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Luxury Kabook Pet Magazine

No.6 . March 2019 . Spring 1398

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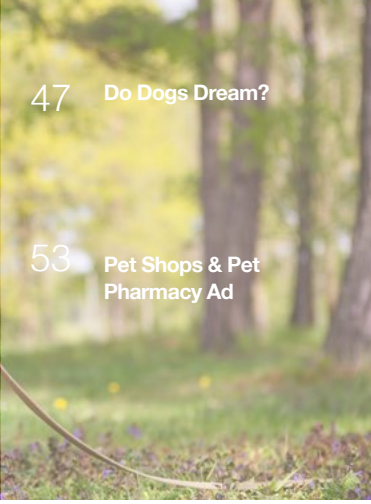




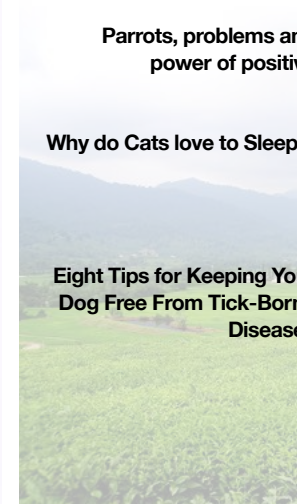
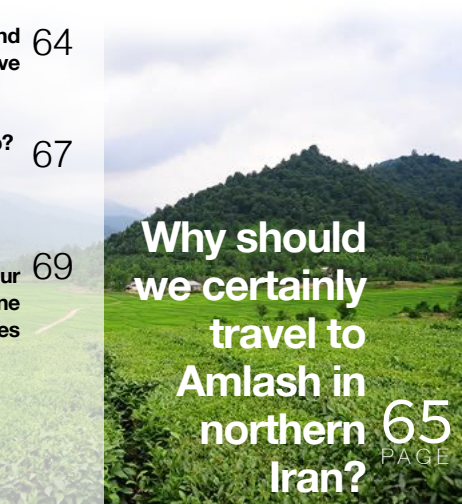


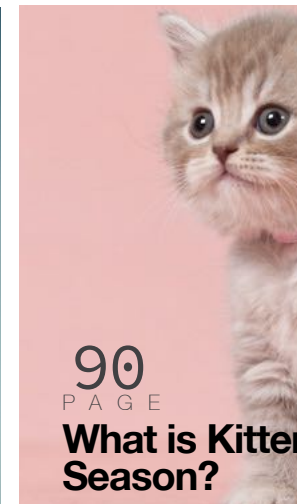

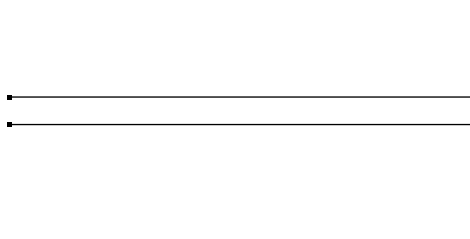


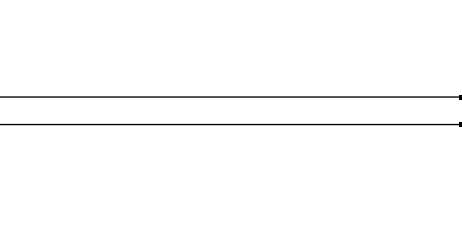




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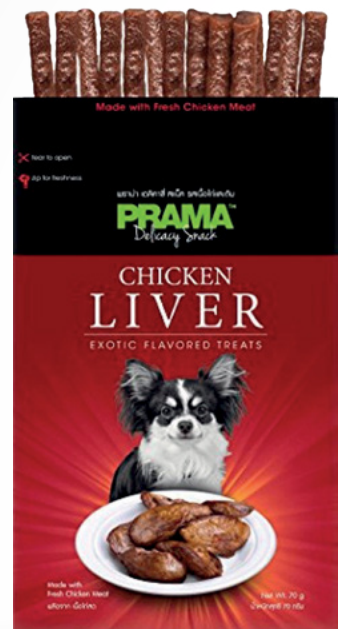
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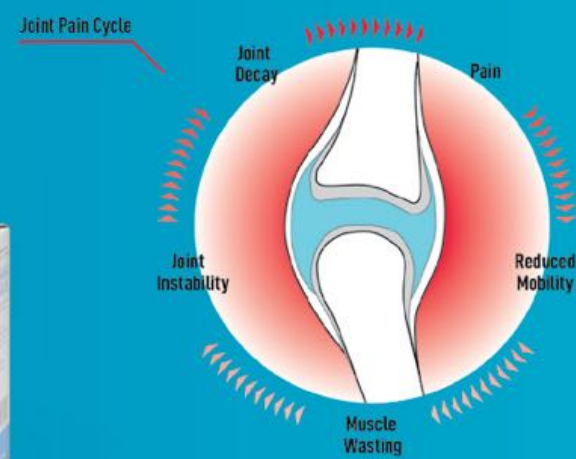


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Idea choose, Ideal Life



Leading Article

KABOOK



Happy New Year...!

In the prayer of the day of Novruz, we ask God Almighty to restore us to the best moods.

It must be noted that the transformation of any phenomenon in the universe is human, and every human being is done by the will of man. If one wants to make a transition in the state of its society, its own country and its own life, it must begin.

This evolution guarantees human happiness.



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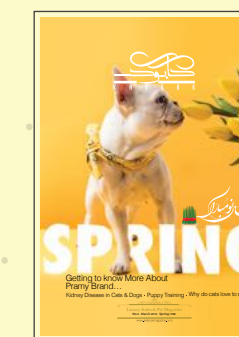
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ZOOMARK 2019
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ZOOMARK INTERNATIONAL 2019, A NEW SCHEDULE TO FACILITATE INTERNATIONAL VISITORS

We are thinking of creating packages for buyers and visitors which will include not only hotel accommodation and event attendance, but also visits to Bologna

Zoomark International 2019 is set to run from Monday 6 May to Thursday 9 May (therefore no longer taking place at the weekend, as in previous years), which will enable Italian and international professionals to organise their visits on the day they prefer, and distribute visitor numbers over four days. The decision to move the event to week days came after a survey carried out by Zoomark with visitors and exhibitors, and the aim is to top the 2017 attendance figures - 27,000 visitors - a third of whom were from abroad.

This is one of the most important new features of the 18th edition of Zoomark, which will also have a new layout: halls 25 and 26 will now be joined by new halls, 28, 29 and 30, adding a further 10% of exhibition space to host even more exhibitors.

"Our aim is to enable more visitors to attend our fair", commented Marco Momoli, Sales Director of BolognaFiere. "We have switched to the Monday to Thursday format to respond to the needs of the major international buyers, who prefer to travel during the week. Monday is traditionally a closing day for shops too, and in some areas of Italy shops also close on Wednesday or Thursday afternoon. We are thinking of creating packages for buyers and visitors which will include not only hotel accommodation and event attendance, but also visits to Bologna. We are well aware that our event presents the trade's leading international exhibitors, and also that we do so in a beautiful city which offers numerous cultural attractions, great food and excellent entertainment".

Zoomark International will kick off after a year of international initiatives in Moscow and Canton, where Zoomark has accompanied Italian and international companies willing to approach and/or develop in the key Russian and Chinese markets, extending to the whole of the Far East.

Zoomark is growing in size and international presence, building one-to-one relationships with its exhibitors and maintaining constant contact with them throughout all stages of preparation.

Buyers and visitors are a key priority. The complete list of exhibitors will be available online in the coming weeks, with the option of selecting companies by country or product category. For each exhibitor it will be possible to consult information about the company (in Italian and English), with a special focus on new products.

www.zoomark.it

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ZOOMARK 2019
INTERNATIONAL



Pramy Food

Interview

Getting to know More About Pramy Brand...

Translated by: Nazgol Azizi

The standards of Veterinary Organization are our priority. Barcodes and license numbers have been issued for each item produced. This process also has been applied to small packages to reduce the likelihood of fraud in the future. The transparency that has been undertaken was a futuristic measure

I think the pet business needs a huge investment. I can safely say that I was not interested in animals, but now I have so much affection for them that I bring them with me while traveling

How did the MP brand name originated and who made it?

