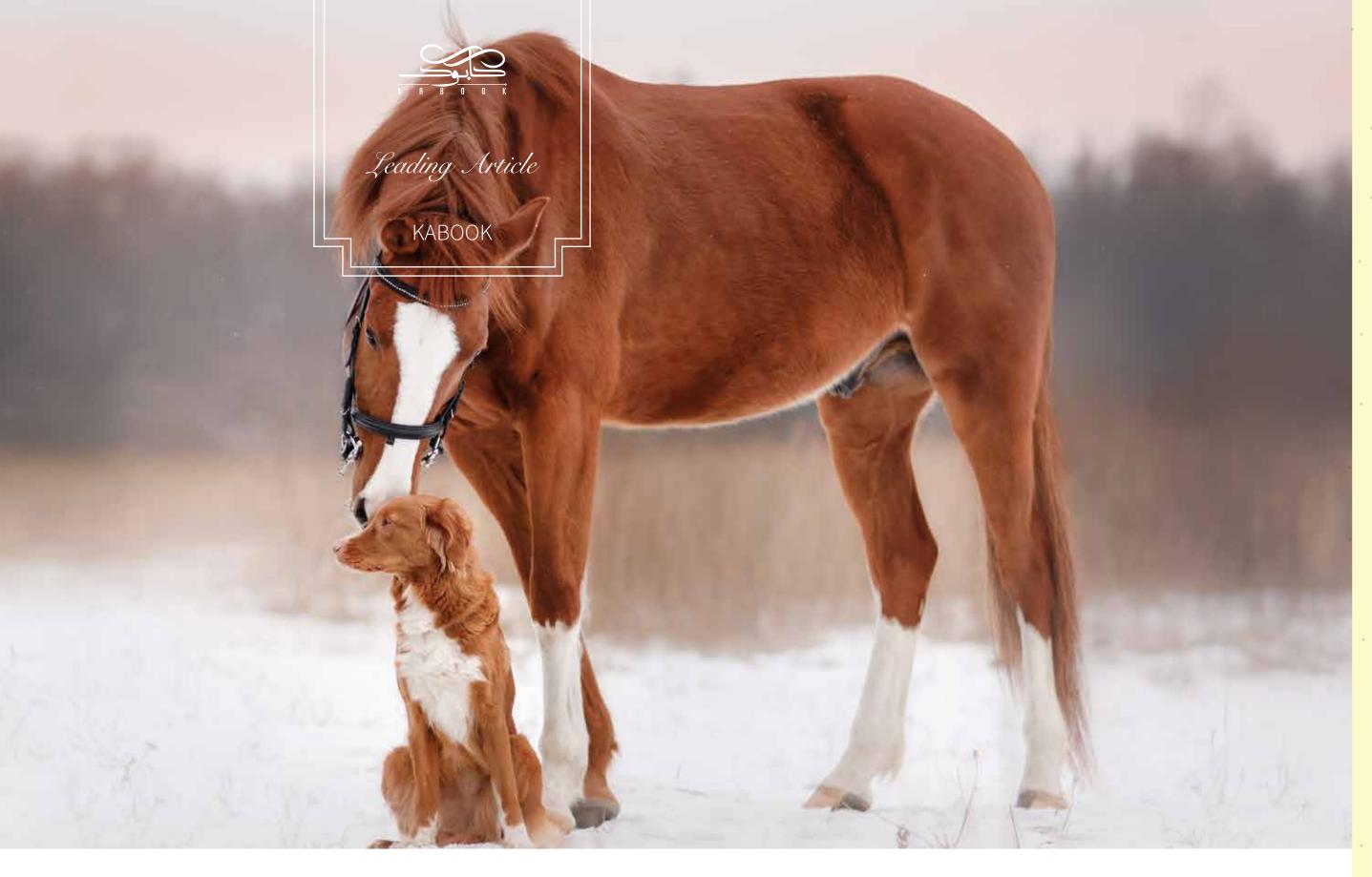


FOR RODENTS & DWARF RABBITS

Matural litter, No Additives

برازودی...

پوشال و یـونجه مخصوص جـوندگان از مــواد طبیعــی ، بـدون افــز ودنــی





امير حسين خجسته سردبير

Bilingual Kabook Magazine

Kabook Magazine is a bridge between producers, importers of petfood and breeders and growers.

In this luxury magazine, we have to express how to communicate the human and animal correctly.

This magazine contains several distinct sections that include Introducing pet food importers and manufacturers, Breeders, introducing pet shops, clinics and veterinary hospitals, VIP, fishes, horses, shelters and Supportive centers and media. This magazine, which is published Every three months and first every season, is also paper magazine, and its online version is sent to all parts of Iran and around the world.

It should be noted that this magazine is broadcast for free.

This E-Book version the magazine is sent to the whole world for downloading. Those who like to email your free email please register on the site







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Davati owner of the magazine. Designer



R. Asadollahi Davati Co - ordination



N. Asadollahi Davati



A. Asadollahi Davati Public relations



M. Arfaei



N. Azizi Translator



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Mr. Kahe, Manager of Hami Pars Payam Group (Nina Pet)

We call for substantial activity and bringing foreign exchange to our country

Everything started with a neckerchief that my wife made for Nina 5 years ago. (Nina is our 12-year-old dog which we have it since she was a puppy). Therefore, we came to this idea of being self-sufficient in this area and be a producer

. In fact, the founder of Nina Pet is my wife, who put a lot of time and effort in this business. Launching a new business is kind of difficult and there was a lot of problems in the beginning, so I always appreciate

Would you please give us a biography of yourself?

I'm an electrical engineer. Before I start Nina Pet Group, I was a senior consultant in electric power of Sased project. My wife's major was Graphic and Design, which helped a lot with designing and color-scheme of products, most of the products' colors and designs are her idea. About Nine Pet, I have to say that we have a 12-year-old dog and everything started with a neckerchief that my wife made for her and everyone liked it so much, therefore we came to this idea to become a producer in this domain.

What was your first product?

Our first products were a bunch of neckerchiefs, T-shirts and small collars. After that, we decided to produce more. It is interesting to say, we don't have T-shirts and other clothes right now, but we are going to produce them soon. At first, the products were so simple and they had limited color options; however, as time passed we increased our production and their color options.

Would you please tell us more about the products and why you were interested to invest in this area?

It was due to the feedbacks from veterinarians which showed a lot of interest and on the other hand some designers had some ideas about the neckerchiefs. In that time, it was difficult to buy foreign products as they were so expensive in Iran, so our products were welcomed by customers and step by step we added new products. Interesting as it is, we started this business with just 2 million IRR. We worked with some limited clinics which introduced new clients to us, and then we started marketing and introduced the products in person. After a while, we decided to be more serious in our business and put a lot of time and effort for it.

When did you start this business?

It has been two years that we are running this business. Currently, this company has been registered under the name of Hami Pars Payam and Nina Pet trademark, but has been active for nearly five years. In fact, the founder of Nina Pet is my wife, who put a lot of time and effort in this business. Launching a new business is kind of difficult and there was a lot of problems in the beginning, so I always appreciate her efforts.

Who was the main encourager or sponsor of Nina Pet?

Mostly, the veterinarians have encouraged us, as we cared so much about the quality of materials and methods of producing. We were always trying to use new ideas and not to copy others to observe ethical issues. Prior to establishing this company, we visited Jam clinic and the owner was a friend of my wife who encouraged us to start this business. The neckerchief made for Nina was one of a kind in that time and the other customers showed a lot of interest in that, so we also made a T-shirt and collar for her too. Then, the owner of clinic's pet shop asked for a number of them which was the initial start of the business.



What are the names of your pets?

The name of our older dog is Nina, who is 12 years old and from Terrier breed and we had it since she was a puppy. The other dog name is Duchess from Samoyed breed. We love to have pets and we also had other animals as pet.

Did you expect that Nina Pet would become this famous?

Nothing is going to happen unless you think about it. First, the structures of something is made in your mind and then it is going to happen. When we started this business, we wanted to increase our production till we could import the raw materials. Therefore, we tried to offer a quality and price that present our brand and also our customers seek. All of these made the company to progress so fast day by day.

Does your company import raw material for production at current time?

Currently, importing raw materials has begun. We tried to use the raw materials of high quality in the country, as long as they are economical, which unfortunately in many cases, they have low quality; However, we use domestic raw materials in a number of cases and in order for them to have a high quality, we have to produce them in large quantity and custom way which requires a significant investment. For example, if a textile company produce a customized fabric, it requires a huge investment. But of course, despite our inner will and given the current inflammation and unpredictable economy of the country, we tried to depot a considerable amount of raw materials with a huge investment.

What is Nina's share of the company?

In my opinion, Nina has 100 percent share. Nina was one-month old when we bought it and she had coprophagia and we had so little experience in dog training and after many attempts, we couldn't correct this wrong behavior, so we decided to return her, but the seller was late that day and fortunately we didn't give her up. The day after that we regretted our decision. This dog made us a successful brand. There was a time when we wanted the whole country to know about Nina Pet, so with our efforts and the goodwill of our friends we achieved this goal, and now we are trying to enter the global markets.

Does Nina help her own kind?

At first, we helped the unsheltered dogs with feeding them cooked and warm food in Lavasan province, but after a while we were not able to cook them anymore as their number were growing, on the other hand, there were other issues that made this task more difficult. Therefore, we decided to support them indirectly. Currently, we support them financially through Ms. Negin Fadaii.





global markets





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Did you ever think about exporting your products?

The economic condition of our country is pretty delicate right now and we have to focus on exporting and bringing foreign exchange to the country. We have some issues in this area that we are trying to deal with them. For example, there are several large distributors in Turkey, Armenia and Iraq which demand our products, but as there is no trade code for Pet suppliers in Iran, receiving the commercial card for the company has been postponed. However we are on the verge of exporting to Turkey, Armenia and Iraq and we hope it will be completed by the end of the year. We also want to participate in Italy's Zoomark exhibition next year. We hope to enter the global markets step by step and we believe we can. In the current situation, any brand that can bring foreign exchange to the country is pretty much appreciated.

We hope to enter the global markets step by step and we believe we can. In the current situation, any brand that can bring foreign exchange to the country is pretty much

Which one of your product made you well-known in the market?

Nina Pet's dog beds was more known than the others. Back then, some of our customers thought that Nina Pet is a single product company and only produce dog beds. Currently, all the products are welcomed by our customers and even the products that we present to our colleges by catalogs are almost sell out before even being produced, and it's all because of their trust in us.

Currently, the company's products are available in several group and comparable to our foreign rivals:

- 1- Cat trees: 30 models with 22 different colors.
- 2- Scratch board: 5 models with 8 different colors.
- **3- Cat's toys and stick:** 3 models with 12 different colors.
- **4- collars:** 7 size with different colors for both cats and dogs, with studs, guards and sponges.
- **5- Harness:** 5 different sizes for cats and dogs with different colors.
- 6- Beds: in 40 different size and colors for cats and dogs.
- 7- Nests: wooden and fabric nests in different colors and designs.
- 8- Anti-tear waterproof tarpaulin mattress: 2 sizes and 4 different colors.
- **9- Boxing mattress:** suitable for inside the box or underlay
- **10- Elizabethan collar:** 2 models with padlock or straps.
- **11- Tarpaulin and chain leashes:** 4 sizes and 6 different colors.
- 12- Car seat covers (anti-tear and waterproof): 3 models and 2 different colors
- 13- Neckerchief and bowtie collars: 3 sizes and 40 different colors.
- 14- Hemp dog toys: different sizes and different colors.

Where did you get the idea of putting dolls on beds?

It was wife's idea. As I said before, her major was graphic, so she has a good mastery of color combinations and the overall work and ideas are hers. I remember the day that she draw Nina's face which sparked the idea of putting dolls on beds and then we produced them. Currently, all the professional designers of the company are aligned with her and they have a significant interaction with each other which has a huge impact on the design and colors of products.

Does Nina Pet have any sponsor as a producer?

Unfortunately, nobody supports us. We started this business with the initial capital of 2 million IRR. There has not been any financial or administrative support since the beginning of this company. We always rely on the quality of our products and it is the key to our success. Currently, we need administrative support to export our products, but none of the ministries is responsive to us. Also, there is no business code for our activity. We hope with more perseverance we get the result. The concern of a foreign manufacturer perhaps is to become known in the global markets; however, we have our foreign customers in Turkey, Armenia and Iraq that are willing to cooperate with us, but we have administrative problems from inside the country.

If you goes back to 2 years ago, will you start this business again? Considering all the production problems?

Yes, because I love to challenge myself. Currently, our company's status is completely stable in domestic production and all the dignitaries of the company are totally aware of their responsibilities. The volume of orders are very high and we sell good. We decided to import and export, because we realized we need a new challenge and as I said before, the current situation of the country requires this.





Production is a challenge and beside the fact that we love to increase our customers both inside the country and foreign countries, we also love to challenge ourselves so we can progress as fast as possible and enter the global markets.

You had a large booth in the 4th pet supply exhibition which was one of the islands of the exhibition. In your opinion, what is the effect of the exhibition in branding of products?

As the exhibition was held at the right time and remarkable level, it had definitely a positive effect for Nina Pet Group. It is fair to say that Nina Pet appreciates the organizers of this exhibition, as it was great turning point and a very valuable experience for us.

Have you ever regretted expending money for exhibition and realize it was a mistake?

No. Exhibition plays an important role in the growth of the company. First, we had doubts due to the high costs of exhibition but as I imagined, it had a very satisfying feedback. The exhibition put each and every company in a higher and more specialized position. Joining that exhibition, so many of our colleges who knew our brand but didn't know us closely or the quality of the products, get to know us better and made them trust us more, so we hope we can participate in more exhibition both in our country and foreign countries.

Does Nina Pet Has representative in other counties as well?

Yes, of course. We have sales representatives, but they are not exclusive. Currently, we have representatives in all Iran's counties.



Nina Pet has been active for 5 years and since the second year the products became known in the market. Why didn't you attend the exhibition earlier?

First of all, we didn't trust the people that introduced the exhibition to us, and the other reason is since we started our business, we have been very busy all the time, therefore, we couldn't find a chance to attend the exhibition. Once we were able to participate in the exhibition, our business became stable and every individuals in the company were totally aware of their responsibilities. Also, we wanted our presence to be worthy of attention and people see how professional we are, and for the future exhibitions we will try to be even more professional.

What is your opinion about Kabook Magazine?

I have to say that I didn't expect that Iran could have a wide market in the pet industry, whether it's about magazine or exhibition. After participating in the exhibition, our brand became more known and we realized we have a wide network. In my opinion, Kabook Magazine is one of the most professional magazines and it is obvious that the style and editing has been done with a great effort, so I want to thank all the people involved.

Is there anything you want to tell to our readers?

I'm addressing the veterinary organization. Unfortunately, after official registration of the company, we still have trouble getting the business code and no ministry cooperate with us, and since we don't have the business code, there is no commercial card or the possibility to obtain a license. As I said before, this situation has greatly affected our export and import activity. Unfortunately, nothing has been recorded about the dogs and cats business and we are so confused about how to get a business code. We are facing numbers of issues regarding export and import and it needs a lot of efforts and perseverance as we don't have any support from any government organization. We call for substantial activity and bringing foreign exchange to our country.





Dr Taghi Pour, a Kind Veterinarian

I've only operated on animals to keep them healthy and not to make them beautiful!

It is very pleasant for me that I can help animals in need. I like the satisfaction of saving an animal's life, but when I lose one it is so painful. I advise those who are so passionate about animals to never become a veterinarian, since the loss of an animal will never be normal

not that kind, but many countries allow people who can provide animals their well-known to keep them. In my opinion most of the exotic animals can be exotic pets

Would you please introduce yourself to our magazine's readers?

I'm Ali Taghipour, I was born on 18th January 1975 in Ahwaz city. I grew up in a family which my mother and father were both academics and faculty members of the university, so it was important for them that I have academic education. I was familiar with university environment as I grew up on campus.

Why did you decide to study veterinary medicine?

I had a lot of interest in animals since childhood, while all the other boys my age were interested in becoming a policeman or pilot, I picked teaching and veterinary for myself, which fortunately both happened for me. I had a great passion about animals and treating them since I was a child. In 1986 and 1987, I was about 10 and there was a TV series back then called Step by Step, which was the story of a zoo veterinarian in England whose name was Dr. Turner and beside the zoo part, it was also about pets. This series had a great influence on my interest in being a veterinarian. I can safely say that if I born again for a 100 times, I choose this again and again. My job is in alignment with my mentality. If a people who are studying veterinary are not passionate about working with animals, they are going to give up on the first anatomy lesson. Unfortunately, veterinary is not as successful as medical field in our society and it requires more patience, so if you don't have real interest in the field, you will soon give up.



Would you like your daughter to be a veterinarian too?

I only teach one thing to my daughter and I just want her to be happy. I have nothing else to teach her. Unfortunately, we don't learn to be happy. Happiness is followed by what you are really interested in. If my daughter tells me that she loves to become a veterinarian, I will definitely help her. Also, she is already interested to become a vet and she helps me sometimes.

Dr. Taghipour you have a lot of experience about exotic animals. Do you consider them as pet? Actually, I do not have that much experience with exotic animals, but I did a lot of research and studies on them. I have to say that all the exotic animals around the world have this potential to be a pet. In fact, any animal that are caged and can eat and give birth are able to adapt to this condition, so they can be accepted as a pet. We have a condition that humans should only pet animals that are comfortable around humans and exotic animals are not that kind, but many countries allow people who can provide animals their well-known and minimum needs to keep them. In my opinion most of the

Would you please give us an example?

Ornamental bird that feed in the cage, aquarium fishes and some reptile species separated from our native species of these animals are considered exotic. Unfortunately, 90 percent of these exotic animals are getting hunted in Iran. Also, these animals are pretty expensive as it take a lot of effort nourishing them, but hunting animals are cheap.



Animals that exists in Iran are the ones that hunt from nature. Regarding this, I have to say that hunting from nature decrease an animal from wildlife that carries parasites and diseases that could be transmitted to pets. Regarding the reptiles, I have to say that it includes Boa constrictor which crush its hunt, but I don't accept these species as a pet, because these snakes need to move and have space. There is always this question of whether we are allowed to keep these animals as a pet, so I have to say that there was a time when cats and dogs were not supposed to be a pet, but they domesticated by humans during the time. When animals are nourished and presented in the world, it's either no one buy them till supplying them ends, or only people that knows the needs of these animals take them. In Germany, you can have a private zoo license and keep the animals in the zoo. If we have a pet that we pity when we see it, we should give it to someone who can take care of the animal properly. When we pity an animal it means something is wrong and has to be changed.

Does the population of exotic animals that you treat has increased?

Human needs changed. Currently, walking the dog twice a day for 45 minutes is a hard thing to do and keeping an aquarium fish is easier. In this regard, exotic animals are better option, besides they are good for familiarizing children with wildlife. People that wants to keep an exotic animal, has to consider whether they can meet the needs and costs of that animal and the most important is that if they can give all their love. The mere attraction of the animal should not be a reason to keep it as a pet.

Do you remember the strangest animal you treat?

In different staged of the time, I came across so many strange animals. For example, in 1999 I had a visitor who had two baby lions. It was incredible for me. It was unbelievable. When I saw the Iquana for the first time, it was strange for me. It was for a gentleman who lived in Germany and worked with a herpetologist who took the variety of reptile species from Iran with the permission of the veterinary organization and my colleges and I were responsible for a part of the examinations and researches. I remember asking him how Iguana looks likes, so he brought one for me in his next trip. Currently, people keep giraffes as a pet and no animal is strange to me. But some people keep some of the species that upset me. For example, some species of slow lories, Callithrixes, Sugar gliders, kestrels, Owls, hedgehogs, etc., that are pretty upsetting and we should educate people to not choose these species as a pet. I refuse to admit species that belongs to nature, I only treat them to save their lives and refer them to environmental organization. I would like my other colleges to do just the same, so people would understand some of the species are not pet and they shouldn't pick them as one. I also remember that I treated a 30-year-old cat.

Did you ever had a research on exotic animals?

No. I didn't find a chance to do so. Although environmental organization has created such opportunities for me, I'm pretty busy at work and couldn't do that. Currently, I'm active in both medical and academic sectors.

Did you ever do a plastic surgery?