Dr. Vali: In two and a half past years, Maral and Pouya Tadbir's business groups were combined, which made it possible to cover each other's deficiencies. It was a step toward evolution of each brands. Pouya Tadbir is the only national distributor in the pet industry and licensed from national union of agriculture. But, the other distributor companies do not have a specific brand in their distribution baskets. So, it was about 6 years ago that we considered imports for the Pouya Tadbir Company, but due to the lack of necessary personnel in this area, we couldn't proceed. In the course of negotiations with Maral Corporation, which is a strong importing company, we took a step in this direction. Despite the positive point of importing, Maral Group had a weakness in distribution segment, which made the merger of the two company a success. By reducing the import ways and constraint in this field, we strengthened the manufacturing sector and now producing made Pramy's products to achieve a remarkable success.

Please introduce the rest of your associates?

Im Dr. Sahpour Kamali Moghaddam, graduated from Islamic Azad University Of Kazeroon Branch in 1998. Since the very same year, I've established a clinic in Shiraz, which is still active. Due to the lack of equipment and animal food in the year 2006, I contacted the Fars Meat Industry and entered the food production business and the food was delivered in volume of 3 tons per month, but due to some difficulties, I was only active in this domain until 2009. Then, in accordance with the needs of this union in the year 2006, I decided to establish the importing company of Pishgaman Maral. I had a close relationship with Dr. Vali since the early days of his career, which led to the partnership. All the current products are being produced with the best raw materials and under the supervision of domestic and foreign nutrition experts. We also hope to expand our brand. We have plans to export our products with the list of ingredients inserted on them in four languages.

Mr. MalekBoushehri, Would you please introduce yourself and tell us about the reasons of your interest to this trade?

I'm Saeed MalekBoushehri, born in 1962 and it has been more than 30 years that I'm active in this business. I was also active in the business of cosmetics and Digital audio and video equipment. But I think the pet business needs a huge investment. I can safely say that I was not interested in animals, but now I have so much affection for them that I bring them with me while traveling.

If you go back, Will you start this business again?

Boushehri: Yes, of course. Each business has its own problem, but I'm fully interested about this one.

Dr. Vali please tell us more about Pramy Brand. How did you enter the production sector and do you just produce food or you are also after producing other products?

When we entered the business in 2005, there was a need for pet food production and

we were interested. But there were also some difficulties on our way, including no possibility of competing with foreign products, since the production in Iran were more expensive than the ones imported. Various production were produced several times such as chaff, hay and dried food, but did not have necessary profitability in our company. In the grand businesses, the production and distribution of these products did not make a profit and we had to remove our products from the market. This year, following the rise in the dollar price and in line with the supporting domestic goods, the production has been beneficial for us. In the year 2013, Dr. Kamali concluded a contract with a company in Shiraz, but due to the high expectations about pet industry, it failed and again correspondence was established and this time we decided to set the necessary standards ourselves. Fortunately. We succeeded in registering Pramy brand as the primary brand in cats and dogs food production. Maya Pet will be used for rodents and birds and will be released in market in 4 month. Also, the Marslopet is an equine nutrition brand that will be produce in large-scale.

Please tell us about the number of barcodes you received.

Kamali Moghadam: The barcodes are both national and internationals. We currently have 450 registered items in the barcode system. In the future, shampoos, lotions, eye drops, toothpastes and mouthwashes will be released in the market. Pads production are still in the process and our research continues till we reach the desired result. We are also negotiating with a company in this area. About the production of urine drops, it will be in the market soon with obtaining special permits from the veterinary organization as we asked for their inquiry. When it comes to obtaining a license for pets, the relevant experts that have information about the livestock and poultry are responsive to us.

Kabook Magazine is interested in challenging the brands. The question is, how do you get protein in the current market where meat prices are high and the community has a poor supply of meat? How many percent of the foods are from animal sources? And how many percent are plant-based?

Boushehri: We made connection with the people in this business since 2013. The person concerned is a producer of animal protein and poultry. The poultry protein actually used for human consumption and we do not use any waste at all. We use the parts used by the factories to produce burgers and they are human feed. In the animal protein field, we can safely say that products contain 23 to 29 percent of animal protein and do not use plant-based proteins such as soy. 2 days before the production, the meat is turn into powder and enter the production system. We also use a series of carcasses that are wasted in the slaughterhouse, which is free of disease and is provided with a veterinary stamp and transported by a refrigerator. There are not many raw materials like vitamins and amino acids inside Iran, and we have to import from countries such as South Korea and Spain. In addition, some flavors are imported from France. Also, quality fish powder is used to supply protein.

Why you don't produce foods for animals such as rabbits or hogs?

Dr. Vali: There is a foreign brand that began to produce food since 1970, which its packages are decorated with rabbit photos. After the inquiry, it became clear that the brand accepted the rabbit as a pet and never used rabbit meat in its production. So, at the bottom of the rabbit's picture, there is this writing on the package that it does not use rabbit meat because of animal protection. We have also tried to follow this trend. We also did not import hogs, because in the face of increasing demand for hog meat, hunters go beyond the normal range, regardless of the standards. We want to avoid not normative hunting to avoid harming the environment. Since livestock breeding is for free export, it will be possible if we can connect with them and provide meat. At the beginning, we wrote to Mr. Boushehri and Kamali as a code of ethics and swore that the products would not result in illegal hunting and damage the environment. It is easy to place slaughter waste in the process of production, add it to the essential oil and flavor and to feed the animals, but after a few years of consuming that, protein deficiency will lead animals to several health problems and weaken them. And as we own pets ourselves, if they are to lose their liver or kidneys at a time, it will not be legal. The food produced should be for the benefit of the animals.

There are certain expectations from Dr. Vali's group. The question is why is there a lot of difference between the usual packaging of the MP brand in the market and the current ones? It was expected that the packaging that was advertised get released in the market. What is the cause of this change?

Dr. Vali: Composing the current packages took three months. The quality of packaging has been tested several times. Because we did not want to back down the production, the packages developed after the production and it was not anticipated that composing them would be so time-consuming. So, 16 products out of 19 will be released with the final packaging on February 13 and the rest will be delivered after the completion of the production process. What we found in the production of domestic pet food is that each period of production varies from one another and the formula cause diarrhea in animals. So, we are trying to improve our formula.

you can pull something out of his mouth or prevent him from getting into trouble, he could be making a bad association with you touching his collar. This can later lead to avoidance behaviour or even aggression



Pramy
The Best Products For Animals

How do you evaluate the standards of your products? Is it close to quality of foreign food?

Dr. Vali: Yes, we can compete with foreign brands. The standards of Veterinary Organization are our priority. Barcodes and license numbers have been issued for each item produced. This process also has been applied to small packages to reduce the likelihood of fraud in the future. The transparency that has been undertaken was a futuristic measure. For example, compounds are provided to the barcode organization and any change in them is not acceptable to the Ministry of Guidance. So, if there is a different in the contents and what is inscribed on the package, it will lead to fines and discretion.

The standards of Veterinary Organization are our priority. Barcodes and license numbers have been issued for each item produced

What is your production capacity per hour?

Kamali Moghadam: It's necessary to talk about hardware first. A machine used to produce food is an extruder along with its accessories. It has the ability to produce 6 tons of food per hour, depending on market demand. In the field of competition, we also want to challenge manufacturers. The current market is large and the taste of the consumers has made this market bigger.

Will you accept other brands to produce for them?

Kamali Moghadam: No.

Many producers have never thought about exports. Do you consider exporting? And what's your prediction for the next few years?

Dr. Vali: since the day first that we started this business with our partners, we base our work on exports. We made connections with countries like Oman, Emirates, Slovenia, Iraq, Afghanistan, Azerbaijan, Georgia and Russia. Due to the drop in the price of Iranian Rial and the increase of the price of dollar, we can export at a reasonable price for ourselves and a very cheap price for the countries of destination. In this regard, these countries have called for standards that need to be reviewed. We now have a 50 tons order from Iraq.

Why the pet food companies didn't produce the pencil like complimentary food? Has Pramy Brand thought of this issue?

Dr. Vali: Pet industry is growing as an academic trade. There is also a lot of negative advertising against our work. When a dog in Lavasan has bitten a little girl in the park, we have also agreed that it was a tragic accident, but it generalized to all the dogs. For example, in comparison, it has been several years that many people got killed in the road by the cars that were domestic productions, but their factories that made them does not close. Our business is a field that requires time, but people in this business are worried about the future and investing in this domain. So there is not much hope for the future of this market. The machinery that produce pencil like complimentary foods, can produce 17 different models of them at the same time and the base is meat and poultry, so we need factories to supply these materials, but since the fear of investing in this area, this product has been neglected. We hope that in 6 month from now, we can release the complimentary foods to the market.

Do you have any surprises for the customers who visits your booth at the exhibition?

Dr. Vali: Yes, of course. First of all, we will have 1, 3 and 10kg packages for dogs in the next month and we will release packages of 500g, 2kg and 10kg for cats.



Why there is not any sample packages?

Kamali Moghadam: One of the biggest problems in the packaging unit of the factories is the packing sector, since the packages are filled in 10, 20 and 30kg, and these packages require a special device that can fill 50 grams without the human touch. It is now problematic for all manufacturing companies. Our manufacturer has promised us to add this unit. As the Pouya Tadbir and Maral Company have operated as two commercial and professional groups, the company now wants to push itself towards pet food production, so all deficiencies in the market today will be resolved. In the packing section, we also plan to print and pack the packaging at the site of the factory.

What challenges do you face producing cat food?

Dr. Vali: There are two separate sections for cat food production. Dogs are looking to fill the abdomen, but the cats are looking to enjoy the food. There is no food in the world that all the cats eat. Our cat food has now gained satisfaction from more than 70 percent of consumers, which was costly to reach this point.

Do you have any channel for receiving your customers' reviews?

Dr. Vali: Yes, the ptdvet.com website has been active since last month and is a window to connect with manufacturers, consumers, importers and exporters. Local colleagues, such as clinics and pet shops, can log in with their personal profile on this site and easily see Excel on their mobile phone and the factors they see with the app. The voice of the customer is another important part of this website that offers public criticism.

Do you have anything to say to Kabook readers?

Dr. Vali: Thanks to the Kabook Magazine for introducing Pramy brand. The Kabook Magazine has made a good progress in the short time and is a high level and professional magazine. I would like to ask the readers to visit our website and use our products. In case of criticism, visit Dr. Vali's veterinary pharmacy in person and transfer it directly. I ask the veterinary organization to take steps and exclude this field from current fears, although if anyone is fearful for entering the field, it would be in my favor, and it will lead to more profit for me, but in the long run we will retreat from the global markets. So, investors are now required to enter this market in order to gain more healthy market competition.





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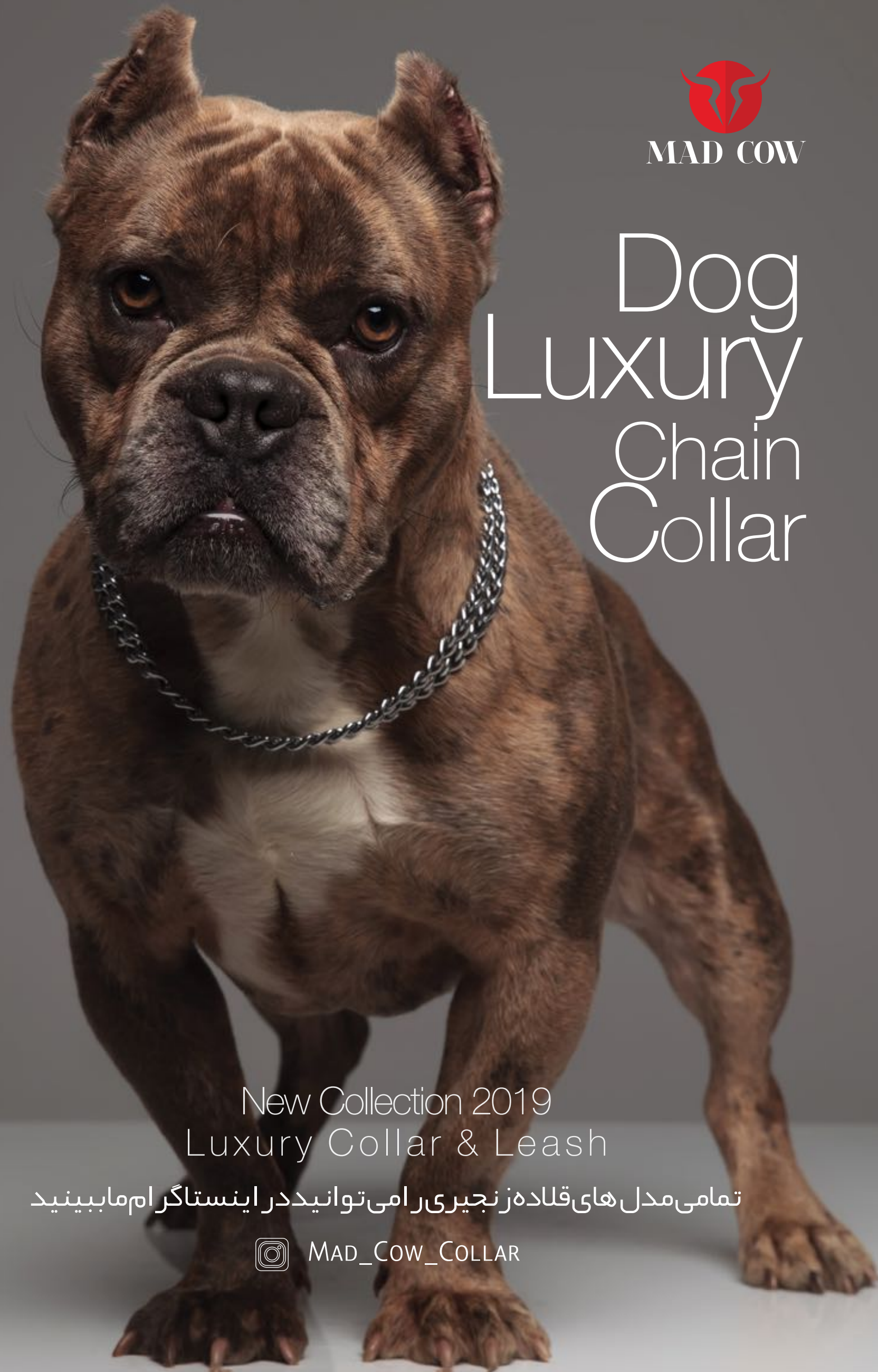


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*Do Dogs
Dream?*

Dog Care

Do Dogs Dream?

Dr. Nancy Kay, DVM, DACVIM
Dog Behavior

Whether or not dogs dream isn't known with scientific certainty, but it sure is difficult to imagine that they don't

Wilson believes that we can. "My guess is — unless there is something special about rats and humans — that cats and dogs are doing exactly the same thing," he said

We've all watched our dogs demonstrate behaviors in their sleep that resemble what they do in a fully awake state. Paddling legs, whining, growling, wagging tails, chewing jowls, and twitching noses inspire us to wonder what our dogs are dreaming about.

What we know about dogs and dreams

While our knowledge on this topic is very limited, the following known information helps us believe that dogs do indeed experience dreams. According to MIT News, Matthew Wilson, a professor of neuroscience at MIT, and Kenway Louie, a graduate student in 2001, have studied the relationships between memory, sleep and dreams. They found that when rats were trained to run along a circular track for food rewards, their brains created a distinctive firing pattern of neurons (brain cells). The researchers repeated the brain monitoring while the rats were sleeping. Low and behold, they observed the same signature brain activity pattern associated with running whether the rats were awake or asleep. In fact, the memories played at approximately the same speed during sleep as when the rats were awake.

Can we apply this to dogs?

Can we take what is known about dreaming in rats and humans and apply the information to dogs? Wilson believes that we can. "My guess is — unless there is something special about rats and humans — that cats and dogs are doing exactly the same thing," he said, according to USA Today's website.