I certainly do not do plastic surgery and during my 20 years of activity, I didn't do such thing under any circumstances. I've only operated on animals to keep them healthy and not to make them beautiful. In my opinion, plastic surgeries on animals are horrible and makes them ugly rather than beautiful.

What is your opinion about sterilization of animals?

In my personal opinion, the physiology of a fertile animal is shaped in a way to repeat this process. A male breeder who has the ability of fertility and mate is surely needs mating, so this need should be considered. In animals, mating always followed by delivery. We can't eliminate the animal's instinct. Perhaps, by sterilizing and removing this need, the male and female would be in peace. It has been proven that in female cats and dogs, sterilizing increase the risk of disease. In my opinion, we can't take the animal's right and impose it on them, just because of one risk. I explain the advantages and disadvantages of sterilizing to the owners of animals. I do not recommend sterilization, unless there complications. For example, I suggest sterilization therapy for a female dog that have ovarian cysts or there is a tumor in the breast, and a male animal that has enlarged prostate. Most of the 9-year-old dogs has breast tumors which can be prevented by sterilization, but on the other hand this is an instinct that should not manipulated. Confronting this, we manipulate the other instinct of an animal like hunting. Sterilization is not mandatory for the owner of the trap. Preventing unwanted population is a positive move. Sterilizing or not sterilizing has so many scientific proof, but for preventing hormonal disease and unwanted population, it seems like a positive approach.

Have you done C-sections for dogs?

I have not been operating for a while, but I've done C-sections for a dog before which was due to its stalled labor and delivery problem.

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nature, I only treat them to save their lives and refer them to organization

I refuse to admit

species that belongs to



How does the owner of the animal would know that his pet needs a C-section?

C-sections can be optional and does not require a specific time. When the physician estimates the stage of development in puppies, he determines one day for the operation which is the same operation in humans. Often dog breeds such as Pomeranian, Bulldog, Pekingese and Pugs that may have high-risk pregnancy are more likely to require a C-section. If the owner had experienced unsuccessful delivery in these breeds or just worries about his pet, he can choose a C-section. When the dog's water breaks, we expect her delivery to start at least 7 to 8 hours later, if it does not happen the dog is suffering from stalled labor and requires a vet. Making decision on C-sections, requires a clinical judgment. In some cases, although some animal breeds does not need a C-section, but sometimes the animal is so weak and the womb has no contraction that the vet must do the operation. In my opinion, Cesarean is something that a veterinary obstetrician does. There are so many professional obstetricians in Iran, working in field of pets.

How much Cesarean costs?

Cesarean costs is between 8,000,000 IRR to 1 million and 5,000,000 IRR.

Why are you so popular?

I never hurt anyone in my life and no one hurts me. I don't have expectations from anyone and I don't do anything for them which leads to expectations for myself. Other people's success makes me happy. We were all born innocent but the world has changed us.

Do you have pets?

We always had a pet. We had cats, dogs, aquarium fish, reptiles and variety of birds, but something happened in my life and I was so sick and needed chemotherapy so it was a doctor's order to reduce the animal population. In the last 5 years, our animals died because of their old age

and we did not replace them. I have a lovely cat named Lucifer that my mother take care of it. We currently have only a big Rango and lovebird parrot. Of course, treating animals gives me a sense of satisfaction in life, since I love them like my own pet. I believe that all the veterinarians and people who study in this major must have a pet to learn animal care and how to treat them and be aware of the problems that the owner might have.

What was the name of your first pet? Do you remember the name?

I had a cat named "Black leg" when I was 6 and also a lamb named "Marble" when I was 4, but I don't remember it much.

What was the strangest animal you treated?

I insist strongly on the fact that any animal that I ever treated was the strangest species to me and I did my best when I examined them. Therefore, all the animals are strange and attractive to me, but the most horrible patient I had was a Sarabi dog that a chain was wrapped around its neck and the 90 percent of it was covered by the skin of the neck. We had to split the skin to remove the chain. The dog's owner ignorance and the way he took care of that dog was very strange.

Would you please tell us a good and a bad memory from all these time you treated animals?

Recently, a woman who thought her dog is not going to live anymore, left my office in happy tears and then sent me a gift, which made me really happy that I could help. When you treat animals, it is pretty satisfying, but when you lose one, it pretty hurts. I advise those who are so passionate about animals to never become a veterinarian, since the loss of an animal will never be normal.

In the current situation which the costs of animal food increased, it's kind of hard for people to afford them. What is your opinion about making homemade food for them?

It depends on the decision of animal's vet. In my opinion, the dry and canned foods are balanced and prepared according to nutritional needs of the animal, but the homemade food does not, unless homemade food is balanced under the supervision of the veterinarian. I strongly advise against feeding animals the remainder of human foods. Animals need consistency in their diet.

Do you do supportive work?

I do supportive work, but not in my own work system as I am in line with work policies that have been put in place by hospital. Most of the times when I found random animals that hit by a car, I treat them with the help of my colleagues. I disagree with this statement that if a veterinarian does not provide supportive care, then he is hard-hearted. Doing supportive work is related to person himself and nobody should judge it.





i spend the same amount of time for my each and any of my patients, whether it's a multi-million dog or a street dog, it doesn't make any difference to me. We have to admit that veterinary is a job and a veterinarian do this to earn a livelihood. In the meantime, there are so many strong support groups active in Iran. I will provide support wherever I see fit.

Can you tell us why most of the veterinarians are not properly familiar with the breeds of cats and dogs? Do we need a racial atlas to be taught to students in this major?

One of the reasons why veterinarians have problems with knowing the ethnicity of the animals in Iran is that there are lots of mixed races. Most of the cats and dogs are of the mixed breeds. Also, ethnicity is not the veterinarian's responsibility. A veterinarian should know what breeds are most susceptible to which diseases. The best approach is to adopt the dog from an authentic center. Unfortunately, Ukraine, Turkey and Thailand have become our authentic centers for supplying pets, especially dogs. The request for dog breed determination is not so common in the world, since the dog breed must be specified at the time of purchase. The presence of an Atlas is really useful, provided that also the importer requires himself to follow that. In my opinion, the vet should only know the general principles and sensitivity of each breeds. Ethnology is a distinct and specialized major that requires its own education.

Where do you teach at the present? What are the subjects?

I am teaching at the Islamic Azad University of Karaj and subjects are domestic animal disease, pet clinic operations, internship courses that I teach about exotic animals. Fortunately, Tehran University has implemented this field in its courses, but the Azad University has not yet entered this section.

What is your opinion about Exhibitions that Hami Gostar Company holds?

Maybe the readers will imagine that because I'm interviewing with this magazine I say this, but I can safely say that along with exhibitions held in the field of pets in Iran, there are only the best exhibitions that I attended and will continue to do so. These exhibitions are the most prestigious that observe science and business grandeur of the industry. Also the booth design and execution system is excellent.

Would you please give us your opinion about Kabook magazine?

The Kabook Magazine is not the first, but since its presence in the field of pet industry in Iran, this magazine is not intended for publication purpose only and is published with purpose and planning.

In my opinion, the vet should only know the general principles and sensitivity of each breeds. Ethnology is a distinct and specialized major that requires its own education





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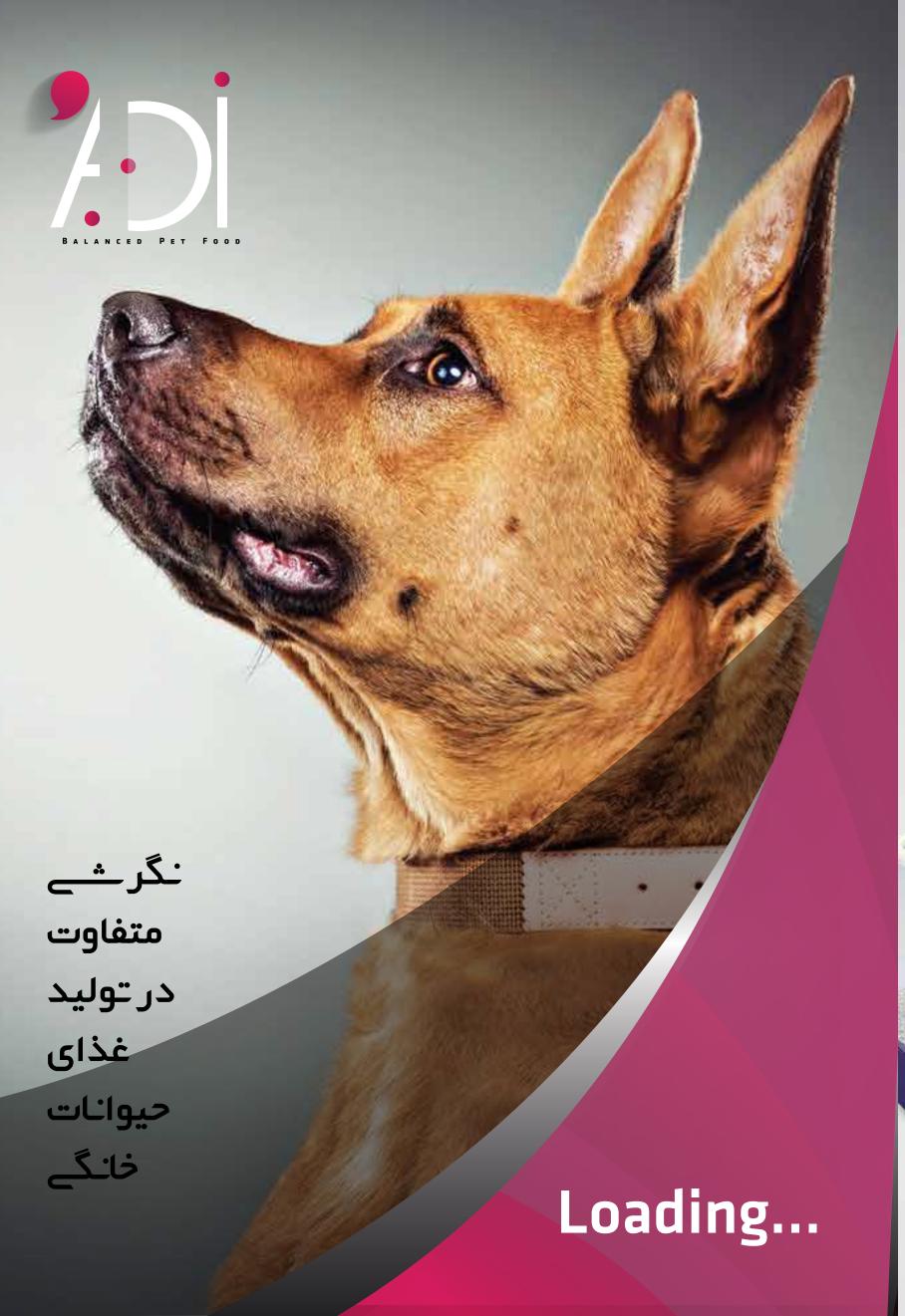
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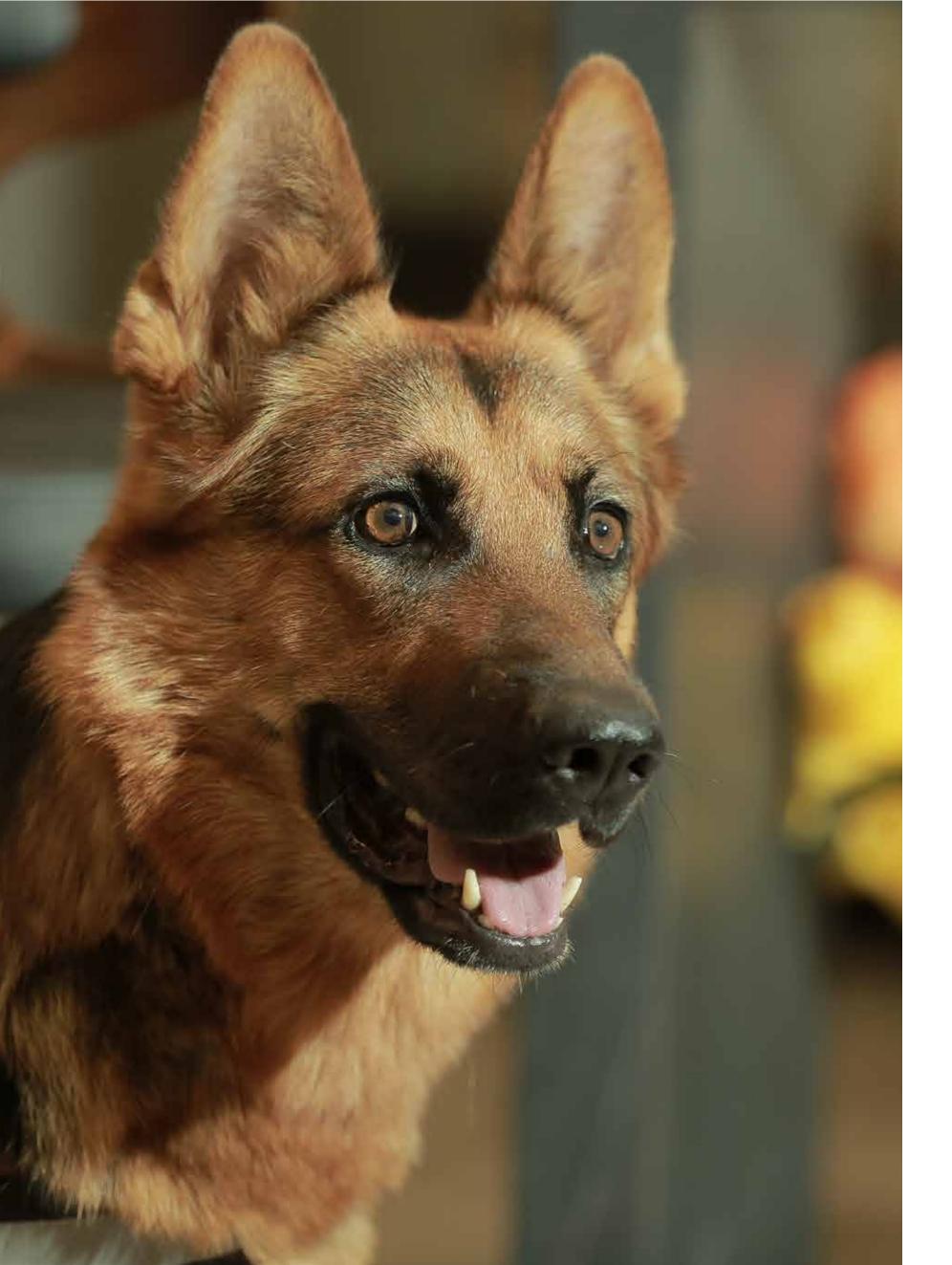


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Masoud Razavi "Dog Trainer"

Dog Owners need to be trained first and then their dogs!

The last time I was in Babol, I asked my students to get a good look at Tida's eyes and tell me if they seems tired?! Everyone answered No. Not only Tida, but also any other dog that got trained since they were puppies, need to burn off their pent-up energy. The energy of dogs is not comparable to humans.

I do not understand why trainers believe that the dog should be afraid of them. Typically, Trainers are divided into two types of extremists, which either constantly persecute or encourage

Would you please give us a biography of yourself?

I'm Masoud Razavi.

Since when you are a pet owner? And what was the first pet you had?

My first pet was a duck named Nazi. I have a very strong connection with animals, but I've been bitten by dogs so many times; However, I didn't feel that much pain due to my physical ability.

When did you take Tida and when did you name it?

My mother chose this name for her.

When did you realized that Tida is talented in training?

All of the dogs are talented in training. When you train a dog, it needs to feel that the trainer understands them and there is a good connection between them. One of the reasons that most of the trainers have problem with me is that I don't agree with their methods and of course they don't agree with mine either. I do not understand why trainers believe that the dog should be afraid of them. Typically, Trainers are divided into two types of extremists, which either constantly persecute or encourage. For example, when the dog barks too much, the trainer gives it a snack to be quiet and dog conceive it as an encouragement. Unfortunately, due to the lack of knowledge of the dog owners, this happens a lot. The last time I was in Babolsar County, I asked my students to list the abnormalities of their dogs. After I received the lists and trained the dogs myself, their abnormalities were gone, but as soon as they got back with their owners, the abnormalities were back. Therefore, this is why training the owner is just as important as training the dog and dog owners need to be trained first and then their dogs!

Can you tell us a reminiscence about Tida?

There are lots of good memories with Tida. Once I left the key to my villa in north of Iran in the lock of the door, and it was hung up upon a ring. In that time, Tida was in the yard. I asked my neighbor to get the key so no one can enter. My villa has security cameras and I was watching the whole scene. As soon as my neighbor entered the yard, she began to bark and attacking my neighbor so he was forced to run out. Unfortunately, the key was still inside because my neighbor couldn't get them. I checked the video and I saw that Tida took the key and buried it. When I found out about it, I asked her about the key and she was just stared at me; so I asked constantly till she went and brought it.



Do you use beating, screaming or spraying water in your training method?

Our classes are a 10-hour training course, which we teach the proper way of punishment and that no one including the trainer has this right to beat your dog. To a dog, beating means that any hand coming towards it is about hitting it which influence its future behavior. Unfortunately, I do not understand this method of trainers. This is so painful that a trainer pulls the dog from its collar, because all of that force goes to the dog's neck. Dogs don't really understand the reason of constant punishment. My university major is psychology. I designed 37 tests about dogs which we use them to assess the dog owner's personality. When dogs are not familiar with something they have a reaction to it, just like humans. I say this to people that believe dogs should not be among humans since they are puppies and socialize with them. I advise that you socialize them. One of my methods in classes is working with vacuum cleaner. Also, dog guarding is another way of training which means that dog display a behavior only on your command. Unfortunately, some owners left the dog in the house or cage them all alone, and not only the dog has minimal human contact, but also doesn't see any other animals which explains why some dogs bark too much!

Mr. Razavi, did you ever expect that one day Tida would become so famous?

Since there was social media, I was absolutely sure that Tida would become famous, when there is a new thing, words spread so fast about it.

Some say you take too much work from Tida, is that true?

The last time I was in Babol, I asked my students to get a good look at Tida's eyes and tell me if they seems tired?! Everyone answered No. Not only Tida, but also any other dog that got trained since they were puppies, need to burn off their pent-up energy. The energy of dogs is not comparable to humans.

Does Tida also do supportive works?

Unfortunately, no. but I tried to be supportive so many times. Since there is a shelter near Niavarn Park and one in Rey, I went there in person and helped them. I love animal lovers. I can safely say that I only sleep for 2 hours a day but I get my energy from interacting with these people that genuinely love animals. In my opinion, there are two kinds of animal lovers, either they are abusers or they truly love animals. Since there is a dog in my life, it changed in a positive way.

When did you decided to train Tida and what was the first move she learned?

Tida's training started since she was two month and a half and the first move every dog learn is to "sit"!

We heard that Tida played in some movies, can you give us the name of them?

Tida has played in eight movies till now which includes Samurai and Dirty Job. In addition to movies, she also played in theatre.

Did you ever hurt Tida?

Neve

What courses Tida have trained at?

Tida is perfectly familiar with stick and gun and knows how to deal with these two weapons. At time of the guard, she completely knows the weaknesses and grab that part. I remember once that we were in Isfahan, although I didn't put on my guard gloves, Tida grab one of the trainer's ankle there when she was in guard position, but since she was conditioned to gloves and I didn't wear them, the dog was confused about what she should do now! Tida passed the search and rescue courses and perfectly recognize the blood. People that knows me are fully aware that I enjoy helping, so when the Plasco building collapsed, I was there and I wanted to help. It's safe to say that helping is one of my pleasures and I believe that it has blessed my life. Unfortunately, in the Plasco accident, we were not allowed to enter the operation at first, since only Red Crescent's dogs were involved; but with the permission of the commander Sajednia, we entered the operation and Tida could find four corpses. In Kermanshah earthquake, with the permission of commander Rahimi, we entered the operation and sadly, a rumor spread that Tida could find six people alive, then the Red Crescent called me to confirm the news. Unfortunately, the people who spread that rumor, had the intention to make me a liar.

What is the most delicious food Tida loves?

Cooked Rumen.

What food do you give Tida?

Dry food.