It is known that the hippocampus, the portion of the brain that collects and stores memories, is wired much the same way in all mammals. According to healthday.com, Professor Wilson says, "If you compared a hippocampus in a rat to a dog; in a cat to a human, they contain all of the same pieces." He believes that as dogs sleep, images of past events replay in their minds, much the same way people recall experiences while dreaming.

In people it is known that most dreams occur during REM (rapid eye movement) sleep, according to the National Institutes of Health. Dogs also experience periods of REM sleep. Psychology Today's website says that during REM their breathing becomes more irregular and shallow. There may be muscle twitching during REM and, when one looks closely, rapid eye movements behind closed eyelids can often be observed. It is during REM sleep that behaviors thought to be associated with dreaming (legs paddling, twitching, vocalizing, etc.) are most commonly observed.

What we want to believe about dog dreams

When we observe our dogs as they sleep, it's just about impossible to imagine that they are not dreaming. Just like the rats studied by Wilson and Louie, it is tempting to believe that our four-legged best buddies are reenacting their recent experiences; playing at the dog park, sniffing in the woods, chewing on a treasured bone, and chasing squirrels.

The National Institutes of Health says that Sigmund Freud theorized that dreaming was a "safety valve" for our unconscious desires. Perhaps he is correct, and, when our dogs sleep, they dream about catching the neighbor's pesky cat, continuous belly rubs in conjunction with unlimited dog treats, and stealing the Thanksgiving turkey from the dining room table.



K A B O O K

Puppy Training

Dog Info

10 Socialization & Training Games you Should Play with your Puppy (And Two Things to Never Do!)

By Teoti Anderson

Puppies are sponges. They absorb many life lessons during the critical socialization period that lasts until about 20 weeks old. During this important period, puppies are making opinions they will carry with them for the rest of their lives

As a puppy parent, it's up to you to make sure they're learning the right lessons to ensure they grow up to be confident, social, friendly companions

As a puppy parent, it's up to you to make sure they're learning the right lessons to ensure they grow up to be confident, social, friendly companions. This doesn't have to be drudgework! Here are 10 games to play with your puppy that will help set him on the right path for life.

1. Diversity Training

The more people your puppy meets in a positive manner, the less likely he will grow up to be afraid of individuals he encounters. Find people of different ethnicities and ages. People in uniform. Children. Ask them all to give your puppy treats. If your puppy shows any reluctance to meet someone or seems afraid, do not force it. Never pick up your puppy and hand him to someone he's afraid of, or you will likely make his fear worse. Instead, have the person toss treats from a distance, and let your puppy approach at his own pace.

2. Round Robin Recalls

Gather two or more friends and give them all treats. Form a small circle with your puppy in the middle. One person starts by calling, "Fido, come!" in a happy voice, encouraging your puppy to come to her. As soon as the puppy gets to the person, he gets a treat and praise. Then, someone else calls the puppy to come, then another, and so on. As your puppy becomes successful at this game, gradually make the circle bigger so he must travel farther to get to the person calling. Again, if your puppy is reluctant to approach a person, have that person toss treats to him instead.

3. Noises are Awesome

Many puppies are startled by loud or unusual noises. Get a handle on this now and teach your puppy that noises are not so scary. Ideally, have the noise at a distance from your puppy so you can gauge his reaction. For example, from across the room, start a hair dryer, then immediately toss a treat to your puppy as you turn the hairdryer off. Is your puppy curious or afraid? If he's afraid, either move farther away or reduce the intensity of the noise. As your pup gains confidence, bring the noisy object closer to him. If he comes towards it on his own, that's even better!

There will be times when you can't predict a noise and it scares your puppy, such as a sudden thunder clap. Do your best to have treats handy. Quickly make light of the noise, "Yay, thunder!" and offer your puppy treats.

4. Collars Are Meant For Holding

If you ever need to grab your puppy's collar so you can pull something out of his mouth or prevent him from getting into trouble, he could be making a bad association with you touching his collar. This can later lead to avoidance behaviour or even aggression. Play collar-holding games to help offset this. Call out, "Gotcha!" in a happy voice, gently take hold of his collar and then pop a treat into his mouth.

5. Handle It

There may be times when you must cut out a matt, check an injury, or administer medicine, so teach your puppy to relax and enjoy handling. Get treats. Touch his ear and treat. Touch his other ear and treat. Touch a paw and treat. Touch another paw and treat until you've handled all of them. Touch his tail and treat. Examine his teeth and treat. Give him a restraining hug and treat. Which part did your puppy like the least? Work on that spot with briefer touches and better treats until your puppy learns to love being handled.

6. Sit for Petting

Want a puppy that doesn't jump on people? Teach Sit, and then only pet your puppy when he's sitting. Hold a treat above his nose and slowly move it backwards over his head, towards his tail. As he stretches for the treat, his rear should go down. As soon as he sits, give him a treat. When you can get five sits in a row, then try one without a treat in your hand, but still using the same hand motion—this will become your hand signal. Hand signals are easier for dogs to understand than verbal signals. Give the hand signal and when your dog sits, give him a treat from your opposite hand. When your dog is reliably responding to the hand signal, then you'll add the verbal cue, "Fido, Sit," then give the hand signal, and when he sits, treat. When he does well with this step, you can start to phase out the hand signal so he just responds to your verbal cue.

7. Rub-a-Dub

Bath time doesn't have to be a struggle. Put your puppy in the tub or sink, if he's small enough. Give him a couple of treats. Turn on the water, treat. Wet one of his legs, treat. Repeat until all legs are wet. Wet the rest of him, avoiding his eyes. Treat. Soap one leg, treat. Repeat until all legs are soapy. Then start the rinse, treating for each body part. You can also smear peanut butter on the inside edge of the sink or tub to occupy your puppy while you bathe him. If at any time your puppy shows signs of fear or a struggle, slow down and take breaks until he adjusts. Take your time and your puppy will learn spa day is luxurious.

8. Out on the Town

Take your puppy to different places to expose him to different environments. Be sure to bring treats with you and ensure he has a good time. Take him to stores that allow dogs. If you're worried about disease, bring a washable bath mat along and put it in the bottom of a shopping cart. Put your pup in the cart and let him roll around in style while socializing. You can wash the bath mat when you get home. Take your puppy to visit friends who have safe canine playmates for your puppy and whose dogs have all been vaccinated and are healthy. Make sure their dogs like puppies, as not all dogs do. Can you take your pup to work? Do you have a nearby school where your pup can be socialized with students? The more places and situations you positively expose your puppy to, the less scary the world will be for him.

you can pull something out of his mouth or prevent him from getting into trouble, he could be making a bad association with you touching his collar. This can later lead to avoidance behaviour or even aggression



9. Take Him to School

Find a quality, reward-based puppy kindergarten class. A good class should feature an experienced, educated instructor. Some obedience is fine, but the overall focus should be on issues specific to the socialization period, such as socialization and handling. It should also cover effective housetraining, husbandry, and recognizing stress signals. The instructor should be well versed in choosing appropriate puppy playmates and not allow free-for-alls where puppies can learn to be bullies or be bullied.

10. Sharing is Caring

Get a chew toy big enough for your puppy to chew on while you hold one end. As he chews, praise him. This helps teach him that your hands near his toys are good, preventing resource guarding.

Now, here are two things you should NOT do:

1. Dog Park Field Trip

Never choose a dog park to socialize your puppy. Irresponsible owners can bring sick dogs or aggressive dogs to a dog park. You have very little control over strangers, so don't let their bad judgment scar your puppy for his lifetime. [For more on dog parks and puppies, read "Why Dog Parks and Puppies Don't Mix" at modernmagazine.com/dogparkpuppies.]

2. Mess with His Food

Don't stick your hands in your puppy's food, or randomly take it away from him then give it back. You may think you're teaching him you're the boss and can control his food, but you're actually teaching him that you are really unpredictable and like to take things away from him unprovoked. This can result in him growling or getting possessive over his food. Instead, add a few hand-fuls at a time to his food dish, so that your hands coming towards his dish are positive, not alarming.