Tida is perfectly familiar with stick and gun and knows how to deal with these two weapons. At time of the guard, she completely knows the weaknesses and grab that part



How much do you get for your training courses?

The courses is 6,500,000 IRR for one person and 8,000,000 IRR for two; and it's because experience proven that if the courses be free, the person will not be interested in learning and it'll seem worthless.

Which Vet you take her to?

I do most of the veterinary tasks myself, but Dr. Saviz Anzani is Tida's Vet.

What was your opinion about the exhibition this year?

The more the animal exhibition will be held, the better people will interact with animals which is a good thing. I did not receive any money from anyone to attend the 4th pet supply exhibition in Milad tower this year, and I was proud to attend this exhibition. In the Shahr-e Aftab Exhibition, fake news published that I received 30 million IRR per day for attending the exhibition which surprised me. I have to say that I really love to attend the exhibitions, because it's a good way to educate people on how to properly communicate with animals.

Will you bring Tida to future exhibitions?

Yes, of course.

What is your opinion about Kabook Magazine?

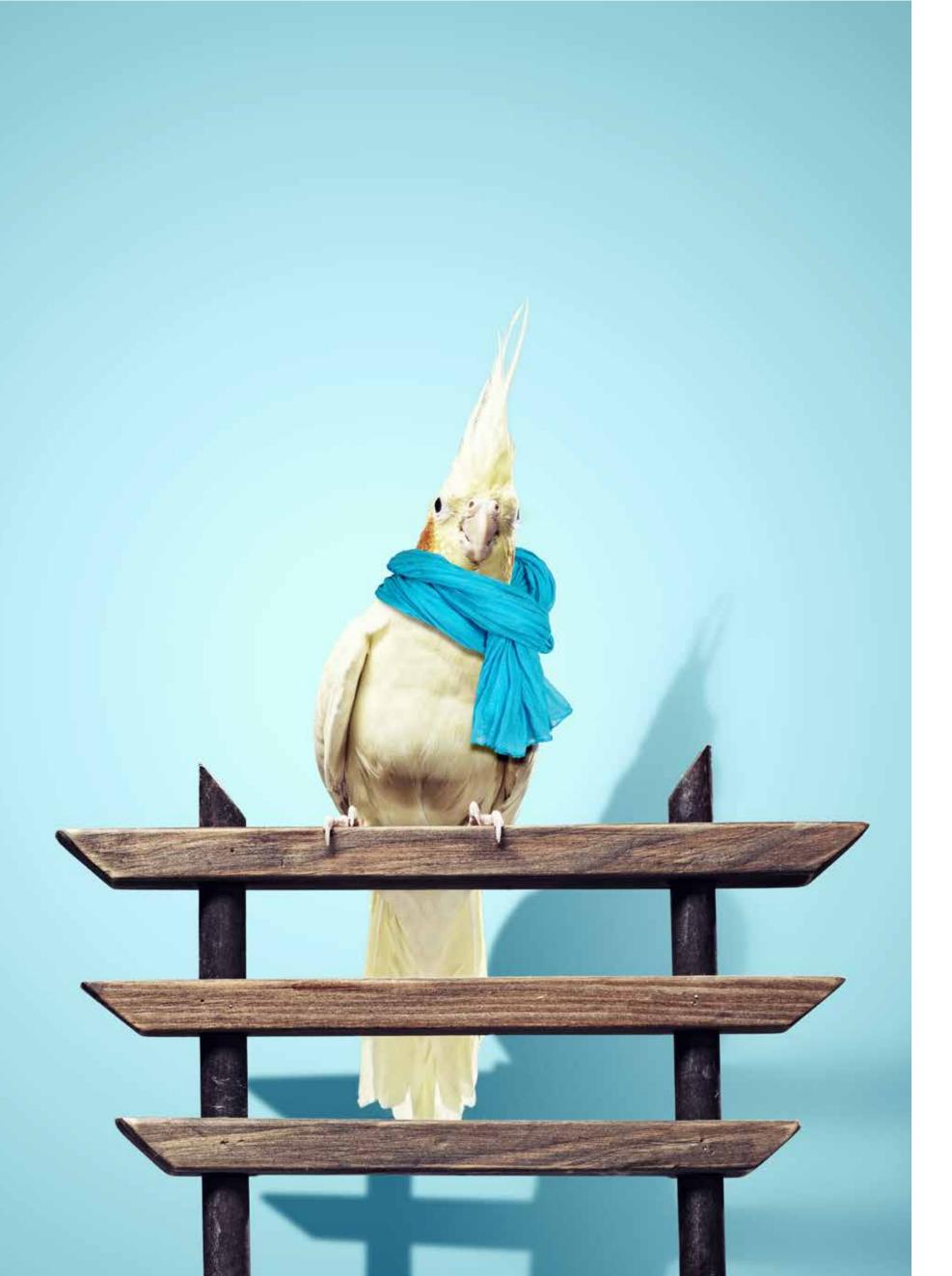
Unfortunately, I didn't have time to read the magazine completely; but I promise I will announce my opinion after I read it.

What are the most frequent questions asked from you?

Most of the questions are about how to communicate with dogs. There is no need to just join the classes, many people direct their questions in Instagram, and also someone who lives in Sweden asked for a video.



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Tips for Keeping Your Exotic Pet Safe During Cold Weather

Dr. Laurie Hess, DVM, Diplomate ABVP (Avian Practice)
Reptile Health & Care

Storms and cold temperatures are never fun to deal with, but if you live any place where the seasons change, you will undoubtedly have to face inclement weather at some point this winter. How do you keep your bird or exotic pet healthy when the temperature plummets? Here are a few tips to help keep your bird or other exotic pet safe

Reptiles are
"cold-blooded;"
their body
temperatures are
determined by their
environmental
temperatures. If
their environments
get very cold, their
body temperatures
drop in turn

1. Provide heat!

Many birds and reptiles, in particular, need to be kept warm to remain healthy. Birds (especially larger parrots) can generally tolerate temperatures as low as the 50s, but once the thermometer drops below that, they may get fluffed up (expending all of their energy trying to trap warm air between their feathers and their bodies to keep warm) and stop eating. Pets burn extra calories trying to stay warm, so it is essential that they keep eating. Reptiles are "cold-blooded;" their body temperatures are determined by their environmental temperatures. If their environments get very cold, their body temperatures drop in turn. Their immune systems do not function well at suboptimal temperatures, and their digestive systems and metabolism also slows down - typically what occurs during hibernation or brumation. Reptiles can safely tolerate living at less-than-ideal temperatures for a few days, but over time, hibernating reptiles can get sick

Other exotic pets may suffer in the cold, too. Hedgehogs, for example, can go into a state of sluggishness or torpor and stop eating when the temperature falls. Thus, if you own an exotic pet, and your home is cold because you have lost electric power, you should do all that you can to keep your pet warm by wrapping his or her cage with a blanket or towel to minimize air flow, moving the cage near a sunlit window (as long as there are no drafts blowing through it), and placing plastic bottles, bags, or even rubber gloves filled with warm water (if you have access to warm water) wrapped in towels directly underneath the reptile (or under the cage, if you have a bird or small mammal such as a rabbit or rodent that might chew on the plastic or rubber).

2. Offer water!

In bad storms, if you lose electric power or if your pipes freeze, you may also lose your water supply. Given the fact that many exotic pets have very high water requirements due to their small sizes and fast metabolism, these pets can become dehydrated quickly. Thus, if you are trying to keep your bird or other exotic pet healthy during a blackout or severe cold snap, be sure to provide fresh water daily, and monitor his or her water consumption carefully. Stressed exotic pets may pant and may lose moisture through their mouths as a result, plus they may not eat or drink normally and are consequently at high risk of dehydration. Dehydrated pets quickly become sick pets, so ensuring exotic pets drink water during cold weather is very important to try to prevent illness.



When faced with power outages,

cold, and long

darkness, many

of us are tempted

to burn candles or to keep a

propane stove

running

periods of

3. Prevent trauma!

Many birds and non-nocturnal exotic pets are not accustomed to being in the dark for prolonged periods and may become nervous and stressed if they are without light during a power outage. Birds may flail around in their cages, potentially hurting themselves, breaking feathers or injuring their wings. Worse, they may escape their cages into dark rooms where, if they are able to fly, they can smash into objects or fly out doors. Small mammals such as rabbits, guinea pigs, and chinchillas may get scared, curl up, and hide in tight spaces, making them very hard to find in the dark. If you are trying to keep your exotic pet calm in the darkness, keep a small flashlight near your pet's cage so that he or she can see you and familiar surroundings; this may keep him or her calmer and less likely to get injured.

4. Avoid fumes!

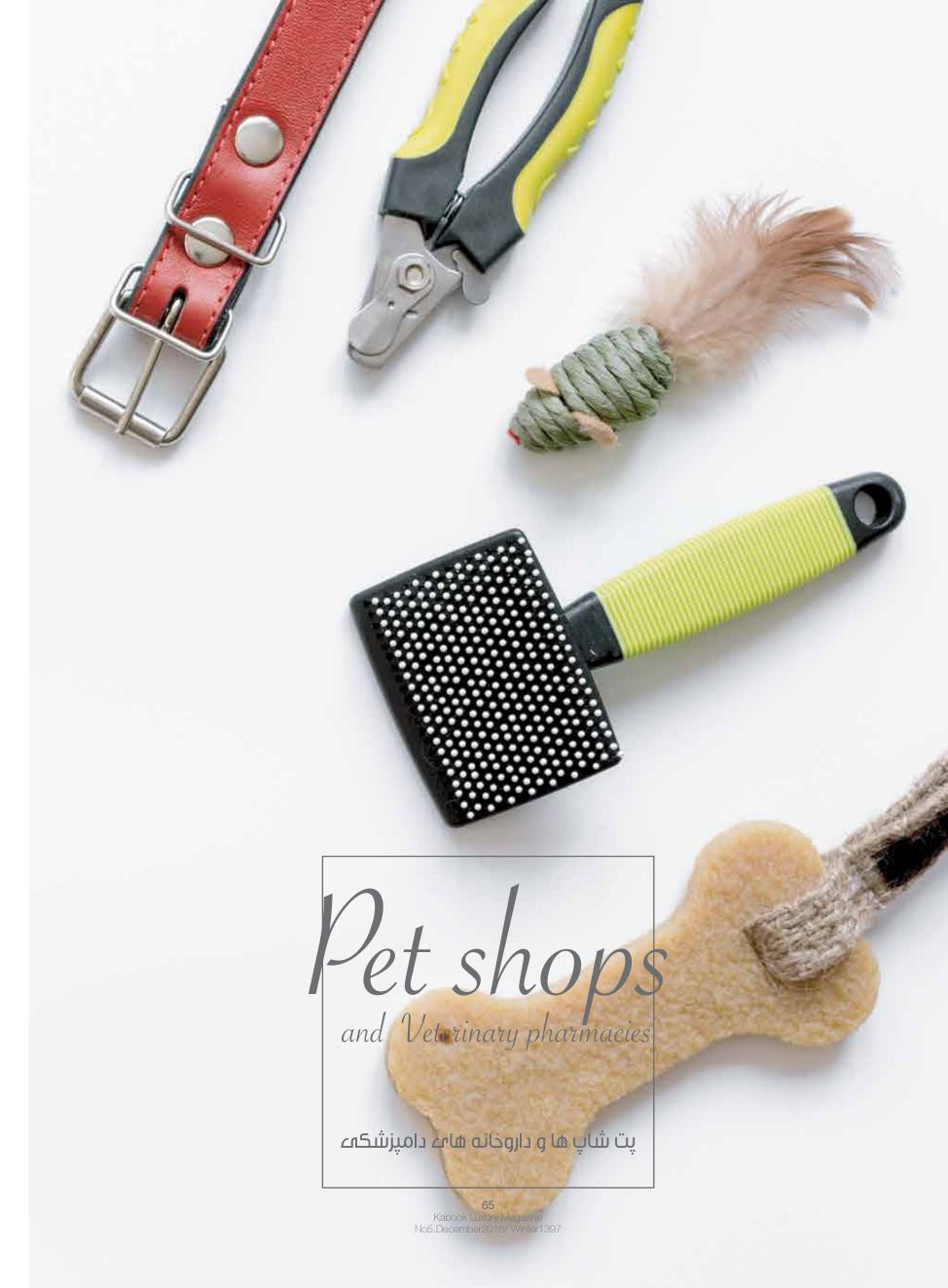
When faced with power outages, cold, and long periods of darkness, many of us are tempted to burn candles or to keep a propane stove running. However, if you have a bird or other exotic pet and are going to light candles or turn on the stove, you must take special precautions. Several exotic species (birds in particular) are exquisitely sensitive to any kind of fumes, so if you burn candles that emit smoke (or worse, have lead in the wick, which many do), you must keep these far away from these animals, or they are at risk of inhaling potentially toxic fumes and dying. The same is true for propane and other gases; if you can smell it, your pets could inhale it and collapse. So, don't take chances; move your birds and exotics far away (ideally in a separate room) from the source of any potential fumes.

5. Feed! Feed! Feed!

Nervous birds and other exotic pets, like stressed people, may have a decreased appetite or may not want to eat at all. This is especially a problem when these pets are in cold temperatures, expending lots of extra calories trying to stay warm and alert and potentially sleeping less than normal. In these situations, small exotic pets with normally high metabolisms actually need additional calories to stay healthy. Thus, when exotic pets are exposed to the cold, it's especially important to monitor their appetites to ensure that they are eating. Tempt your bird or other exotic pet to eat during inclement weather by offering his or her favorite foods frequently in small quantities. Exotic pets that eat less may need to be hand-fed or encouraged to eat, even through syringe-fed special formulas meant for particular species if necessary. It's great to have these formulas on hand ahead of time in case of emergency. Ask your veterinarian to provide these items to you so you'll have them ready in a pinch in case you need them.

Living through a hurricane or a prolonged power outage, as many of us in the Northeast have recently, is never easy. But, if you follow these tips and monitor your exotic pets closely, they will be more likely to come out of it just fine.







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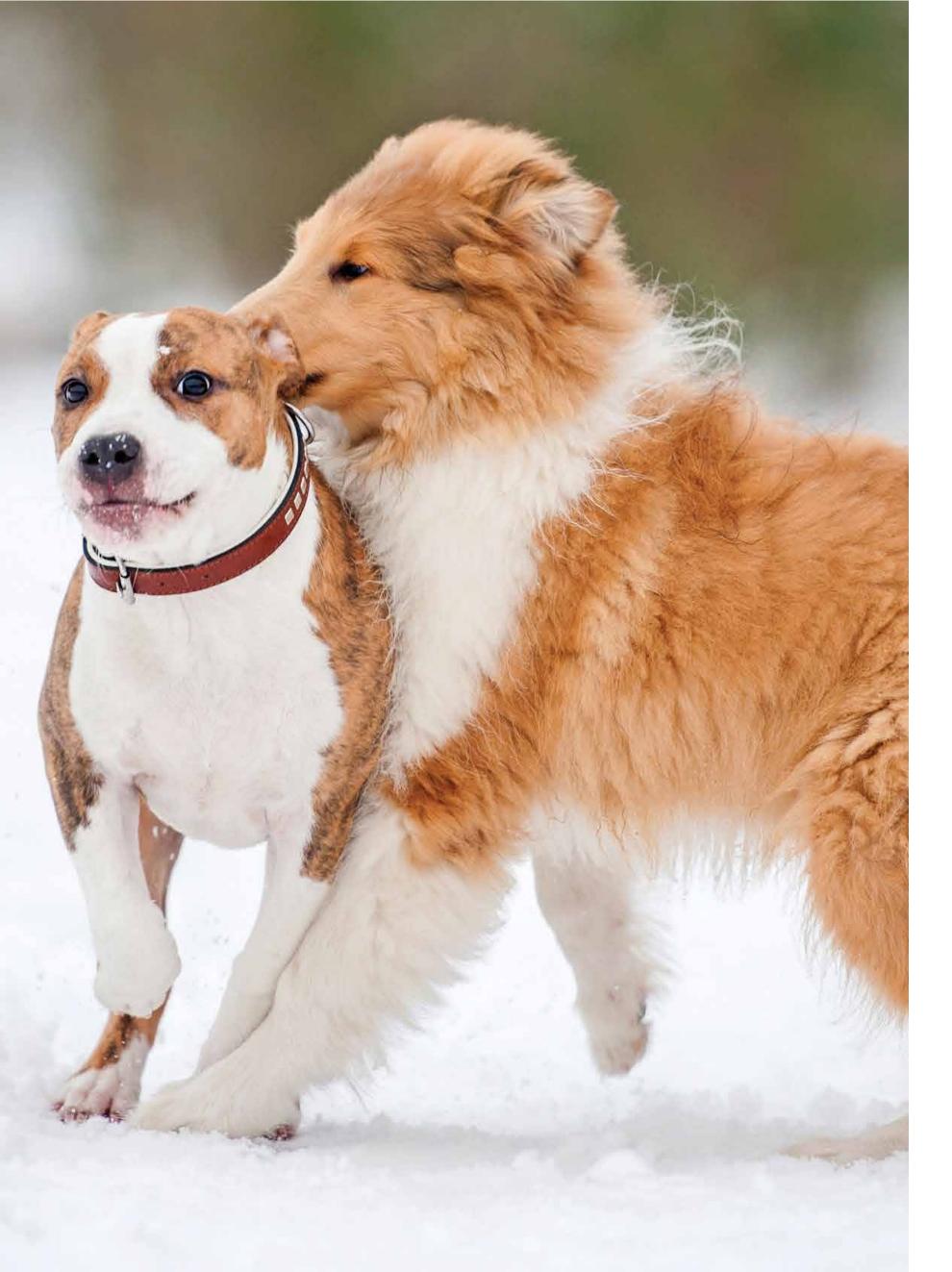




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Dogs That Play Too Rough

By Nicole Wild

How can I get my dog to play nice? He gets over-excited and plays too rough with other dogs at the dog park. He also tries to play with dogs that obviously aren't into it. (He hasn't hurt any of his playmates but it scares their owners.) How can I help him dial down the intensity of his play?

Dogs have different play styles depending on their breed, age, and other factors, but they generally understand each other's body language

Dogs have different play styles depending on their breed, age, and other factors, but they generally understand each other's body language. The first step in getting your dog to play nicely with others is for you to become very familiar with canine body language so that you can notice when tensions are first starting to build.

When I was filming at my local dog park for my DVD Dissecting the Dynamics of Dog-Dog Play, I captured hundreds of hours of footage of dogs interacting. In editing this immense amount of footage, I was able to break things down into body language and signals that indicate play is becoming too rough or overwhelming. Allow me to share some of these elements.

When dogs are romping happily together, their bodies are like limp noodles. Tails may wag in loose arcs, and mouths may hang open. When a dog becomes tense, his body stiffens. In play, although the tail is wagging, it may be held high and be moving stiffly from side to side (this can indicate confidence or dominance), be lowered and moving quickly back and forth within a small radius (possible nervousness or anxiety), or even be tucked between the dog's legs (usually fear). When a dog's body goes stiff and that "happy mouth" closes—he may be staring at another dog or taking offense to something a dog is doing as this happens—this is called a "freeze." Momentary though it maybe, this important mini-pause gives a dog time to assess the situation before him. Does he need to run away? Should he fight? Or is everything okay, and everyone can go back to what they were doing? Depending on the potential threat, the dog will make his decision. Watch for freezes in your dog and others, along with the other body language mentioned. If you notice a freeze or tense body language, stay alert and ready to intervene if necessary. Of course, there is much, much more to watch for, but this will get you started.

As far as the play itself, one thing to be wary of is speed and intensity. It is a lot easier for play to boil over into aggression when things are becoming fast and furious. Are the dogs racing around the park? There's nothing inherently wrong with that, but monitor them to ensure that all the adrenaline-fueled excitement doesn't turn into aggression. The more dogs that are involved, the more potential danger. Also, the more vertical the play gets, especially where dogs are standing on their hind legs and mouth wrestling, the more potential for danger. And, watch for actions dogs may take offense to. A few to watch for are humping, hip bumping or slamming, and placing a head over another dog's neck or shoulder area.



If you notice that your dog is becoming overexcited or playing too roughly, or that other owners are becoming concerned, create an enforced break in the action by calling your dog to you. If he does not have a solid recall to the point that he will come to you even when playing with another dog, that's okay; this is a very high-distraction scenario! Practice at home first, then work outdoors, gradually adding distractions as your dog is successful. Don't forget to reward him every time! You can also practice recalls when the dog park is empty so that your dog will become accustomed to coming when called there (just don't use food if other dogs are in the park). If you do create an enforced play break, it needn't be long, just long enough for your dog and others to calm down. If things have escalated to the point where it looks as though there may be an actual fight, call your dog to you or, if he doesn't yet have a solid recall, calmly walk over and take hold of him. Then leash him and leave the park.

Careful monitoring and listening to your instincts will go a long way in allowing everyone to have fun while staying safe.

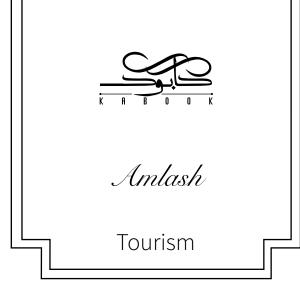


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Amlash, the lost heaven of Gilan, Iran

Amlash is a city in Gilan province, northern Iran.

Amlash city with the area about 350 Km2 is located in 75 Km of Rasht and 16Km of Rudsar and Langrud cities.

I do not understand why trainers believe that the dog should be afraid of them. Typically, Trainers are divided into two types of extremists, which either constantly persecute or encourage The population of this city is over 70000 and consist of two parts (central and Rankuh, Amlash and Rankuh citis), five rural distinct and 146 villages. The Amlash city with 4.9 Km2 is center of this city. The city dates back to the era of the Shah Abbas Safavi's monarchy. There were kings such as Vali sultan sufi and Bahram ali sufi In this era who were selected to administration of Rankuh and Deilaman by Shah abbas and subsequently they settled down in Amlash. The Sufi sfamily and the Bighals can be mentioned as the tradition families of Amlash who had the authority in the past.

Amlash is located adjacent of Shalmanrud river And due to the "having high water levels" of the river in the past, the city was called "Abelsh". This river caused Amlash divided into two parts of western and northern named "sulash" and "Ablash" respectively, and became Amlash by time passing. Discovering of Antiquities around here, indicate the Pre-Islamic history of Amlash.

Two large mine of black mica and dolomite are located in Amlash.

population

Based on the census report carried out in 1390, the population of Amlash was 53,928. This city with mountainside position is the center of Amlash and consist of two Plain and mountainous areas, is located in southern side of Langrud and Rudsar cities, therefore the climate is moderate, humid semi-mountainous as the effect of two geographic factors: the sea and the mountain.

Amlash name

A name is composed of the two words "Am" and "lash" which lash means stagnant, and Am stands for the river and stream thereupon Amlash means stagnant and stabile river. Mirza Habibollah Amlashi known as Mirzaye Rashti, one of the the mujtahids of the Naseri era and famous Marja and teacher of the Islamic world in the 13th and early 14th centuries, Sheikh bahaoddin Amlashi, the author of Gilan's history who was assistant of Mirza Kuchak Khan and member of the Islam Alliance in the Forest revolution, are well-known individuals of Amlash. Ayatollah Mohammad Mehdi rabani amlashi, the member of the constitutional experts, leading experts, the Guardian Council and the Attorney of the country, is also one of prominent scholars of the city.

Amlash with an area of 469.5 Km2 is located in 16 Km of Rudsar and distance between Amlash and Center of province is 75 Km. since Amlash is located beside green hills and countryside has so pleasant climate. People in Amlash are Gilak and speak with Biepish (east of Gilan) accent and Amlashi Dialect. Proximity of Amlash with Shelmanrud river and stagnation of this river's water caused people mostly do Agriculture and Animal Husbandry in the past and the agricultural effects of this region indicate agricultural





activities in 1500 years ago. Agricultural products are rice, tea, wheat, hazelnut, citrus. Medicinal plants, livestock and honey and silk products but Most of the agricultural land are cultivated by tea and rice, and amlash tea products account for 32% of the country's total production. Presentation of products will be held on Tuesday and Tuesday market (seshanbe bazar) is a perfect example of traditional Guilan markets which people take part greatly in this market and local individuals call it as Galesh. This market is held on Tuesday all over the year and if this day deals with religious occasions, they only trade for half a day.

Shopping centers

Seshanbe bazar

On Tuesday, people (as all people in Gilan) bring their goods and merchandise in the main street to buy and sell.

Vegetation and animals

In terms of vegetation, according to pleasant and moderate climate and also locating in Plain, Amlash has favorable conditions, although due to the expansion of urbanization and increased industrial activities, the ecosystem of this region is going to be threaten. Vegetation of Amlash includes tuska, afra, sour pomegranate figs, azgil (konus), hazelnuts, walnuts, beech, shrimp, oak, hornbeam, berry and van. Also, medicinal plants such as violets and bean grass, bouillon and koto fertilizer grow in most parts of Amlash.

Birds and animals scattered around this city are mainly foxes, jackals, wolves, Somers, rabbits, taiwas, eagles and various species of mountainous and plain birds.

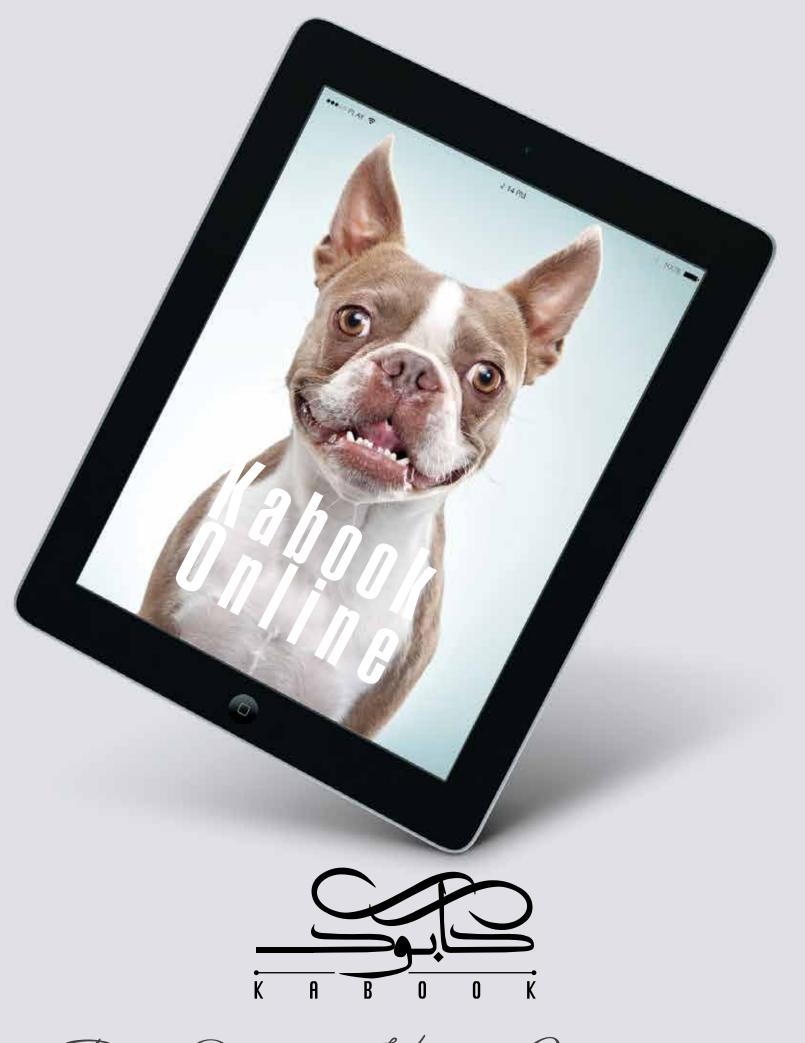
Observation of the Iranian Panther

Iranian Panther was observed in Amlash for the first time.

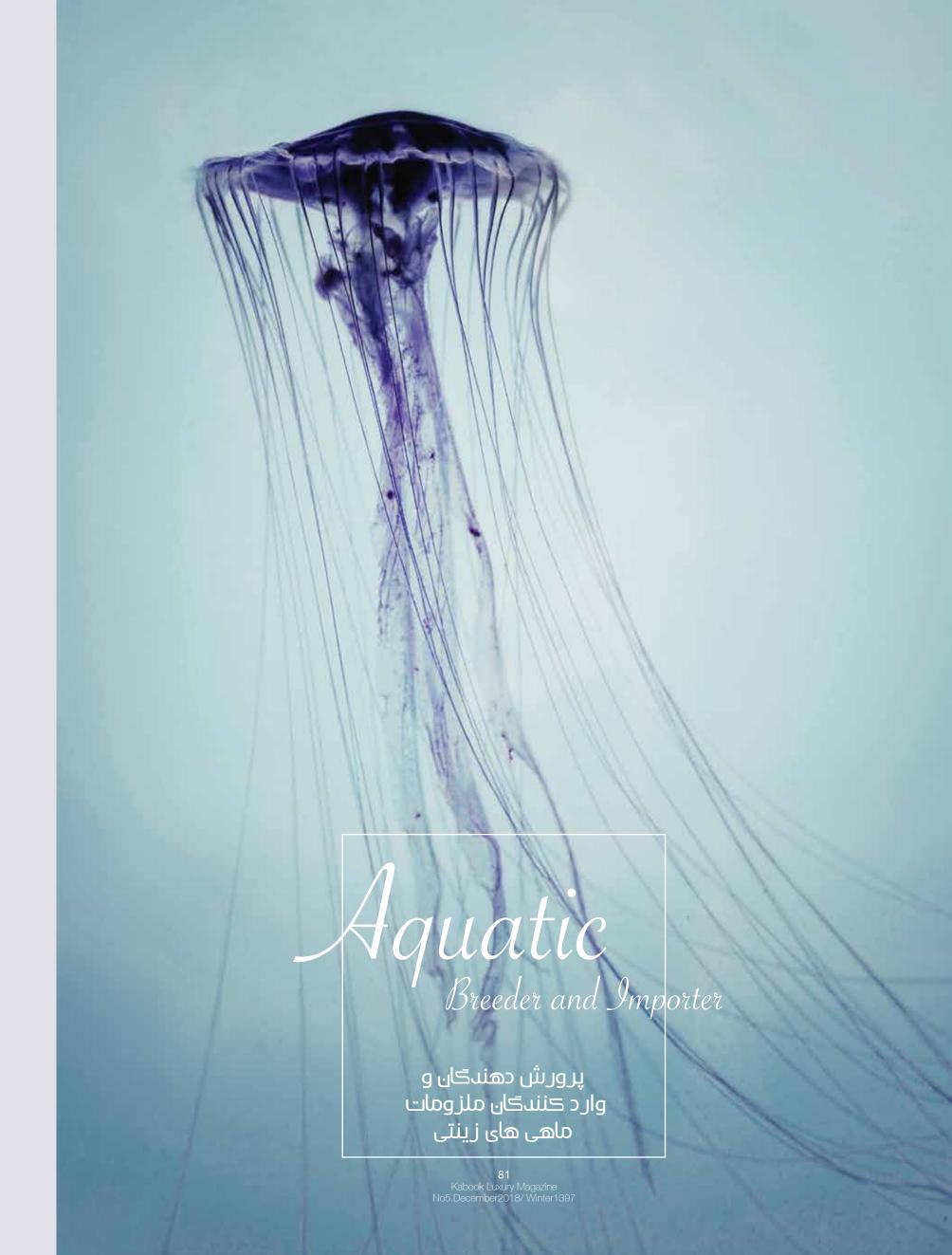
According to ISNA, with the installation of a traping camera, they were able to capture an image of an Iranian Leopard, said Gilan's Directorate General for Environmental Protection Gorban Ali Mohammadpour said the officers of the Environmental Protection Agency of Amlash.

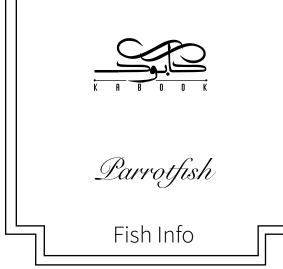
He added: According to the information received from the farmers in the district of Ranakweh on the outbreak of wildlife and livestock trapping, the officials of the Environmental Protection Agency of Amlash city have been in compliance with their legal obligations and in implementing the comprehensive plan of the Iranian leopard insurance plan The presence in the Golestan Sara forest area and the wreckage of carcasses and signs and symptoms of carcasses and footprints in nature have led to the conclusion that the attack was carried out by the lorge catty animals. Guilan General Director of Environmental Protection noted that the officers, having installed two smart camera cameras around the carcass, were able to capture images of an Iranian leopard collar that was present for re-feeding on the carcass.

Mohammad Poor stated: Panthera Pardus is one of the largest extinct catlike in the list of the International Union for Conservation of Nature (IUCN)



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Humans Have Cracked the Secrets of Uncrackable Parrotfish Teeth

By Rafi Letzter, Staff Writer

An inset on this image of a parrotfish shows the microscopic crystal structure of its beak

"Stiffness" and "hardness" may sound like synonyms, but they have different meanings in engineering. A stiff object isn't very elastic. Press on it, and it won't bend: pull your finger away, and the material won't bounce back. A hard object resists permanent damage: bash it against a wall and it won't dent or deform

Have you ever dug your feet into the warm, soft surface of a white sand beach? Felt the fine, dry grains slide pleasurably between your toes? Thank a parrotfish. Specifically, thank it for its poop. Most of the sand on just about every white beach in the world is the product of generations of the strange family of fish digging their sturdy beaks into ocean-floor coral and chewing chunks of rocky organic matter down to powder. And now, researchers know how the swimming weirdos get through their stony meals without cracking their teeth.

A team of scientists from Lawrence Berkeley National Laboratory, Nanyang Technological University in Singapore and the University of Wisconsin-Madison subjected parrotfish beaks to a Berkeley X-ray machine known as the Advanced Light Source (ALS). The ALS can image organic crystals at a microscopic level. And the analysis revealed a unique woven structure in the crystals in a parrotfish's mouth that could open new frontiers for materials science, the researchers said.

"Parrotfish teeth are the coolest biominerals of all," Pupa Gilbert, a UW-Madison physicist and lead author of the study, said in a statement. "They are the stiffest, among the hardest, and the most resistant to fracture and to abrasion ever measured."

The record-stiff, superhard teeth of parrotfish apply enormous force — 530 tons of pressure per square inch — to their coral meals. And those teeth don't break or fall out of the animals' mouths.

And yet, there isn't anything all that chemically interesting about parrotfish teeth, the scientists said. Look at them under a microscope, the researchers explained in their statement, and you'd struggle to differentiate the material from the enamel found in the mouths of all kinds of animals. Parrotfish have about 1,000 teeth arranged in 15 rows, with new teeth constantly bursting from the soft tissue to replace old ones. That's not all that unusual; many sharks have a similar setup. But parrotfish are unique in the way their legions of teeth fuse together to form their hard beaks. The real astonishing structure of parrotfish beaks, though, is much smaller, as the researchers said in a paper published online Nov. 15 in the journal ACS Nano.

On the micro scale, the enamel fibers' diameters narrow from an average of 5 microns (5 thousandths of a millimeter) at the bases of the teeth to 2 microns (2 thousandths of a millimeter) near the tips. And the fibers weave together like tight fabric out of a loom, warp and weft aligned at right angles to one another.

That structure, like the one likely holding your shirt together but spun from hard organic crystals, gives parrotfish the superpower of chewing on rock-hard, brittle corals the way you'd bite into a loaf of bread.

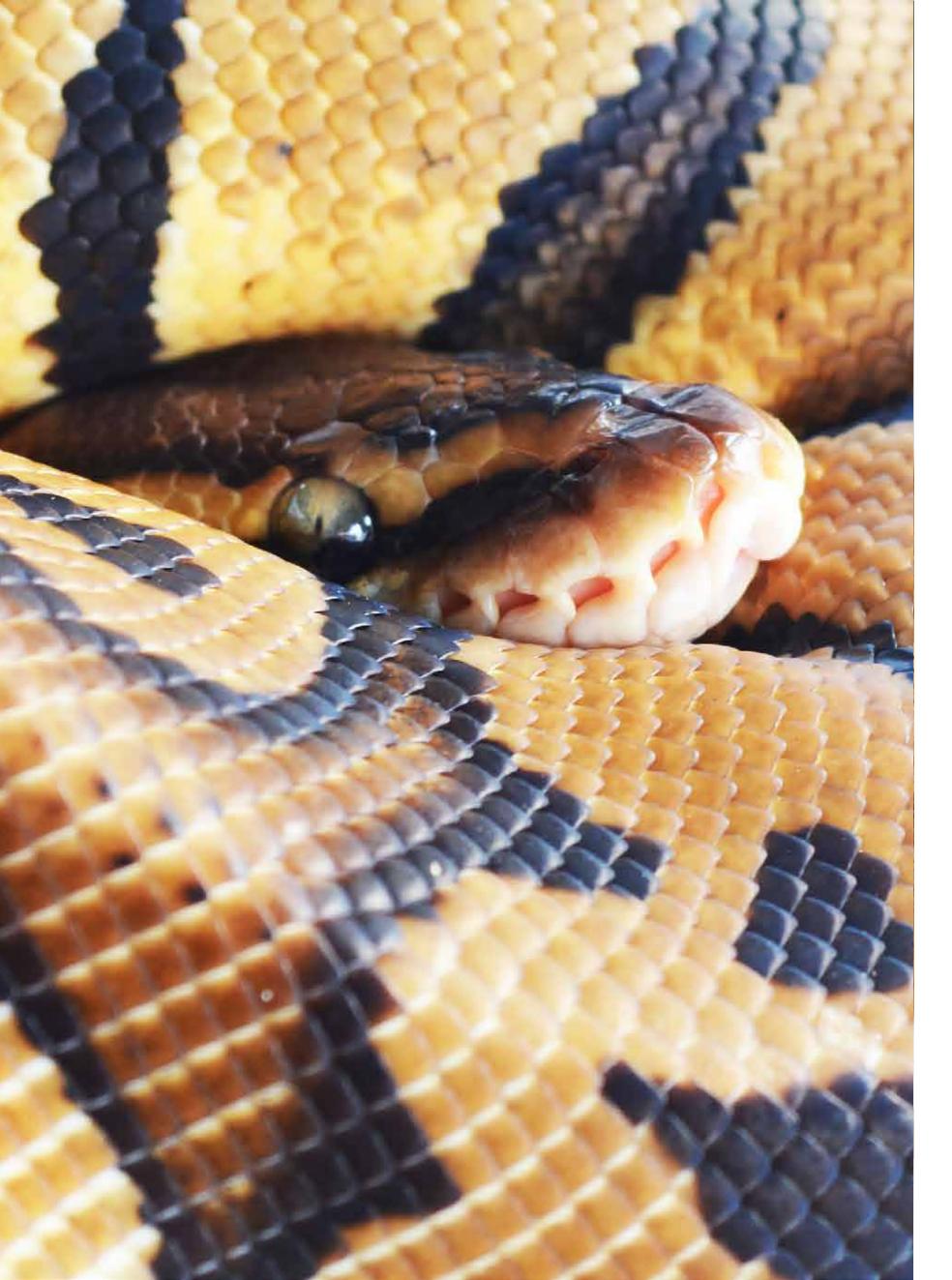
Researchers said they might be able to mimic the micro-structure to build synthetic materials for human use. Imagine a set of tools capable of surviving the grinding pressure of 530 tons per square inch against rough, hard coral. It's the biological technology behind every white beach in the world. Who knows where it will go next?













Exotic Info

Reptiles

Dr. Laurie Hess, DVM, Diplomate ABVP (Avian Practice) Reptile Health & Care

Some people love them. Others fear them. Regardless, most of us would agree that they are at least very interesting to look at

they can make fascinating pets if you are a reptile fan. Whether they hop, climb, or crawl, have legs or not, there's a reptile for everyone who is intrigued by these Reptiles: they can make fascinating pets if you are a reptile fan. Whether they hop, climb, or crawl, have legs or not, there's a reptile for everyone who is intrigued by these animals. With so many reptiles from which to choose, if you're considering a reptile as a pet, where should you start? Here is part one of my blog on reptiles. Below are 3 different reptiles commonly kept as terrific pets. Next week, I'll add to the list.