Socialization Vs. Safety

Many pet parents are afraid to take their puppies out into the world before they've completed all their vaccinations because of the risk of diseases. You need to be careful, but also understand that it's dangerous to wait to socialize your puppy. The last of the vaccine series usually occurs at the end of the critical socialization period. By then, it's too late to teach your puppy the lessons he needs.

It can be hard to know what to do, as there is conflicting information out there. Some breeders, veterinarians, and others still recommend waiting, but this is not reflective of current education on canine behaviour. According to the 2015 American Animal Hospital Association (AAHA) Canine and Feline Behavior Guidelines, "There is no medical reason to delay puppy and kitten classes or social exposure until the vaccination series is completed as long as exposure to sick animals is prohibited, basic hygiene is practiced, and diets are high quality. The risks attendant with missing social exposure far exceed any disease risk." The AAHA is the only organization to accredit companion animal hospitals, and is considered the standard in veterinary excellence.

This position is echoed by the American Veterinary Society of Animal Behavior, which notes, "it should be the standard of care for puppies to receive such socialization before they are fully vaccinated."

Young puppies who are not properly socialized to different environments, people, and experiences can develop fear and aggression issues. Be safe—carry your puppy in public places, make sure he doesn't go where sick dogs may have been, and wipe his feet thoroughly after public outings.





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PALLAPET

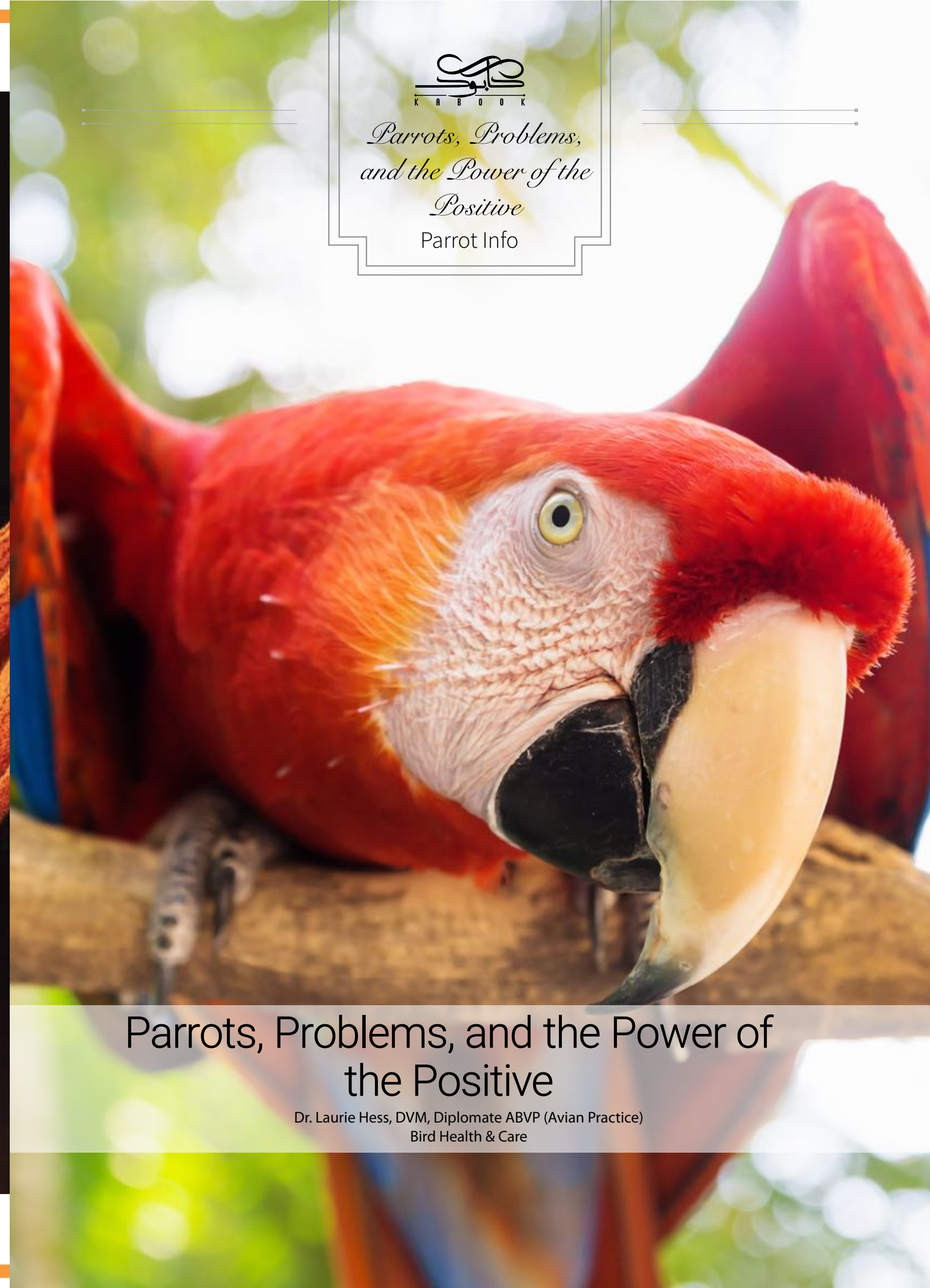
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*Parrots, Problems,
and the Power of the
Positive*
Parrot Info



Parrots, Problems, and the Power of the Positive

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

هر چه برای آرامش پت خود احتیاج دارید

تو پرشین پت پیدا میشه



تلفن: ۸۸۰۳۰۵۵۵

ملاصدرا انتهای شیراز جنوبی پلاک ۱۳

It happens every year. Birds scream. People scream back. As the days get longer and temperatures start to climb, the screaming gets worse. Some pet parrots scream all year long, but many scream louder when their hormonal clocks get wound up in spring as they are looking to mate.

The fact is that birds in the wild scream. They scream at dawn to wake each other up and to start to forage for breakfast. They scream at dusk when they get back together as a flock to eat dinner. But what may be a natural behavior for them in the wild is a socially unacceptable annoyance to many parrot owners, especially if they and their birds live in small apartments with neighbors who don't share their love for these feathered companions. So, what do these pet owners do when their parrots scream? Unfortunately, they start to scream back, only making the situation worse.

Birds in captivity scream for different reasons. They generally don't scream to wake others up or to round their flock mates up for food. Rather, most pet parrots scream for their owners' attention. They scream, and their owners come to them (even if just to scream back at them to stop screaming). And so the cycle of positive reinforcement of the screaming behavior begins. Parrot screams, owner comes, what will happen next? Parrot will continue to scream so owner will continue to come, and so on, and so forth...

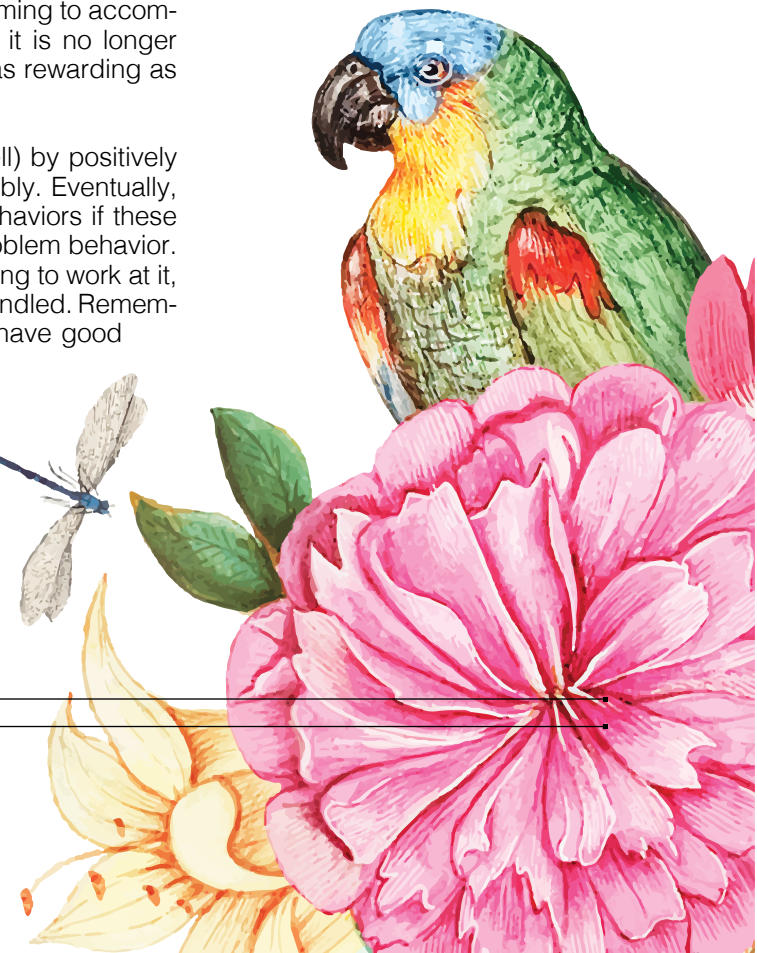
Screaming is not the only behavior that parrot owners unknowingly reinforce. Biting is another one. Bird owners will often hold out their hands for their birds to step up; yet, if the birds don't want to step up at that moment, they may bite the hands. As a result, owners may scream (giving attention to the birds unwittingly) and remove their hands (reinforcing the biting because now the birds no longer have to step up). Another cycle is established. So, what are pet owners to do if their animals are screaming and biting and driving them nuts? All too often, owners give up on these relationships, either ignoring their birds completely or giving them away to others who are more tolerant. This happens even more after they have owned the birds for a few years, when the birds reach sexual maturity. What is unfortunate is that with just a few minutes a day of work, many of these relationships can be salvaged, and birds owners can learn to enjoy their birds again.