1. Bearded dragon lizard

These medium-sized (1-2 feet long), yellow/brown/orange to red-colored lizards get their name from their ability to puff up the skin over their throats when they are angry or stressed. They are housed in glass tanks heated with over-the-tank lights so that the temperature in the basking zone should be 90-105°F and in the cool zone in the mid-70s°F. They need a tree branch or log for climbing and full-spectrum lighting with a UV-B/UV-A bulb to help them synthesize vitamin D-3 in their skin so that they can properly absorb calcium from their food. They should be fed crickets, mealworms, pinkie or fuzzy mice (dusted with supplemental calcium powder at least twice a week), plus a variety of chopped vegetables such as collards, kale, mustard greens, yellow squash, zucchini and shredded carrots. They should be sprayed daily with water which they will absorb through their skin and lap up off of their noses. If handled often, captive bearded dragons can be tamed to be quite docile and can live, on average, about 7-10 years.

2. Leopard Gecko lizard

These large geckos (8-9 inches long) get their name from their yellow skin covered with brown stripes initially that fade to spots as they age. They live in heated glass aquariums with rocks on which to climb. Temperatures should range from 90°F in the basking zone to the low 70s°F in the cooler area of the tank. Although they are nocturnal, captive leopard geckos living indoors that are never exposed to direct sunlight fare better when exposed to some UV-A/UV-B rays from an ultraviolet bulb. They should be fed crickets regularly, along with occasional mealworms and wax worms (plus a pinkie mouse, if they are large enough to eat it). To provide better nutrition for the gecko, insects they are offered should be fed a diet containing vitamins ("gut-loaded") and dusted with calcium powder before being fed to the gecko. Leopard geckos need a shallow water dish in which to soak and should be provided with a hide box containing moss or vermiculite that can be misted to provide a high enough humidity to allow normal shedding of skin. These gentle lizards live 8-10 years, on average, in captivity and make great pets for families.

3. Ball python snake

These snakes get their name because they curl themselves up into tight balls when they are nervous, with their heads pulled into the center. They are curious, gentle snakes that generally grow to 4-5 feet long.



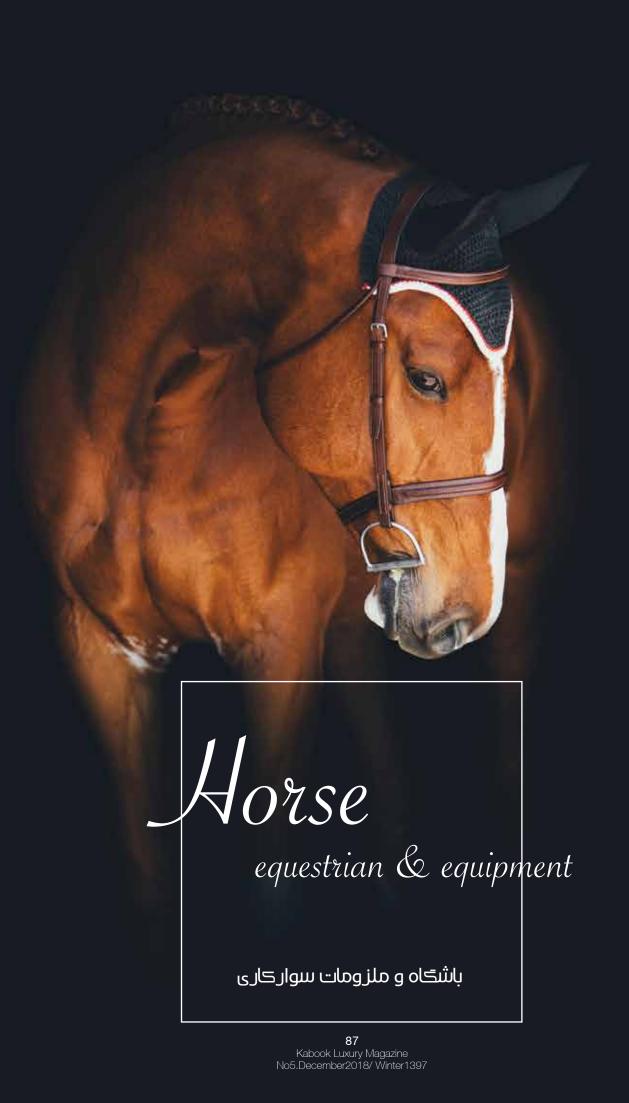


. In the wild, they eat amphibians, other snakes, birds, and small mammals and do not typically eat the mice that fed to captive pythons. Thus, many ball pythons can be picky eaters that resist eating for weeks to months, at times. They can be housed initially in 10-20 gallon glass tanks with tightly fitting screen lids to prevent escape and with branches on which to climb. Shredded paper products are best used for bedding. They need a log or upside-down cardboard box in which to hide. Tanks must be heated to provide a 90°F basking zone, an 80-85°F cooler zone, and a 70-75°F overall temperature at night. While ball pythons are nocturnal, many captive ball pythons are healthier when exposed daily to full-spectrum light. They must have a shallow bowl of water in which to soak and should be sprayed daily so that tank humidity is 60-70% to shed properly. Ball pythons should be fed only pre-killed rodents (never live, or they may be bitten by their prey). Young snakes may be fed fuzzy mice, and adults may eat full-grown mice or small rats. Ball pythons may be tamed by frequent handling but should not be touched just after eating or in the middle of a shed, as these are times when snakes may be cranky. If maintained properly, ball pythons can make great pets that can live 20-30 years.

If you're considering a reptile as a pet, whichever one you choose, remember always to wash your hands after handling them, as all reptiles, in general, carry Salmonella bacteria plus other bacteria and parasites that may be transmittable to people. Also, supervise all small children when they handle these pets, as the quick movements of young children can startle and scare these animals. Finally, once you get your new reptile family member, be sure to visit a reptile-savvy vet to have him/her checked and to make sure you're caring for him/her properly. Remember, many reptiles are so long-lived that if you take care of them right, they may outlive you!

If you're considering a reptile as a pet, whichever one you choose, remember always to wash your hands after handling them, as all reptiles, in general, carry Salmonella bacteria plus other bacteria and parasites that may be transmittable to people









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Wintering with Horses

Amanda Boutet, Lifestyle Contributor and Horse Enthusiast Horse Health & Care

Just as the summer months bring fly spray, bathing, sunscreen, and heat protection, the winter months bring their own special care requirements for our horses

Your grooming routine from summer months should stay the same, but make sure to pay extra attention to any scratches, lumps or bumps that could be hidden in your horse's long hair

Fortunately, preparing for winter can be an easy task as long as you plan ahead. **Blanketing**

Most people assume that horses need to be blanketed in the winter. In fact, horses are extremely good at regulating their body temperature. That long winter coat that you have been grooming to perfection is, in fact, a fantastic insulator. However, please note though that a horse that has been clipped, old, sick, thin or not provided shelter away from the elements should be provided the extra warmth and protection of a winter weatherproof blanket. Always make sure blankets are fitted properly to avoid your horse getting blanket rubs or tangles.

Water

Just like in the summer months fresh water should always be available to your horse, and it's important to remember that SNOW DOES NOT COUNT as a water source. Horses are also more likely to drink warm water over ice cold water so having a water heater is something to look into before the winter months arrive. Otherwise, be prepared to break ice in frozen water buckets in stalls and out in the pasture.

Feed

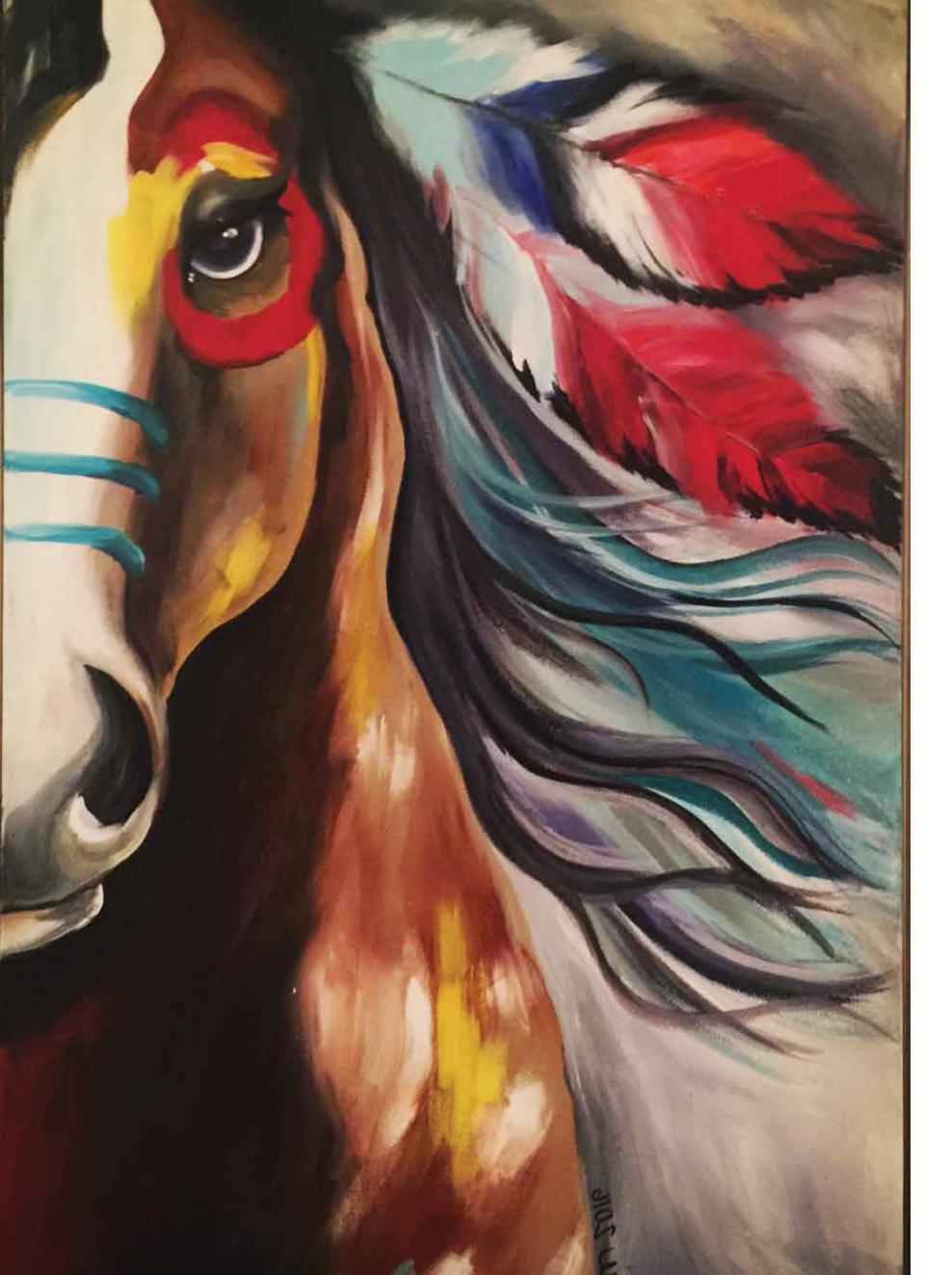
Your horse's digestive system is very important when it comes to keeping him warm in the winter months. During digestion, microbial fermentation happens, which produces heat. What fuels this process, you ask? Hay! Hay has a very high fiber content which causes it to be digested slower then grain. This longer process of digestion results in keeping your horse's internal heater warm for a much longer period of time. An increase in grain in the winter months can be beneficial as well. High fat grains, beet pulp, oils and corn will help increase the fat calorie intake of your horse, therefore adding weight and body fat.

Grooming

Your horse's winter hair is very important when it comes to staying warm. This means you are responsible for keeping that fuzzy horse of yours clean from debris, sweat and dead hair. Your grooming routine from summer months should stay the same, but make sure to pay extra attention to any scratches, lumps or bumps that could be hidden in your horse's long hair. If your horse is wearing a blanket make sure you remove it regularly to check your horse's coat condition.

Shoeing

During the winter months it is important to discuss with your farrier the best option for your horse when it comes to horse shoes. Whether your horse goes barefoot, has shoes with borium, shoes just on front, or all around always make sure the surface you are working on are free from ice.





Horse Grooming

Horse Info

Horse Grooming

manda Boutet, Lifestyle Contributor and Horse Enthusiasi Horse Health & Care

Grooming your horse can be one of the most satisfying parts of horse ownership. This daily routine is not only a bonding time for you and your horse but also a good opportunity to check them over for minor injuries or irritations they may have acquired in their stall or out to pasture.

The best way to start your daily horse grooming routine is by picking out your horse's feet. Starting at the hooves gives you the opportunity to check for any changes in the hoof that could prevent you from riding that

day, e.g., cracks,

heat or even a lost

Primary Tools:

- Mane & tail comb
- Curry comb
- Body brush (with stiff bristles)
- Body brush (with medium bristles)
- Finishing brush
- Hoof pick
- Damp cloth or sponge

Secondary Tools:

- Hoof dressing
- Mane & tail detangler
- Thrush treatment
- Swat (fly repellent)
- Grooming block
- Treats

Before grooming:

Tip: Before grooming be sure that your horse is tied in a safe location (with some type of quick release knot or system), and that your grooming tools/tote are not in a place where they could be accidentally kicked by your horse. An accident during grooming can make it a frightening experience for your equine friend.

The best way to start your daily horse grooming routine is by picking out your horse's feet. Starting at the hooves gives you the opportunity to check for any changes in the hoof that could prevent you from riding that day, e.g., cracks, heat or even a lost shoe.

When running your hand down your horses leg to pick up the hoof also feel for any strange lumps, bumps or scrapes. Then remove all dirt, manure, or anything else (sometimes small rocks) in your horses hoof. Picking your horses feet everyday also keeps you on top of bacterial infections like thrush, which can be treated and prevented. Take time to notice (especially during the summer months) the inside for your horse's legs for bot eggs; they attach to the hair and are small and yellow. Bot eggs should be removed with a grooming block to prevent the horse from ingesting them.

Now the brushing begins:

Using the curry comb in a circular motion, start from the neck and comb backwards (moving towards the rump of the horse). Currying loosens dirt, stimulates the skin, massages -





muscles, and most importantly distributes the natural oils in your horse's skin called sebum which helps waterproof the hair and make it shine.

Tip: Find that really itchy spot on your horse with the curry comb. They just love to be scratched.

The next step is to locate your stiff bristled body brush. Starting again at the neck and moving back towards the rump, use a quick flicking motion to remove dirt and hair that the curry comb loosened. This normally results in a cloud of dust and hair floating in the air around you. After the stiff body brush you can use a medium bristled brush to remove anything that the stiff brushed missed.

Tip: Don't forget to brush under your horse's belly. Most days there will be dirt that has been kicked up under there.

The last of the body brushes is the finishing brush. It's soft bristled and you can use long strokes from the neck heading back towards the rump to remove any remaining dust and really bring out the shine in your horses coat. The finishing brush can also be used on your horses face, under the throat, and on the ears.

Tip: You can also use a damp cloth or sponge to clean your horses face. Taking special care to remove dust and dirt from the area where the bridle will lay.

Last but not least, it's time to tame the mane and tail. Start at the bottom in small sections until you can eventually comb from the top to the bottom without getting stuck in a knot. You can also apply any of the mane and tail detangler products that are on the market today to assist you in your efforts.

Tip: Separating the hairs with your fingers is a good way to remove any major tangles or dreadlocks before combing.

Above and Beyond:

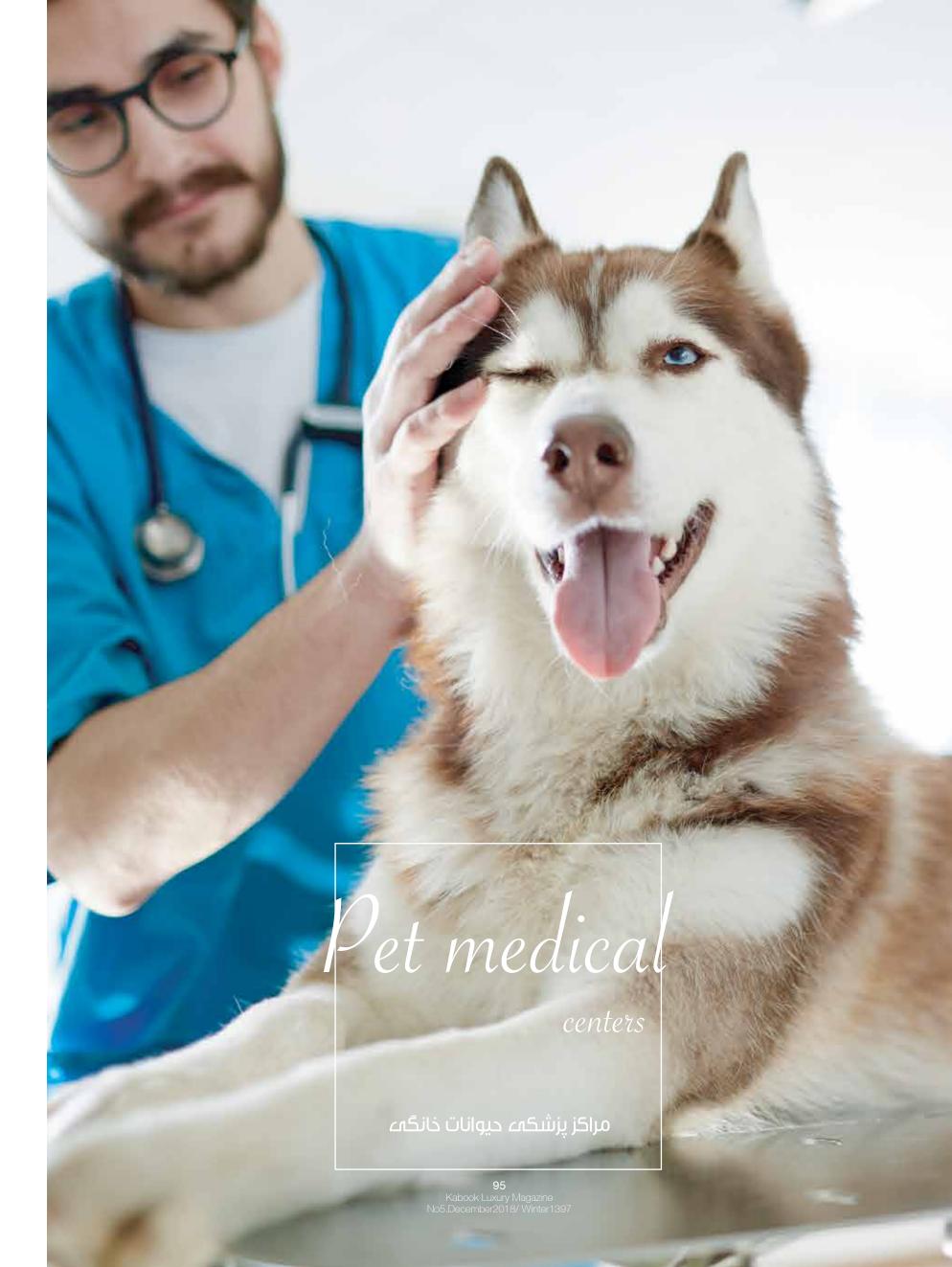
If you are looking to go above and beyond the regular grooming experience there are a few other things to be done. You can apply hoof dressing to your horse's hooves for a stronger, but still pliable hoof; hoof dressings also help to absorb and retain moisture.

Coat polishes can be applied to aid in repelling dust and give your horse that extra shine. Sunscreen is available and should be applied especially to horses with the pink skin on the end of their noses. Bug spray can also be applied after grooming.

Happy grooming everyone!



The finishing brush can also be used on your horses face, under the throat, and on the ears





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Telephone: 021-22183612 Instagram: shayan_pet_clinic

Email: alireza_phoenix70@yahoo.com





5 "Silent" Killers of Cats

By knowing what the most common silent killers are, you can know what clinical signs to look for. With most of these diseases, the sooner the clinical signs are recognized, the sooner we veterinarians can treat

When it comes to your cat's health, make sure you're aware of these common silent killers. The sooner you notice the signs, the sooner we can run blood work and diagnose the medical problem

When it comes to caring for your cat, I have a few simple recommendations:

- Maintain a safe environment (keep him indoors)
- Feed a high quality food (e.g., a meat-based protein)
- Think about preventive care (e.g., an annual physical examination, laboratory tests, and the appropriate vaccines)
- Provide lots of affection and exercise

By following these basic tips, you can help keep your four-legged, feline friends healthy--potentially for decades! But as cat guardians, you should also be aware of five "silent" killers in cats. By knowing what the most common silent killers are, you can know what clinical signs to look for. With most of these diseases, the sooner the clinical signs are recognized, the sooner we veterinarians can treat.



$\widehat{\left(1\right)}$ Chronic kidney disease

One of the top silent killers of cats is chronic kidney disease (CKD) (This is sometimes called chronic renal failure or chronic kidney injury). These terms are all semantically the same, and basically mean that 75% of both the kidneys are ineffective and not working. Clinical signs of CRD include:

- Excessive drinking
- Excessive urinating
- Larger clumps in the litter box
- Weight loss
- Bad breath (due to toxins building up in the blood and causing ulcers in the mouth, esophagus, and stomach)
- Lethargy
- Hiding

Thankfully, with appropriate management, cats can live with CKD for years (unlike dogs where CKD usually progresses more rapidly). Chronic management may include a low-protein diet, frequent blood work, increasing water intake (e.g., with a water fountain or by feeding a grueled canned food), medications and even fluids under the skin (which many pet guardians do at home, once properly trained).





Hyperthyroidism

Hyperthyroidism is an endocrine disease where the thyroid gland produces too much thyroid hormone. This is seen in middle-aged to geriatric cats, and can result in very similar clinical signs to chronic kidney disease including:

- Excessive thirst
- Increased water consumption/urination
- Vomiting/diarrhea
- Weight loss

However, as hyperthyroidism increases the metabolism of cats, it causes one defining sign: a ravenous appetite despite weight loss. It can also result in:

- A racing heart rate
- Severe hypertension (resulting in acute blood loss, neurologic signs, or even a clot or stroke)
- Secondary organ injury (e.g., a heart murmur or changes to the kidney)

Thankfully, treatment for hyperthyroidism is very effective and includes either a medication (called methimazole, surgical removal of the thyroid glands (less commonly done), a special prescription diet called y/d® Feline Thyroid Health), or I131 radioiodine therapy. With hyperthyroidism, the sooner you treat it, the less potential side effects or organ damage will occur in your cat.



Diabetes mellitus

Another costly, silent killer that affects cats is diabetes mellitus (DM). As many of our cats are often overweight to obese, they are at a greater risk for DM. With diabetes, the pancreas fails to secrete adequate amounts of insulin (Type I DM) or there is resistance to insulin (Type II DM). Insulin is a natural hormone that drives sugar (i.e., blood glucose) into the cells. As a result of the cells starving for glucose, the body makes more and more glucose, causing hyperglycemia (i.e., a high blood sugar) and many of the clinical signs seen with DM. Common clinical signs for DM are similar to those of Chronic kidney disease and hyperthyroidism and include:

- Excessive urination and thirst
- Larger clumps in the litter box
- An overweight or obese body condition with muscle wasting (especially over the spine or back) or weight loss
- A decreased or ravenous appetite
- Lethargy or weakness
- Vomiting
- Abnormal breath (e.g., acetone breath)
- Walking abnormally (e.g., lower to the ground)

Treatment for DM can be costly, as it requires twice-a-day insulin injections that you have to give under the skin. It also requires changes in diet (to a high protein, low carbohydrate diet), frequent blood glucose monitoring, and frequent veterinary visits. With supportive care and chronic management, cats can do reasonably well; however, once diabetic complications develop (e.g., diabetic ketoacidosis, hyperosmolar, hyperglycemic syndrome), DM can be life threatening.



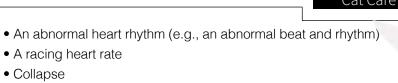
Cardiac disease

Heart disease is very frustrating for both cat owners and veterinarians. That's because, while dogs almost always have a loud heart murmur (i.e., one we can hear with our stethoscope) indicative of heart disease, cats often don't have a heart murmur present. In fact, it's estimated that 50% of cats with heart disease have no auscultable heart murmur. Clinical signs of heart disease include:

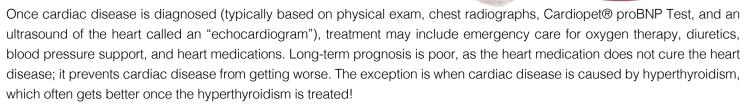
A heart murmur

100 Kabook Luxury Magazine No5.December2018/ Winter1397 The next edition is expected to break new records, with the stated aim of helping exhibitors create and develop new business opportunities on the international market.





- Passing out (e.g., syncope)
- Increased respiratory rate
- Difficulty breathing
- Blue-tinged gums
- Open mouth breathing
- Acute, sudden paralysis (e.g., typically of the hind limbs)
- Cold, painful hind limbs
- Sudden pain
- Sudden lameness
- Sudden death





As dogs and cats live longer, we as veterinarians are seeing more cases of cancer. The most common type of cancer in cats is gastrointestinal cancer, often due to lymphosarcoma. Clinical signs of cancer include:

- Weight loss
- Not eating
- Vomiting
- Diarrhea
- Difficulty breathing
- Abdominal distension or bloating
- Weakness
- Lethargy
- Hiding
- Fever
- Generalized malaise

Once diagnosed, the prognosis for cancer is poor. For this reason, the sooner you notice clinical signs, the sooner diagnosis and treatment may be initiated.

Note that there are other common emergencies that can cause death in cats, including trauma, urinary obstructions, poisonings, and more. When in doubt, to keep your cat safe, follow these 5 simple tips:

- 1. Keep your cat indoors to prevent any trauma (e.g., being hit by a car, attacked by a dog, accidentally poisoned, etc.)
- 2. Make sure to keep your cat's weight down this can help prevent costly problems due to obesity such as diabetes down the line
- 3. Make sure to schedule your annual visit with your veterinarian. This is especially important as we can pick up on physical abnormalities sooner. Note that even if your cat is indoors, she still needs an annual exam; you may be able to skip some of the vaccines (and schedule them to every third year instead) but don't skip on the exam!
- 4. Keep the litter box clean. While this sounds simple, frequent and daily cleaning of the box is a must. Not only will this alert you to life-threatening emergencies like feline urethral obstructions, but it'll make you aware if your cat is urinating more or less than usual and help you pick up medical problems sooner!
- 5. Seek veterinary attention as soon as you notice any clinical signs not months after your cat has been urinating and drinking excessively!

When it comes to your cat's health, make sure you're aware of these common silent killers. The sooner you notice the signs, the sooner we can run blood work and diagnose the medical problem. The sooner we diagnose the problem, the sooner we can treat it!





Ancient Dog Cancer Still Around Today

By Texas A&M College of Veterinary Medicine & Biomedical Sciences

Dogs have been man's best friend for more than 10,000 years, but a new study shows it has been a doggone tough road to get here: their ancestors in the Americas likely came from Siberia, and these early dog populations almost totally disappeared, but not before leaving a cancerous tumor that is still found in their canine descendants today.

A team of international researchers who worked on the study includes Anna Linderholm, assistant professor of anthropology at Texas A&M University, and their work is in the current issue of Science magazine.

The team collected genetic information from 71 ancient dog remains from the Americas and found that early dogs arrived alongside people who eventually settled throughout North, Central and South America.

But closer study of the ancient dog genomes shows that they almost completely disappeared following the arrival of European settlers, leaving little or no trace in more modern American dogs. The researchers also found that a cancerous condition spread through the mating of dogs thousands of years ago is still present today and is the last remaining trace of these early dog populations that arrived in the Americas. "It is fascinating that a huge population of dogs that inhabited all corners of the Americans for thousands of years could have disappeared so rapidly," the team said in a joint statement.

"This suggest something catastrophic must have happened, but we do not have the evidence to explain this sudden disappearance yet. It is ironic that the only vestige of a population that was likely wiped out by a disease is the genome of a transmissible cancer."

Linderholm, who directs the BIG (bioarchaeology and genomics lab) at Texas A&M and who did much of the genome work, said, "The sudden disappearance of dogs in America was probably associated with European colonization, but we don't know the details yet. This is further evidence of the strong bond between humans and dogs. Humans will bring their dogs to every new place they explore and colonize, regardless of time and space.

"When we compare our ancient dog DNA to all other known dog/wolf DNA, we find that the closest relatives are the Siberian dogs. This mirrors what we know about humans at the time and sites in Siberia have records of people using dogs then." Linderholm said the study further proves "that we can say with certainty that the first wave of people entering the Americas brought dogs with them.

"But the cancer genome we found was a real surprise," Linderholm said.

"This is the biggest twist I have seen in any project I have done. It is amazing to think that these cancerous cells spread and that they still exist all over the world. So in a weird way, the ancient dogs of America live on through these cancerous cells."





Thyroid Tumor Surgery in Cats

Dr. Phil Zeltzman, DVM, DACVS, CVJ Cat Surgery A-Z

Did you know that cats can have a hyperactive thyroid gland? Also known as hyperthyroidism, it's a fairly common condition in older cats. In fact, the vast majority of affected cats are older than 10 years of age. Most of the time, the reason is either a benign tumoror benign enlargement of the thyroid gland(s).

The increased metabolic rate of hyperthyroidism can hide kidney issues and cause heart complications, so both should be monitored before and after treatment

has been started

What is hyperthyroidism?

Hyperthyroidism is when thyroid glands work overtime and produce too much thyroid hormone. Because this hormone controls many organs, it can lead to multiple consequences:

- Weight loss, despite an increase in appetite
- Vomiting and/or diarrhea
- Irritable or aggressive behavior
- Increased drinking and urination
- Increased heart rate
- A heart murmur
- Poor hair coat
- Increased activity

Occasionally, a chubby couch potato kitty with gorgeous hair may turn into a skinny old cat with a rough hair coat, running around the house like a maniac.

How is hyperthyroidism diagnosed?

Since some of the signs of hyperthyroidism can be similar to other diseases, it's important to perform a full work up. This starts with a thorough physical exam. A small nodule on the thyroid can often be felt by your veterinarian.

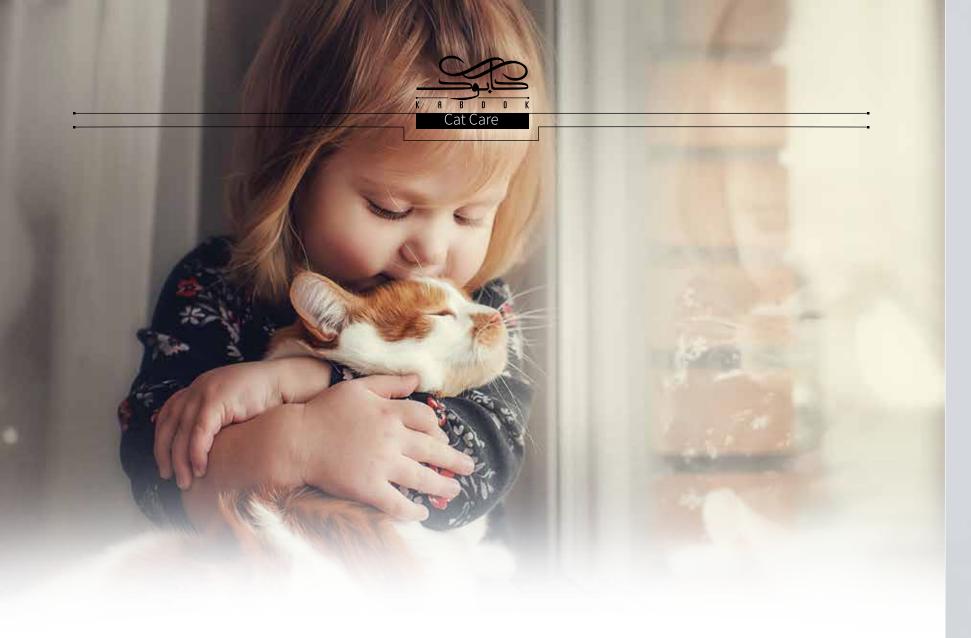
Blood work, including measurement of the thyroid hormone level, is the next logical step. The increased metabolic rate of hyperthyroidism can hide kidney issues and cause heart complications, so both should be monitored before and after treatment has been started. This requires blood work, X-rays and ultrasound.

How is hyperthyroidism treated?

There are several treatment options:

- Methimazole is a medication that fights hyperthyroidism. It is usually given by mouth, every single day. Methimazole can also be compounded into a cream which is applied to the skin or the ear daily (transdermal application). This is a life-long treatment.
- I know about at least one special diet that is very low in iodine, and was introduced a few years ago. If your veterinarian recommends this option, this is the only food your cat should eat for good results.
- Veterinary endocrinologists consider IV radioactive iodine treatment as the gold standard for hyperthyroidism.
- Surgery to remove the tumor is an option, although it is less and less common. It's a delicate surgery but in good hands, it is highly successful.





What are the risks of thyroid surgery?

In addition to the risks of anesthesia [see common anesthesia myths here], one of the main risks of surgery is damage or accidental removal of the parathyroid glands. There are two parathyroid glands on each side: one inside each thyroid gland, and one just outside of each thyroid gland. When we remove the thyroid gland, we remove the "internal" parathyroid gland. If we remove both thyroid glands, then we remove both internal parathyroid glands. So there are only two external parathyroid glands left. If they are removed accidentally, along with a large thyroid mass, or if they are damaged during surgery, then three or even all four parathyroid glands might be removed.

As a consequence, the cat may have a complication called hypocalcemia, which means that the calcium levels in the blood stream are dangerously low.

What medications are needed after thyroid surgery?

Besides the usual pain medications and antibiotics, the hypocalcemia (low calcium) needs to be managed if it develops. This is typically done by giving calcium supplements and/or vitamin D. Their dosages are slowly tapered over time as the body slowly takes over. In addition, calcium is provided once the cat eats enough food.

What is the outcome of hyperthyroidism treatment?

Thyroid cancer (adenocarcinoma) is an aggressive tumor but thankfully very rare. The outcome for that is usually poor.

Benign tumors (adenomas) and benign enlargement of the thyroid gland are much more common and have a much better outcome. However, the outcome also depends on whether complications occur with the kidneys or the heart. Most cats live years after the initial diagnosis.

As with any disease, the sooner you address it, the more options you have and the better the outcome. If your cat is acting out of sorts in any way, please see your veterinarian as soon as possible.

Questions to ask your vet if your cat has a thyroid mass:

- What is the best treatment for my cat?
- What are the risks of anesthesia?
- What are the risks of surgery?

As a consequence, the cat may have a complication called hypocalcemia, which means that the calcium levels in the blood stream are dangerously low



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MAJID RAHIMZADEH

🍳 تمامی نژادها می باشد .







Cats & Human

Cat Info

7 Human Behaviors Cats Hate





Cat Behavior

Cats come in all shapes and sizes and we share our homes with them to enjoy their wonderful, feline natures. But how do cats feel about living with us? While I think they enjoy being members of our households, cats are probably all in agreement that there are things we do that they wish we'd just stop.

1. Sudden changes

Cats can be very sensitive, particularly to changes in their environment. Cats would be happier if their humans took the time, particularly when they're kittens, to acclimate them kindly to stressful events such as being put in a carrier and taken on a car ride. Even more stressful is a visit to the veterinarian where the cat will be handled in ways she may not enjoy. Desensitizing your cat to these situations and providing lots of reinforcement and concern for their point of view can go a long way to making these activities less of an emotional and physical drain for your kitty.

2. Forcing social interactions

Cats are known for being independent, and one of their key needs involves allowing your cat to hide if she feels stressed, as well as giving your cat places to move vertically. If a cat doesn't have these options, she can react negatively to unpleasant events such as loud noises or strangers in the house. Humans can also misinterpret a cat's hiding behavior and attempt to force the cat out to deal with the situation that is making her stressed (also known as flooding). Cats do not find this to be a positive way to build trust and handle stress. Cats also enjoy climbing; providing them with cat trees, carpeted shelves and window boxes can reduce stress and provide enrichment, which makes for a happier animal.

3. Holding on too tight

We humans often assume that our pets enjoy the same types of interaction we do. For example, most cats (and dogs) do not enjoy being hugged, and when our pets try to get away, we often have a tendency to try even harder to hug them. Depending on the cat, she may also not enjoy tummy rubs, even if she seems to solicit this behavior when rolling over and exposing her stomach. Doing this can make a cat feel vulnerable and can lead to biting and aggressive behavior. Every cat is an individual so get to know your cat to see if this is a behavior she really, truly enjoy or is a behavior she is merely tolerating until she lets you know she has had quite enough.

4. Treating cats like small dogs

A huge pet peeve of cats is the assumption that they have the same needs and behaviors as a small dog. Nothing can be further from the truth, and cats are truly appalled at the comparison. When working with a cat to provide training, behavior modification and/or enrichment, make sure you do your research on what cats find reinforcing and what intimidates and frightens them.

5. Punishing cats for normal behaviors

While dog training has made great strides in promoting the use of positive reinforcement, I often hear from clients and other behavior consultants that the use of deterrents such as water-squirt-bottles are still used with cats. Squirting a cat with water because the cat is doing something you dislike, such as digging up your houseplants, only serves to make the cat wary of you, and does not really stop the behavior. Cats would love it if their guardians would take a tip from the dog training world; focus on providing cats with more enrichment that meets their needs and rewarding them positively for appropriate behaviors, rather than using punishment to scare them off. Another punishment that can be extreme

110 Kabook Luxury Magazine No5.December2018/ Winter1397 Cats would be happier if their humans took the time, particularly when they're kittens, to acclimate them kindly to stressful events such as being put in a carrier and taken on a car ride





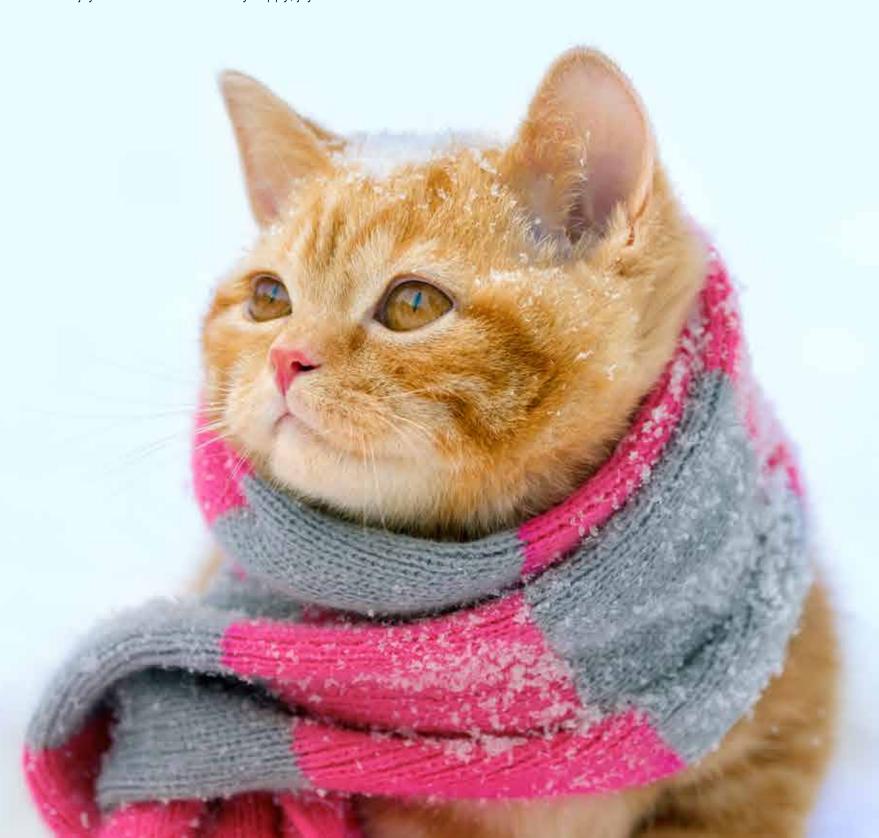
for cats is declawing, which is not only painful for the animal, but can lead to litter boxproblems, fear and aggression over a cat's lifetime. There are many humane alternatives, such as plastic nail caps, scratching posts and keeping your cat's nails trimmed.