As my mentor, Dr. Susan Friedman taught me, behavior doesn't occur in a vacuum. All behavior is learned, in part, either to get something good (i.e. attention from an owner) or to avoid something bad (i.e. having to step up on a hand when you don't want to). This is true for all behaviors performed by both animals and people. Think about it: behaviors are perpetuated because they accomplish something for their performers. Why else would these behaviors be repeated if they didn't?

What I teach bird owners who come to me with behavior problems is that they can use the principle of positive reinforcement to help solve these behavior issues. Positive reinforcement in this situation means rewarding the pet's behavior with something uniquely valuable to that pet (i.e. a food treat, a head scratch, verbal praise, etc.). What is rewarding to one pet might not be to another, so it is essential that an owner try to figure out what makes his particular animal happy. If an owner positively reinforces what he considers a more socially acceptable behavior that his pet already knows (such as tapping his beak on the cage) to get attention or to let the owner know that he doesn't want to step up, the animal will no longer have to perform the socially unacceptable behavior of screaming to accomplish the same end. Eventually, the screaming behavior will go away if it is no longer positively reinforced, as the beak tapping is; the screaming is no longer as rewarding as the more socially acceptable behavior of beak tapping.

Pet owners also can teach animals new behaviors (such as ringing a bell) by positively reinforcing these behaviors even if they occur accidentally or unpredictably. Eventually, these newly learned behaviors may be used to help replace problem behaviors if these new behaviors can be reinforced in the situations that usually elicit the problem behavior. So, if you own a bird or other pet with a problem behavior and you are willing to work at it, problems behaviors can be eliminated, and the pet-owner bond can be rekindled. Remember, however, that animals aren't machines; like us, they are allowed to have good days and bad, and when training new behavior, a pet may take three steps forward and an occasional step back. There is no magic pill or overnight solution to problem behaviors, but with a little daily practice and a lot of patience and dedication, you and your pet can learn to live happily together once again.

if they and their birds live in small apartments with neighbors who don't share their love for these feathered companions. So, what do these pet owners do when their parrots scream?



Why should we certainly travel to Amlash in northern Iran?

If you want to experience the peace and beauty of a silvan, mountainous, and historical virginal nature, you should definitely travel to Amlash city in Guilan province.

If you decide to spend 4 days in this beautiful nature, you'll have the opportunity to buy souvenirs from this city. Shab bafi tents, woolen handmades, joinery and turnery are Amlash handicrafts that attract the attention of every tourist. In addition, hazelnut, walnut, honey, oxtongue and a variety of livestock products can also be your souvenir from this area.

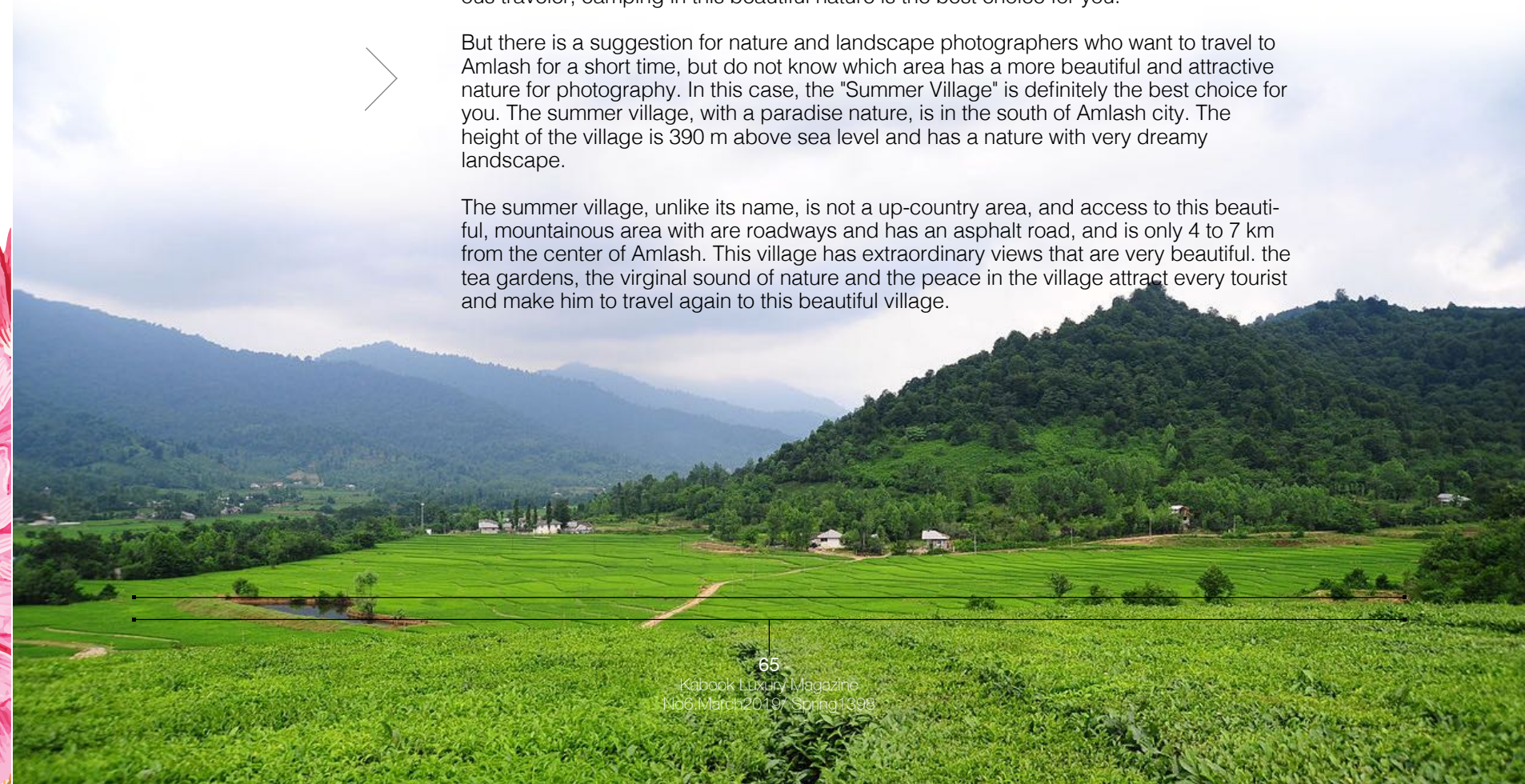
Zarbijar lagoon attractions are Lozan mineral water spring, Taline cave, talabon and gource cave and haft Kham taleh Sareh, Black Pool cave, Khasibdasht up-country area, khorma forest area, holo Dasht forest park, Amlash tuesday marketplace, Bolurdakan village, Summer village, Hussein Abad village and Zarchak village.