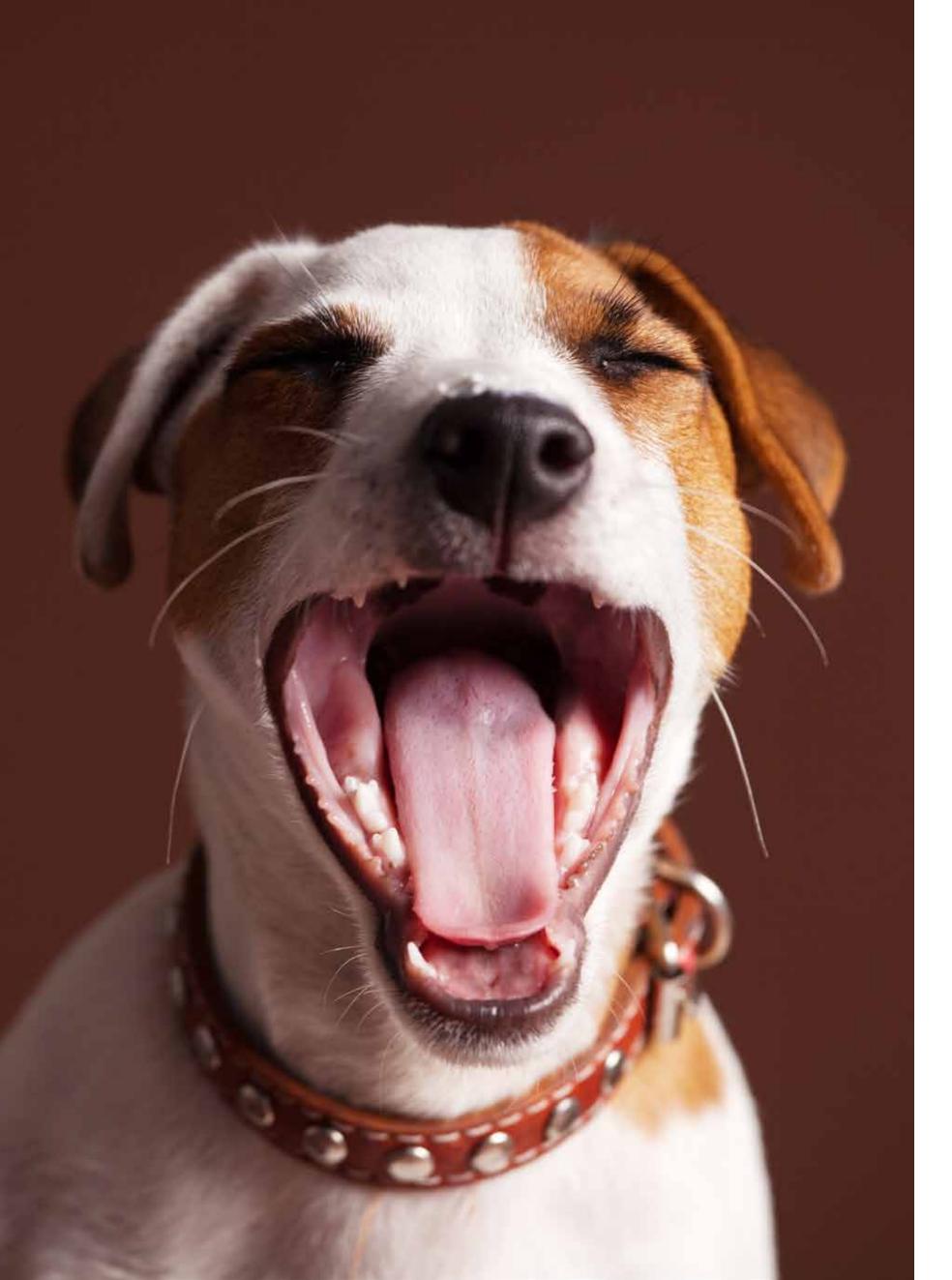
6. Treating cats like small humans

Some cats do not enjoy being dressed up in costumes, though humans persist in this behavior for reasons those cats can simply not fathom. Again, every cat is an individual so you may have a cat that actually enjoys this, but make sure you really look at the body language and how the cat acts. A great resource for learning more about cat body language is the CD "What is My Cat Saying;" It provides video and photos of a variety of cat body postures to help you learn more about how your cat communicates.

7. Stressful internet exploits

While I've often heard the joke that the Internet was created for the sole purpose of disseminating cute cat videos, many of these videos actually make behavior experts cringe. While many of these videos can show some truly adorable cat antics, I've often seen videos that display frightened, stressed, and/or aggressive behaviors that are misinterpreted and seen as humorous. The popularity of these videos and photo memes are a good indication of how much we humans need to learn about cat body language and acceptable interactions with cats. So while cats enjoy being loved by millions, they'd appreciate it if we learned to enjoy videos that celebrate truly happy, joyful cats.







Dog Trying to Tell Me

Dog Info

What is My Dog Trying to Tell Me?

Decoding your dog's body language By Sue Alexander

Think for a moment about going to a bridal shower after a long day at the office, a 90-minute traffic snarl, and four customer service misunderstandings to get your bank card reactivated

Dogs have a rich body language that they use to great effect. We can eavesdrop on what a dog is telling you by knowing a little bit about how dogs behave when they are relaxed, happy, nervous, frustrated

. Most likely, you aren't in the mood for a "fun" time. Nevertheless, it's an important event for the bride. Putting on a fresh dress and your best party face, you go, even though you would rather snuggle up with the dogs on the couch and throw in a movie. When you arrive, your sister takes one look at you and says "You've had a rough day! Coffee or wine?"

How does she know? How do we pick out that the bride is tense, the bride's mother is proud, the maid of honour is excited, and the groom's mother is disaffected? In humans, we send body language signals without even thinking about them, and we read them accurately through long experience and a certain amount of innate knowledge. Although there are some cultural differences in how body language is spoken around the world, for the most part, we have a base language that we all share. Tense people tend to be rigid in their movements, nervous people tend to move quickly and with jerky movements, and relaxed people tend to move fluidly and gracefully.

How often do you watch your dog and read him just as well? Dogs have a rich body language that they use to great effect. We can eavesdrop on what a dog is telling you by knowing a little bit about how dogs behave when they are relaxed, happy, nervous, frustrated or angry.

Imagine, for a moment, that instead of walking into a bridal shower, you were walking into your living room at the end of the weekend. By considering a dog's posture, path of travel, gait, eye shape, and tongue, you could quickly assess what that dog was experiencing just as well as you read a friend's body language.

Standing Still

Standing still may only last for a split second, so you have to watch carefully to see what is happening. When a dog is standing still, he bears his weight in one of three ways:

- Feet four-square and balanced. This dog is calm and confident. (See the Doberman Pinscher in Photo 1. The Collie in Photo 1 is demonstrating the curved approach as discussed
- on page 96.)
- Balanced on his hindquarters. This dog is ready to spring forward, and is confident and willing to interact. (Rottweiler in Photo 2)
- Balanced in such a way that he can bolt away from you (or what he is looking at). This dog is fearful and likely to flee. (Small dog in Photo 2)

Dogs may stand in a variety of off- balanced ways that show you which way they would like to dart away. Darting away indicates fear, so if your dog is standing off balance, try and determine what is frightening him.







Photo 3 shows a dog that is balanced on his forefeet in a meta signal called a play bow, and, although he is confident, he is highly aroused and ready to play, not calm.

When you look at a dog, it is important to consider his emotional state. Human body language tells us if someone is afraid, confident, or relaxed, and we react appropriately. In the same way, we can help our canine friends by reading their bodies carefully. It is unfair to ask a fearful dog to approach things that frighten him, and likewise it is foolish to approach a dog who is broadcasting aggression unless you know more about his intent.

Wither Do You Wander?

The path of approach tells us a lot about someone's intent. If you are approaching the customer service desk to return a damaged item, you will most likely walk assertively and directly to the person at the counter. If you approach a friend this way, he or she will likely be intimidated and fearful. The same is true of the dogs you meet. Dogs traveling in straight lines (Photo 4) are more likely to be aggressive, while curved lines of travel (see Collie in Photo 1) indicate a friendly encounter.

If a dog approaches you in a direct line, looking aggressive, turn away, keeping one eye on her. You will often see this sort of rude behaviour from adolescent dogs who are trying out assertive behaviour, albeit in the wrong context. Standing still, looking down at the ground, and yawning may diffuse the situation.

A dog that is moving on a curve does not likely intend harm, although with a large dog, she might knock someone over. If you see a dog doing this while playing, it is a good idea to bend your knees in case she slams into you by accident.

Photo 6 shows a Dalmatian in danger. You can clearly see that the dog is balanced in such a way that he can flee. The Border Collie on his back legs is bearing his weight on his hind quarters and is willing to bolt forward and hurt the Dalmatian. The third dog, a Springer Spaniel, is standing squarely on all four feet, still and confident, preventing the Dalmatian from escaping.







The path of approach tells us a lot about someone's intent. If you are approaching the customer service desk to return a damaged item, you will most likely walk assertively and directly to the person at the counter.





The Rocking Horse Run

When dogs are playing, they run in a very particular way. They move vertically almost as much as they move horizontally, rocking back and forth like a child's rocking horse. Running in this way is inefficient, and reflects that play is all about fun and games, not about running your friends down and tackling them. (Photo 5)

A dog running towards you in this manner is being playful, but it may not be safe—this playful behaviour can be very rough and you can easily be knocked over.

The opposite of rocking horse running is flat, efficient movement. (Photo 4) When a dog moves in this way, he is in a hurry and going as quickly as he can. We often see dogs doing this sort of movement during an aggressive incident.

The Eyes Have It

It is said that you can read the soul through the eyes. There is nothing as special as looking at the eyes of someone close to you—you can achieve an instant connection. You can also read a lot about a dog's state of mind in the shape and look of his eyes.

Almond-shaped, relaxed eyes are a reflection of a calm demeanour (Collie in Photo 7). Rounded eyes can indicate arousal and surprise (Chihuahua in Photo 11). If you can see the sclera or whites of a dog's eyes, beware; the dog is tense and upset and may bite you. Behaviour specialists call this "whale eye" (Photos 8 and 9).







The Rottweiler cross in Photo 10 has a very threatening and dangerous expression.





Hard eyes and loose lips are the sort of ambiguity seen in dogs who have been punished for growling in warning. This dog is resource guarding the toy he has.

The Tell-tale Tongue Tongues have a lot to say, and they are one of the ways that dogs communicate very differently than humans do. When a dog's tongue and lips are loose and floppy, don't worry about that growl—everything is meant in play (Photo 12).

When a dog is actually going to bite, he pulls his lips and tongue back and out of the way so that his teeth can do their work (Photo 13).

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A Tail to Tell

As with tongues, tail talk is different than human body language communication. Dogs use their tails the way that people use smiles. The idea that a wagging tail indicates happiness is similar to thinking that every smile means only one thing. A low, fast-wagging tail is like a nervous laugh.

A high tail wagging slowly is the confident smile of someone who is going to make you do something you don't want to do. (Miniature Dachshund in Photo 14) And the middle-level, fast, wide wag where the tail hits or almost hits the body is comparable to the excited grin of a child waiting at the airport for Grandma to come out of the luggage area. (Golden Retriever in Photo 15)

As with tongues, tail talk is different than human body language communication. Dogs use their tails the way that people use smiles





When looking at tails, look at the base of the tail where it attaches to the body; a dog with a very short tail has as much to say as a dog with a very long tail, and the base of the tail is more telling than the tip. A tail drawn as low as possible in a long-tailed dog will cover the genitals. A tail this tightly tucked indicates extreme fear. The short-tailed dogs are trying hard, and you can only see that if you look at the base of the tail. A high tail may curve upwards and over the back and this can be confusing in a dog who has a tail that naturally curls over his back, so again, it is important to look at the base instead of the tip to learn the dog's mood and intent.

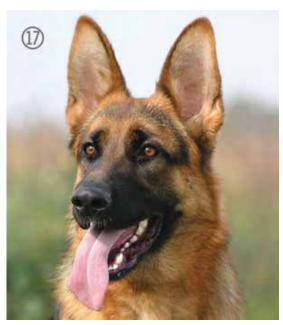


Do You Hear What I Hear?

Dogs can move their ears independently and almost 180 degrees from the front to the back. In general, consider that the more forward your dog's ears are, the more confident he is about a given situation. The further back and pinned against his head and neck your dog's ears are, the more fearful he is. (Photo 16)

However, ears serve a dual purpose and can be a bit difficult to read; just when your dog is using his ears to communicate something, he hears something that causes him to pop them out of an easily readable position. Upright, forward ears are attending to what is directly in front of him. (German Shepherd in Photo 17)

Then the phone rings and one of his confident, forward ears flicks back to listen. Ears pulled back tight against the neck tell us that the dog is nervous and concerned (Photos 16 and 18) but then the neighbour's dog barks and the dog flicks one ear forward to listen to that!





Pay attention to the general drift of the dog's ear and as with the tail, the base is more important than the tip.

When you open the door to reading a dog's body language, you will learn a lot about what they intend, how they feel about their surroundings, and how they interpret your actions. Dogs don't lie with their body language, so they are always telling us exactly what they mean by how they stand, move, look, and act. As humans, we are more aware of our verbal communication than our visual communication. Dogs function in a world that depends primarily upon visual communication, so they often read our body language better than we read theirs, but with a little practice we can hone our skills. The payoff to learning to read what your dog is saying is better responsiveness to the dog's needs. When you respond to your dog's needs, you set up a situation where your dog can gain confidence and your relationship with your dog will improve.



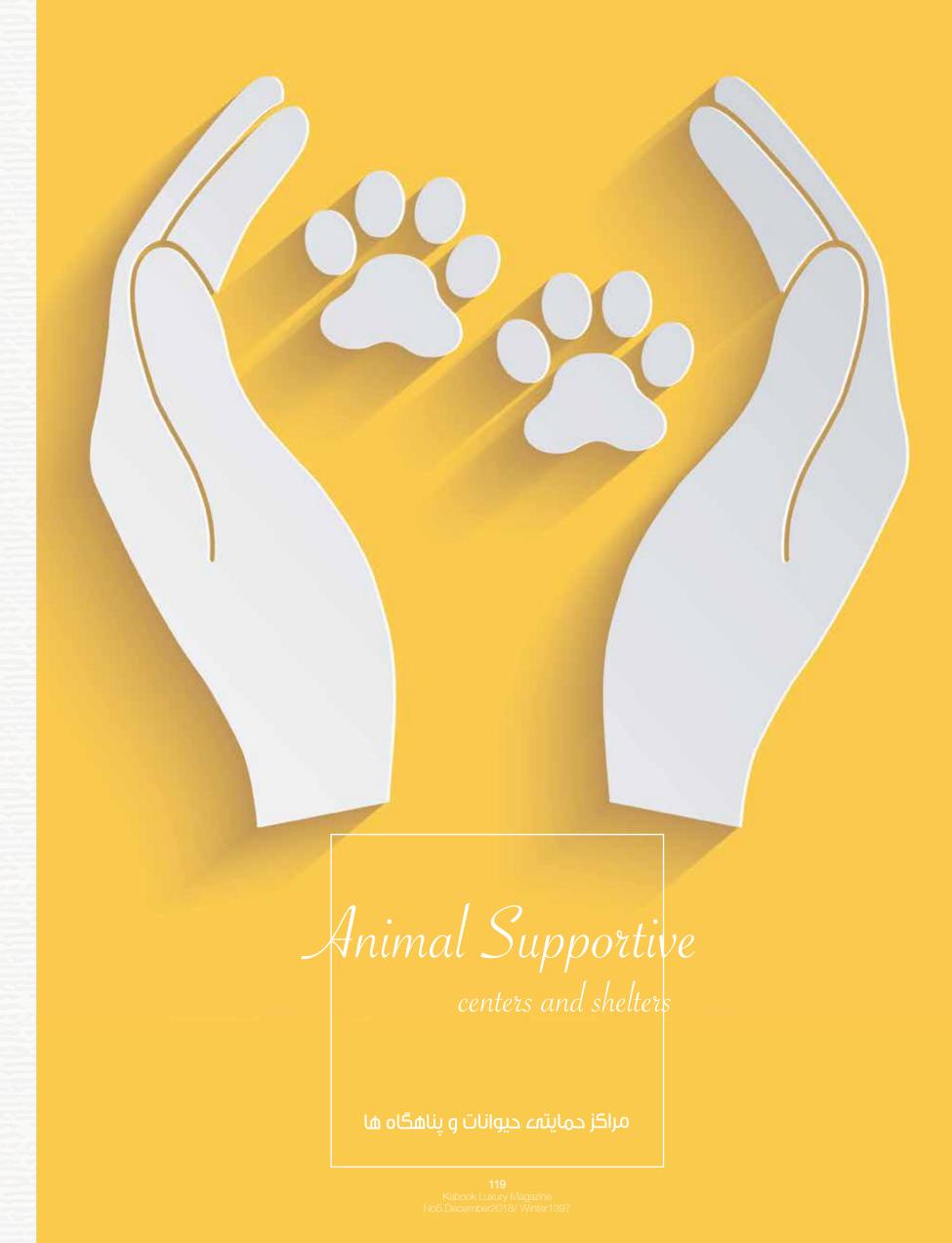
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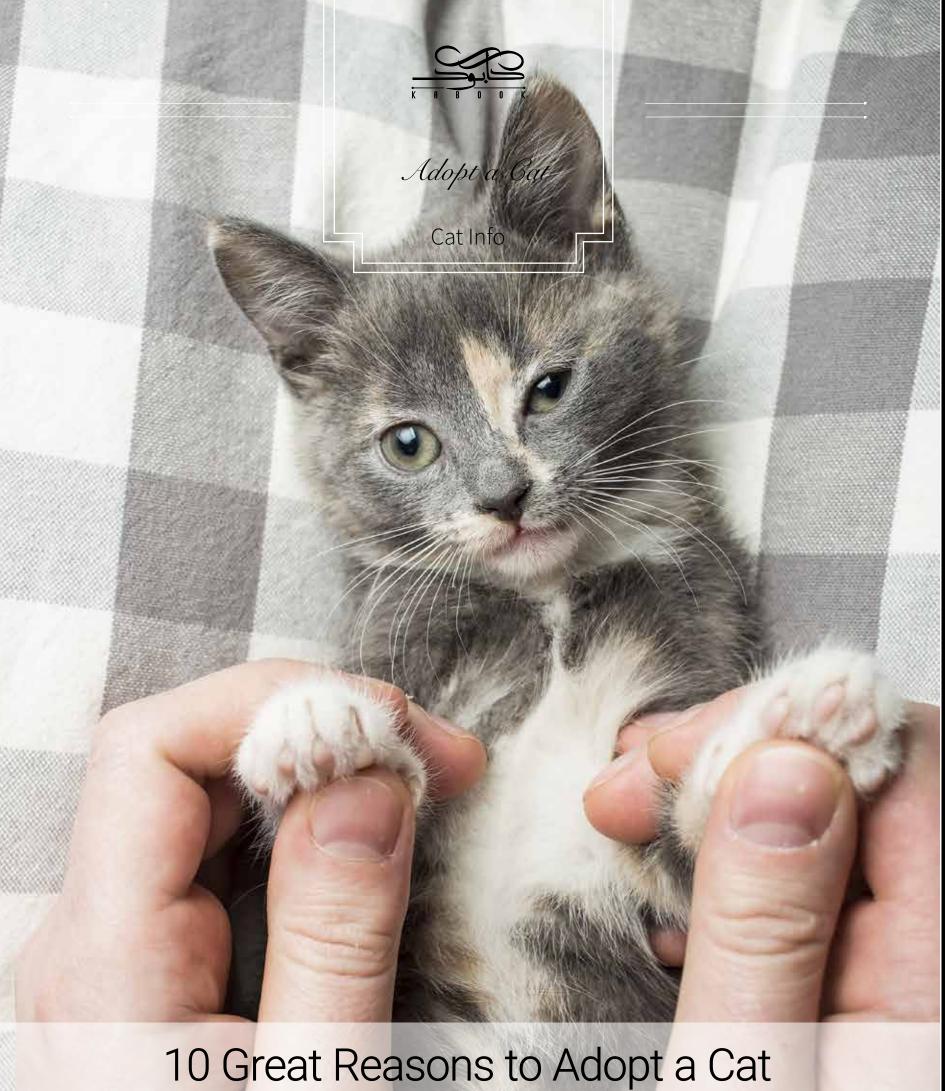


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10 Great Reasons to Adopt a Cat from a Shelter



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با مجوز رسمی به شماره ۳۷۷۳۷



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The 'Iranian Association of Animal Rights Advocates' as the only animal charity center in Iran, with many activities in the fields of ng injured animals, feeding urban and helping, treating and rescui road hungry animals, and finding a new owner for homeless animals or those with irresponsible owners, needs the help of you dear friends and animal lovers in order to increase its potential of supporting animals

"How to be a " Supporter of Animal Charity

As a Sponsor: by paying medical allowance for injured animals covered by our association

As a Customer: by buying your pet's food and supplies through the 'Animal Charity Online Pet Shop' and assigning the profit to injured Or homeless animals

As an Owner: by adopting pets through the 'free pet adoption center instead of buying them '

As a Feeder: by donating food (especially from restaurants, caterings and hotels) in order to feed urban and road animals

موسسه ایرانیان حامی حقوق حیوانات (اَنیمال رایتز ایران) به عنوان تنها خیریه حیوانات در کشور (شماره ثبت ۳۷۷۳۷) با فعالیت در زمینه امداد و درمان و نجات حیوانات آسیب دیده غذارسانی به حیوانات گرسنه شهری و جاده ای و پیدا کردن خانواده جدید برای حیوانات بی سرپرست و بدسرپرست جهت افزایش توان حمایت از حیوانات نیازمند کمک شما عزیزان و حیوان دوستان گرامی است

چطور «حامی خیریه حیوانات» باشید؟

حامى مالى: پرداخت كمك هزينه درماني جهت حيوانات آسيب ديده تحت پوشش

حامی مشتری: تامین غذا و ملزومات حیوان خانگی تان از طریق پت شاپ آنلاین خیریه حیوانات و اختصاص سود حاصل به حیوانات بی سرپرست و آسیب دیده

حامی سر پرست: قبول سرپرستی حیوانات خانگی از طریق مرکز واگذاری رایگان حیوانات خانگی به جای خرید آنها

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If you're considering bringing a feline companion into your home, and wondering where to look, an animal shelter is a great option. There are so many reasons to adopt from a shelter, but here are 10 of my favorites.