Although Amlash has the best geographical location in the spring and beautiful green environment of the mountains and its lush forests offers a subtle delight to the subtle souls of humans, but seeing it in the beautiful fall of the year is very good too. Undoubtedly, seeing the natural scenery of this beautiful place, attracts the look of every nature lover.

Thus, Amlash city, with its beautiful gardens of tea and good wheather up-country areas, has a tourist attraction and attracts many travelers every year from other cities of the country. The location of this city is such that due to the lush areas and beautiful gardens of tea, there are many internal and external tourist attractions, and it has a suitable platform for the development of the tourism industry. But nevertheless, there is no hotel for staying in the city. If you are planning to travel to Gilan and Amelash and you are not very economical, you should stay in the villas. In this case, yo can go to the Amlash up-country and stay in the houses that you can rent. But if you're a cheap and adventurous traveler, camping in this beautiful nature is the best choice for you.

But there is a suggestion for nature and landscape photographers who want to travel to Amlash for a short time, but do not know which area has a more beautiful and attractive nature for photography. In this case, the "Summer Village" is definitely the best choice for you. The summer village, with a paradise nature, is in the south of Amlash city. The height of the village is 390 m above sea level and has a nature with very dreamy landscape.

The summer village, unlike its name, is not a up-country area, and access to this beautiful, mountainous area with are roadways and has an asphalt road, and is only 4 to 7 km from the center of Amlash. This village has extraordinary views that are very beautiful. the tea gardens, the virginal sound of nature and the peace in the village attract every tourist and make him to travel again to this beautiful village.





Why
do
cats
love
to
sleep

They do not go into deep sleep so as to be aware of the surroundings for any threats or predators



It is well known that cats enjoy sleeping more than their daily activities of hunting, playing and eating. A domesticated cat sleeps for an average of 13 – 16 hours a day and it may possibly be more for outdoor cats. Kittens are growing hence they need more sleep than adult cats. There are several reasons why cats spend most of their time sleeping.

Genetics and diet

Cats are by nature nocturnal predators so it is not surprising for them to be active at night and rest during the day. Should you wish to minimize their nightly activities, try engaging them in games during the evening so they won't be so energetic at night.

The types of food play a part in their lifestyle too. Since cats are carnivores, they get tired more easily.

Catnap

Cats are light sleepers. Most of the time, you may notice that their eyes are not fully closed, just having a short nap. By nature, cats in the wild must be on alert to survive. They do not go into deep sleep so as to be aware of the surroundings for any threats or predators.

Location

Cats can sleep anywhere. Be it on the table, chair, card boxes, and window ledge. They are particular on the right temperature for their sleeping ground. A hot day will have them lying on the floor tiles instead of the bed. Likewise, a chilly night will see them lazing on the cushion or right in bed with you.



*Why do cats love
to sleep*
Cat Info

Why do cats love to sleep



*Dog Free From
Tick-Borne*

Dog Info

Eight Tips for Keeping Your Dog Free From Tick-Borne Diseases

Dr. Nancy Kay, DVM, DACVIM
Dog Checkups & Preventive Care

Getting rid of the little buggers before they've had a chance to embed eliminates the possibility of disease transmission

Dog Checkups & Preventive Care

Ticks are such annoying little creatures, but far more significant than the nuisance factor is their ability to spread disease. Ticks that embed in a dog's skin can transmit a variety of serious and even life threatening infectious diseases including:

- Rocky Mountain Spotted Fever
- Ehrlichiosis
- Anaplasmosis
- Babesiosis
- Lyme disease (Borrelia)

Another problem ticks can cause is a rare neurological condition called "tick paralysis." Lastly, ticks can produce inflammation and bacterial infection right at the site of the bite.

Prevention strategies

Prevention is the golden rule when it comes to keeping your dog free from tick-borne diseases. Here are eight tried and true tips to accomplish this:

1. Learn which season is "tick season"

While ticks are prevalent throughout North America, and year-round tick prevention is recommended, the time of year they are most problematic varies from region to region. Ask your veterinarian when tick season occurs in your neck of the woods. This will be the time of year to be most vigilant with tick control measures.

2. Know the lay of the land

Ticks prefer areas with dense vegetation. Much of their time is spent on the ground, but they are adept at crawling up to the tips of shrubs and grasses. This vantage point enhances their ability to successfully leap onto an animal passing by. Best to avoid exposing your dog to such shrubby and grassy areas, particularly during peak tick season.

3. Use tick prevention products

There are a variety of products on the market that prevent and/or kill ticks. Some tick collars work well, but are not a good choice for dogs who do a lot of swimming or those who have "mouthy play" with other dogs (chemicals within the collar might be ingested by your dog's playmate).

Other tick-prevention options include monthly medication administered orally or applied topically (to the skin). There are a variety of products to choose from and most are combined with flea prevention medication. Talk with your veterinarian about which tick prevention products make the most sense for your dog.

4. Frisk your dog daily

Perform a "tick check" on your dog daily, particularly following outdoor excursions. Getting rid of the little buggers before they've had a chance to embed eliminates the possibility of disease transmission. The ticks' favorite places to attach are your dog's neck, head and ears, so pay particularly close attention to these areas.

5. Save the ticks you remove

Sounds gross, I know, but saving the ticks you remove just might prove to be useful. Different species of ticks transmit different diseases. Given that symptoms of the various tick-borne diseases overlap, having knowledge of the type of tick your dog was exposed to may help your veterinarian hone in on a diagnosis more expediently. I recommend dunking and storing the ticks in a disposable container filled with isopropyl alcohol. Show them to your veterinarian should your dog become sick.

6. Remove embedded ticks promptly and properly

Do your best to remove any embedded ticks as soon as possible. Less time spent attached to your dog lessens the odds of disease transmission.

You'll find dozens of recommendations online describing how to remove an embedded tick. Be wary of what you read. Burning a tick with a hot match is not effective, and you risk singeing your dog's haircoat. Coating the tick with Vaseline® or some other type of lubricant does nothing but render the tick slippery and more difficult to remove. And acetone, such as the chemical found in nail polish removers, causes the tick to become brittle and more likely to shatter during the removal process.

Talk with your veterinarian about preferred methods for removing embedded ticks. Whichever method you choose, be sure to wear gloves so as to eliminate any risk of disease transmission for yourself.

7. Consider the Lyme disease vaccine

The Lyme disease vaccine has been available now for several years. Most veterinarians who specialize in infectious diseases continue to recommend against vaccinating dogs who do not live in areas where there is a high incidence of Lyme disease. Additionally, there is lack of agreement about exactly how much protection the vaccine provides. Discussion with your veterinarian on this topic is certainly warranted.

8. Know the symptoms and seek early veterinary intervention

Rest assured that the majority of dogs exposed to ticks never develop a tick-borne disease. But for those who do, early recognition of symptoms, quickly arriving at a diagnosis, and prompt treatment by your veterinarian enhance the likelihood of a positive outcome. If your dog has tick exposure, talk with your veterinarian about what symptoms you should be on the look out for.

Questions for your veterinarian

- When does tick season occur here?
- Which tick prevention products do you recommend for my dog?
- What method of tick removal do you recommend?
- Does the Lyme disease vaccination make sense for my dog?
- What are the symptoms of tick-borne disease that I should be watching for?

there is lack of agreement about exactly how much protection the vaccine provides. Discussion with your veterinarian on this topic is certainly warranted



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Horse Training

Horse Care

Perfect Serenity

1. Training

Very few riders have a perfect position and if you look around a warm-up arena next time you're at a show, you will see a variety of riding techniques. Often, a fault becomes a habit, which makes it more difficult to correct. However, it's worth spending a bit more time focusing on what is going wrong until the right way becomes your new habit.

Below are five issues many riders struggle with, plus easy ways to make them a thing of the past.