1. You'll save more than one life by adopting a cat

According to the ASPCA, 3.2 million cats can be found in shelters every year and of these, about 860,000 are euthanized annually. Adopting a cat not only helps one of these many animals, looking for a home, but also opens a space for shelters and rescue groups to take in another cat.

2. It makes good financial sense to adopt a cat

For a relatively low fee, you'll take home a cat that is already spayed or neutered, up-to-date on vaccines and microchipped. Many shelters and rescues will also include extras in the adoption fee such as a cat collar, a bag of food or pet insurance.

3. The personality of an adopted cat is known

Cats in many shelters interact with their caretakers and volunteers every day, and these people really get to know their personalities. Particularly with adult cats, you can find a companion with the type of temperament you're looking for. You could find a playful, active cat or a calmer feline who prefers cuddling and a quieter environment.

4. It's good for your mental health to adopt a cat

According to Research Gate, owning a cat, or any pet you adopt from a shelter, has been shown to have positive effects on humans' ability to cope with stress, anxiety, depression and loneliness1. Taking a cat home from a shelter can improve your sense of happiness and general well-being.

5. Adopting a cat is great for your heart!

A recent study found that owning a cat may lead to a reduced risk of death from cardiovascular disease and stroke2. This is an important finding considering the AHA/ASA says, "Stroke is the number 3 cause of death in women and number 4 cause of death in men.

6. Cats improve children's resistance to asthma

According to Clinical & Experimental Allergy, research has found that early exposure to a cat in the home can actually reduce infants' sensitization to the allergens cats produce3. As a result, kids have a reduced chance of developing allergic diseases.

7. There's a wide variety of cats to adopt

You can find any type of cat you want at a shelter, from kittens to seniors, short-haired to long-haired, all sizes and colors. In fact, if you're looking for a specific breed, such as a Siamese, you can contact cat-specific rescue groups to find your new friend.

8. A cat can make your other pets happy

If you have another cat, or a cat-friendly dog, bringing another cat home from a shelter can help reduce feelings of loneliness during the day when you're out. Of course, you will want to ask the shelter to help you "cat test" your dog, and if you have a cat, expect a period of adjustment before the new and current cats feel comfortable together.

9. Cats are perfect for apartment dwellers

If you live in an apartment, condo or other small space, a cat can be an excellent companion because cats don't require lots of room or daily walks like a dog. Cats are generally low maintenance and if you provide them with toys (like cat trees and window rests for enrichment), they make wonderful roommates.

10. Cats are excellent senior companions

Cats, particularly older, calmer cats, can provide loving companionship to older adults. They're easy to care for, and you can find one at a shelter that matches your lifestyle with some helpful advice from the shelter staff and volunteers.

These are just 10 reasons— there are many more! To adopt a cat, you can visit Petfinder and Adopt-a-Pet to find cats in shelters and rescues near you. Your veterinary office or local pet stores can also provide referrals to rescue groups and many hold cat adoptions themselves.







Hamster Care

Rodent Info

Top 10 Ways to Keep Your Hamster Healthy

Whether you're a hamster veteran or just welcome a new furball into your home, these tips will help you keep your hamster healthy and happy!

Let your hamster eat well! However, what they eat is just as important as how much they eat. Hamsters like to pick out the tasty fattening food first out of the dish. Often you'll see the sunflower seeds disappear first, followed by the less fatty (and less tasty) seeds. It's very important that you provide your hamster with well-balanced food. Just because they love sunflower seeds doesn't mean that's all they should eat! Kids like cookies but need their fruits and vegetables, too.

Speaking of fruits and vegetables – hamsters need them too! The best treats for hamsters are foods that are similar to what they might eat in the wild. Fresh (rinsed with water) veggies are good, and examples include carrots, squash, broccoli, cauliflower, cucumber, romaine lettuce, spinach and other greens. Fresh fruits (rinsed in water) are good too, such as apples, pears, bananas, grapes and most berries. But remember never to give any citrus fruits like oranges, lemons or grapefruit. Only give small amounts at a time.

In addition to fresh fruits and veggies, hamsters love whole grain breads and cereals. Also, protein is an important part of a hamster's diet as well. Plain scrambled or boiled eggs are a nice treat. The thing to remember when fixing your hamsters' dinner is that moderation and variety are very important. Always provide the standard seed and pellet mix daily, and only offer some of these treats in addition to it.

Make your hamster's hed Choose your hamster's hedding carefully. Some times of hedding, such as cedar shavings, can cause skin.

Make your hamster's bed. Choose your hamster's bedding carefully. Some times of bedding, such as cedar shavings, can cause skin irritations because of the oils in the cedar chips. Change your hamster's bedding regularly, and while you're at it, give his cage a hearty scrub. Also, be sure to rinse his water bottle, as room temperature water can grow algae and acquire bacteria that will make a hamster sick. Your little furball will by much happier (and less stinky) in a clean cage.

Hamsters appreciate spacious and exciting living quarters as much as we do. Your hamster needs space to exercise and keep fit in his own cute way. Paper towel tubes, plain brown boxes and other items are cheap entertainment and provide your hamster with something to chew on regularly. There also many great toys you can buy for your furry friend.

When it comes to cages, you can go with plastic or wire, but be aware that hamsters chew, so you'll want to keep an eye on your hamster and make sure he isn't successful in carrying out his own version of

"The Great Escape"

Speaking of chewing, did you know a hamster's teeth grow like fingernails? Amazingly, hamster teeth never quit growing and they are one of the few furry creatures who are born with a full set of teeth! Hamsters usually take care of their own teeth by chewing on hard items (such as paper towel tubes or wooden treats). Dog biscuits are also a great treat as they are hard and help keep a hamster's teeth short while providing a good source of calcium! If you ever notice your hamster has trouble eating it could mean his teeth need to be trimmed by a professional!

Put your hamster's cage in a safe place—not in direct sunlight or on a heater, not in the dark, cold basement, and not in an exposed place where his cage can be knocked over by other pets or wobbly toddlers.

Exercise! Hamsters need to move about, or they'll have can have digestive problems, get big and fat, and have other health problems. Make sure your hamster has access to toys, like a running wheel or things to climb on and in. Tubing additions to a plastic cage allows you to expand his stomping grounds by building onto his cage – if it's the right kind of cage – and you can also let him take a spin in a hamster ball.

Decide on whether or not your hamster wants a friend right from the start! Hamsters are not always the friendliest with others, especially hamsters introduced later in life. If you decide on more than one hamster make sure you get the same sex. Hamsters are prolific little creatures

A litter of hamsters can range from 3 to 18 and moms can give birth approximately every 30 days. Female hamsters tend to have 2-3 litters in their lifetime.









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TOWARDS ZOOMARK INTERNATIONAL 2019

Zoomark International 2019 will represent an irreplaceable opportunity for the pet supplies industry and distribution to grow, exchange information, compare, learn and develop new concepts and trends

The event will now cover a surface area of more than 53,000 square metres, occupying the brand new halls 28, 29 and 30, which were inaugurated in 2018, as well as 25 and 26 to offer greater capacity and a more streamlined visitor experience

Since the first edition in 1985, Zoomark International has grown in the years to become now the most important professional pet industry event held in odd years in Europe; manufacturers, buyers and distributors coming from all parts of the world meet at Zoomark International every two years to profit from an outstanding business platform showcasing the top qualities of the pet supplies industry (those of a moving and dynamic sector), which brings innovations and tailor-made services to the market.

In this context, the appointment with Zoomark International 2019 - set from Monday 6 May to Thursday 9 May at BolognaFiere - is shaping up to be very promising indeed, with new, larger halls and a new schedule.

The forthcoming event boasts two important new features:

New exhibiting space. To offer the highest level of service to the pet industry manufacturers and professionals from Italy and the rest of the world and respond to the growing number of applications from companies globally, Zoomark International 2019 will feature new halls and extended exhibiting space. The event will now cover a surface area of more than 53,000 square metres, occupying the brand new halls 28, 29 and 30, which were inaugurated in 2018, as well as 25 and 26 to offer greater capacity and a more streamlined visitor experience.

The enlargement has been decided after the success of the 2017 edition which has marked a 17% increase of exhibitors, with a total of 735 who took part in the show, 479 of whom were foreign (from 42 countries), representing the leading edge in pet food, accessories, care and health. The event attracted more than 27,000 buyers and visitors (a 25% increase on the 2015 event) and a third of visitors came from 100 foreign countries.

New show dates. To respond to the demand from exhibitors and visitors, Zoomark International 2019 will run from Monday 6 May to Thursday 9 May 2019 (no longer taking place at the weekend as was the case in the past), enabling Italian and international professionals to organise their visits on the day they prefer, and distributing visitor numbers over four days.

The biennial show is an established success on the industry's calendar: year after year the surface area and number of exhibitors and visitors has steadily increased, along with the number of foreign companies and buyers in attendance, proof of the event's great appeal as the pet industry's best and most important showcase.



Antonio Bruzzone, General Director of BolognaFiere, commented: "We are working to make next year's event even more engaging than the previous ones, and we are also continuing to focus on its international outlook. As always the focus of Zoomark International is business and information: it offers a showcase for the pet industry, an opportunity to hear all the latest news, stay up to date with professional training, network with the major international players, promote products and create new business in Italy and around the world".

The next edition is expected to break new records, with the stated aim of helping exhibitors create and develop new business opportunities on the international market.

With this goal, in 2016 Zoomark International started a comprehensive programme of activities abroad to promote the best of the Italian pet industry, organising Made in Italy Pavilions at the leading international trade shows: genuine national delegations that gathered the Italian companies interested in presenting their products to the global market.

The next edition is expected to break new records, with the stated aim of helping exhibitors create and develop new business opportunities on the international market.



In 2018 this activity has been enriched with the launch of Zoomark at ParkZoo, the area that hosts European and world exhibitors of ParkZoo, the annual fair that takes place in Moscow. The initiative joins the now consolidated participation in CIPS, the leading event of the year in the East.

The pet industry continues to grow, as shown by the 2018 Assalco – Zoomark Report (the annual review of pet industry published by the Italian National Association for Pet Food and Pet Care Companies ASSALCO and Zoomark International), which offers a snapshot of market trends and social and institutional developments, documenting the increasingly important role of pets in Italy.

What emerges from the Report is that Italy is one of the most "pet friendly" countries, both in terms of numbers and the care devoted to the animals: it is estimated that pets in Italy are around 60 millions and that proper nutrition is a fundamental aspect to which pet owners pay particular attention.



In 2017, the Italian market for dog and cat food recorded a turnover of 2,051 million euros, with total sales of 573,940 tons. This confirmed the positive trend: a 3.8% increase in turnover compared to the previous year, with sales up by 2.4%, a growth rate higher than that of packaged consumer products (which rose by 2.3% in 2017). In the 2014-2017 period, the market showed a compound annual growth rate of 3.6% in value and 1.6% in volume.

It is therefore clear that Zoomark International 2019 will represent an irreplaceable opportunity for the pet supplies industry and distribution to grow, exchange information, compare, learn and develop new concepts and trends.

For this reason, a particular attention will be dedicated to the "New Products Showcase" where new trends and products will be presented; a sort of compass inside the show that will offer a detailed and in-depth overview of food and non-food trends in the sector.

Useful information will be found on the website www.zoomark.it, which contains breaking news regarding the forthcoming event and shows the electronic profiles of all the exhibitor, to know in advance the protagonists who will give life to this formidable world showcase, to prepare the visit and set up appointments with individual companies.

"We want to make it as easy as one two three - says Marco Momoli, Commercial Director of BolognaFiere - for the buyers to prepare for the show and enjoy their trip and stay in Bologna by offering them also travel assistance as well as special packages including hotel accommodation combined with a program that includes, in addition to the visit of the event, also tours in Bologna. We know we organize the best international show of the year in this sector and we do it in a beautiful city, full of artistic attractions, excellent food, high quality entertainment opportunities".

Indeed, the "Hotel & Travel" section of the show website gives you the opportunity to take advantage of the special discounts that Trenitalia and Italo offer to visitors and exhibitors of Zoomark International and to book hotel rooms and tourist packages at special prices.

For exhibitors, relying on Zoomark represents the security of an accurate organization and a way to broaden their visibility and business opportunities. "We grow and we become even more 'international' - states Momoli - we establish almost a one-to-one relationship with our exhibitors, to maintain a continuous bond with them in all the various stages of the event. Through the newsletters (which update about all new products, remind deadlines and offer ideas for getting the best from the participation to the event) and the social media, we offer suggestions not only to exhibitors but also to visitors who frequently visit our site. Pre-registering online will allow to buy the admission tickets at a reduced price avoiding queues at the entrance. Free invitation cards will also be available for exhibitors to invite customers and potential customers to visit the show and VIP cards will be sent to the best Italian and foreign buyers to offer them special services offered by the Vip Lounge."

For information: info@zoomark.it, www.zoomark.it



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The footprints of old Art and industrial jewelry in decorating the essentials of animals in Iran



Mohammad Reza Mozzafarian

CEO (Gallery Jewelry Partieh Mozaffarian)

Great artist should know that the creation of jewelry and Iranian products of gold should at first be acquainted with Art and culture during different historical era.

A team of researchers Partieh Mozafarian did a research about the main source of art such as the writings and manuscripts present at the museums, the findings of the research were given to the researchers ,with the knowledge of designing and the knowlege of industrial jewelry, the traditional and modern products were designed and by the help of the professors, and this masterpiece for those who are interested and honor Art, these products are created and were given to them. With the hope of getting majority help from great artist in this industry and people responsible in this field for promoting our industry for young people and genius in different places .

The footprints of old Art and industrial jewelry in decorating



the essentials of animals in Iran

Researcher
Saeed Najmara

MA Islamic Art Tehran Art Uni

In order to talk about a new topic we should use an introduction but when we want to emphasize on a topic an introduction is not needed. Iranian Art and culture is important and well known and it is sufficient to say that in all well-known museums a separate department are taken to exhibit the eastern and Iranian art and culture. In sixteen century Iran was ruled by Safavid and some documents are still present. They are in form of writing and drawings and son artifacts and these can help young people to learn about the past. In this article we are going to point out the importance of horses during Safavid. Mr. Sharden a French business man in 1057 in lunar year had travel ked in Iran for many years and he had visited Shah and the contemn of Iran and he observed their works very patiently and he wrote all about his travel I Shardan travelogue and he published all his notes in his book. In his kingdom chapter he pointed out about the gardens

The gardens were situated on the left of the palace and he named the garden Stable theater, the palace was built in the middle of the garden, the street of the garden was covered and surrounded by Oak trees, in the middle of the street nine mangers were on every side, on typical feast such as ambassadors feast the most beautiful horses were tied by gold chains and nails. The harness and the saddle were made of gold too. All the hardware such as hammer, nails were decorated with gold and jewels. The ministers and important people who visited the palace had to walk through these streets to go to the palace and they enjoyed the sight of those expensive equipment's. The stable theatre was 114 feet tall, 26 feet wide 25 feet height. The roof were of mosaic the column was made of wood and the wood was zarand plated

On other documents like Sansun travelogue this book. Advertise about Christianity and business in

Iran during Shah Suleiman Safavid in 1665 it was translated and important things were quoted in the travelogue. Dr Trafali pointed out that because the author wrote about the weak points and strong points. Therefore the was considered valuable. On page 77 he pointed out the grand feast of shah and his hospitality specially to foreign visitors. In some of the feast animals were exhibited too, it was shown so that foreigners would appreciate the great Iranian art. In page 81, 82 he wrote about many elephants, lions, tigers and many other elaborated animals were paraded in front of the theatre so that the visitors could see them. The strange thing was that the chains and the nails used to tie the animals were made with gold and jewels. On the chains two bowls were attached for food and water for the animals. All the animals mentioned above were not as spectacular as the 18 horses the most beautiful horses. Each horse was more precious than a treasure because the harness and the saddle were made of gold and expensive gems and valuable and colorful stones. The covers of the ruffle were of gold too.

In the Twi documents he pointed out the high value of Iranian Art during Safavid the manufacture of harness and saddle and other equipment's and essentials used for horses decorations were made of jewels, gold and gems and valuable materials which consist of Iranian Art and culture. It also shows the importance of animals in Iranian Art and culture and it also shows that animals were of great value in the times of great shshs

The royal horses were divided into several sections. The court horses that belonged to the king or his close relatives and they were selected for the best races .And some for celebrating and hosting ambassadors and some have been used for hunting and recreation.

Trampoline horses used for business or companion camel caravans and long journeys.

The horses of the messenger, was used to send a courier from a city to the capital or back, they were very agile and fast.

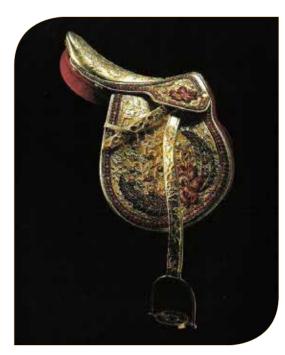
Military horses that have considerable strength and tenacity and many of them were delivered to the imperial army to take advantage of them during the war.

The fact that all these horses had a royal throne on

the thighs, had a high responsibility for the rider and its owner, and in case of any damage to the horse, he had to pay heavily.

But those royal horse were delivered and supported and approved by government they were enjoyed and respected by others as indicative of the relationship between the parson with the court that they are in several categories were and also on the basis of ability and status they got better horses

For example, the horse's cavaleryhorse and the female sword with polo horses are very different, although they are both very agile.



And there are two other valuable documents to emphasize one of the paintings and paintings of the Safavid era, most of, the painter, based on the reality and what he saw, is o draw the components.

For example, the Shahnameh version of shah Tahmasbi, which is one of the most authentic documents of the Safavid era and for historical documentary value.

And other objects and works in the museums such as Zayn and Berg, the mouthpiece, the racket and pieces left exceptionally in the most important collections and museums, some of which even allow researchers to take pictures of objects



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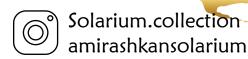
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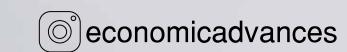




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