1. Don't look down!

When you are concentrating on what you're doing in the saddle, it can be hard to remember to look ahead. Your head is around 10 per cent of your body weight and looking down puts more weight on your horse's forehead, making it more difficult for him to stay balanced. To rectify the problem, tie a coloured bow or a red ribbon in your horse's mane. Every time you see the ribbon it means you are looking down, which will remind you to look ahead again. Having someone on the ground tell you when you are looking down can help as well. To help you get a feel for how you should be sitting in the saddle, imagine you have a piece of string attached to the top of your riding hat and that someone is pulling it upwards. With time, you'll focus on what's ahead, rather than what's on the ground.

2. Sit up!

Tipping forward can be caused by nerves, a lack of core stability and a poorly fitting saddle. You can work on core stability by doing Pilates or yoga. Lunge lessons, short bursts of sitting trot and working without stirrups can all help, too. To adopt a more upright position, lift up through your ribcage and bring your shoulder blades closer together. When riders are nervous, they tip forward. However, tipping forward actually makes you less secure. When you feel nervous, it's safer to sit up. If you suspect the saddle is tipping you forward, get it checked by a professional fitter.

3. Bend your elbows!

Straight arms results in an inconsistent contact with the horse's mouth and in too much movement in the rider's hands. Aim to create an L-shape with your arms, so the upper arm hangs vertically by your side and your lower arm points towards the horse's mouth. Book some lunge lessons and work on your arm position. Useful exercises including keeping the correct position without holding the reins, circling backwards with the arms (one at a time) and riding with the arms hanging loosely by your sides.

4. Sit straight!

If you are stronger one side of the body than the other it can cause you to be crooked in the saddle. A series of lunge lessons can be an effective way of resolving the issue. Also, ask if you have equal weight in both stirrups and on both seat bones. Keep your upper body tall to stop you collapsing through one hip and when you ride a turn, ensure you turn your upper body, rather than leaning over to one side. Your saddle could be causing the issue, so get that checked, too.

5. Heels down!

Raising your heels puts you in a vulnerable position in the saddle. At home, place the ball of one foot on the second step of your stairs and put the ball of the other foot on the first step. Push weight down into the heel of the foot on the first step, feeling a stretch through the calf. Repeat several times, then change legs. On a horse, shorten your stirrups to jumping length and stand in your stirrups. Start in walk until you've found your balance and hold the position for several seconds. Rest and repeat. Do the same in trot and canter, when you feel confident enough.

Rabbit Litter Box



Teaching your rabbit how to use the litter box

Avoid buying litters made from softwoods such as pine or cedar shaving and chips. These products have been found to produce liver damage in rabbits that use them

Litter training your bunny is not impossible, and bunnies are smart and pick up the habit easily with just the right encouragement. Older rabbits are easier to train as compared to young ones, especially babies (though you shouldn't give up training your baby bunny!) Litter training is recommended because it keeps your bunny's living quarters clean and hygienic, which makes for a healthy bunny.

When you select a type of litter to use for your rabbit, keep in mind that bunnies generally spend a lot of time in their litter boxes and they enjoy nibbling the litter. Rabbit urine also has a very strong odour, so buy a highly absorbent type of litter. Generally, organic litter types such as alfalfa, oat, citrus and paper make the best litters as they are absorbent and safe for your bunny to nibble on.

Avoid buying litters made from softwoods such as pine or cedar shaving and chips. These products have been found to produce liver damage in rabbits that use them. Alternatively, you may simply substitute litter with hay. However, in this case, you will need to change the hay daily since your bunny will also consume it.

Types of litter

Citrus-based litters

Control odours well, very absorbent, and can be composted together with the rabbit's waste. May be hard to find and expensive.

Clay litters

Tend to be dusty and have toxic deodorant crystals that can cause pneumonia in bunnies.

Clumping litters

Tend to clump inside the rabbit's digestive tract after being ingested. If in dust form, particles may clump inside the rabbit's respiratory tract causing serious problems often leading to death.

Compressed sawdust pellets

Inexpensive, highly absorbent, and non-toxic because their phenolic compounds are removed during manufacture. Usually made from softwood or hardwood sawdust. Their wood composition helps control bacterial growth and odours.

Corn cob litter

Does not control odour sufficiently and is not absorbent. High risk of lethal blockage in bunnies if consumed.

Newspapers

Absorbent but does not control odour.

Oat and alfalfa-based litters

Have excellent odour controlling qualities. But may cause bloating in bunnies when too much is consumed.

Paper pulp and recycled paper products

Very absorbent and good for controlling odours. Harmless if ingested.

Pine and cedar shavings

Tend to emit gases that cause liver damage.

Food pellets

A good and safe alternative to commercial litters. If bought in large quantities, they are much cheaper than most litters. They do not absorb as quickly but are fairly absorbent and can control odours well. Can be used in compost too. Avoid using this if your bunny is overweight as food pellets are fattening.

Where to place the litter boxes

You may designate a corner of your bunny's cage as its toilet. Place your bunny's litter tray at the corner of your selection and reward your bunny when he uses it correctly. You may use multiple litter boxes if you want to encourage litter box usage in the beginning. Keep in mind to always reinforce and encourage your bunny's behaviour whenever he uses his toilet properly.

Some bunnies love being difficult and may choose to litter in another corner of the cage. In this case, you may compromise and relocate his litter box to the corner of his choosing. It will be much easier to oblige your bunny than work against him!

Some bunnies love being difficult and may choose to litter in another corner of the cage. In this case, you may compromise and relocate his litter box to the corner of his choosing. It will be much easier to oblige your bunny than work against him!



Dribbles

Your bunny may dribble his pee over the edge of the litter box. This is because sometimes they back up too much over the edge and do not realize that they have dribbled. An easy solution will be to use covered litter boxes instead. If this is a persisting problem, your bunny may have a bladder infection and should be treated as soon as possible. Your bunny should start using the litter box properly once his infection is cleared.



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شماره تماس: ۴۸۰۰۰ ۳۸ ۲۲



Dog Diabetes

Dog Care



5 Reasons to Test Your Dog for Diabetes

Dr. Justine A. Lee, DVM, DACVECC

Did you know that some authorities feel that 1 out of every 100 dogs that reaches 12 years of age develops diabetes mellitus?

Diabetes mellitus (DM) is a hormonal problem where the pancreas fails to produce enough insulin, the hormone that helps push sugar ("glucose") into the body's cells. Without the insulin, the body's cells are starving for sugar; unfortunately, this then stimulates the body to produce more and more sugar (in an attempt to feed the cells). That's why your dog's blood sugar is so high (what we call a "hyperglycemia") with diabetes mellitus.

Without insulin, the sugar can't get into the cells; hence, why you need to give insulin to your dog with a tiny syringe twice a day. In dogs, this is a disease that can be costly to treat and requires twice-a-day insulin along with frequent veterinary visits for the rest of your dog's life.

So how do you know if your dog has diabetes? Clinical signs of diabetes mellitus in dogs include:

- Excessive drinking
- Excessive urination
- Urinary accidents in the house
- Dilute urine
- Overweight or obese
- Muscle wasting
- Ravenous appetite
- Frequent urinary tract infections
- Weakness
- Unkempt or poor hair coat
- Blindness secondary to cataracts
- Neuropathies (nerve problems)

As your dog gets older, it's worth talking to your veterinarian about doing routine blood work to make sure your dog is healthy. This blood work will help rule out kidney and liver problems, anemia, infections, electrolyte problems and diabetes mellitus. The sooner you recognize the clinical signs, the sooner your dog can be treated with insulin and the less complications we see as a result.

So, if you notice any of the signs above, get to a veterinarian right away. Now, continue on for 5 important reasons to test your dog for diabetes:

1. Your dog will live longer

Diabetes mellitus can shorten the lifespan of your dog, as secondary complications and infections can occur. With diabetes, the body is immunosuppressed and more likely to develop diabetic complications which cause long term harm to your dog.

2. Your dog will be able to see

Did you know that the majority of dogs with diabetes eventually go blind from cataracts? Even in well-controlled diabetic dogs, the excess sugar in the body can have secondary effects on the lens of the eye; it causes more water to influx into the lens, which disrupts the clearness of the lens. As a result, cataract formation occurs, resulting in eventual blindness and secondary inflammation in both eyes. While cataract surgery can (and ideally, should) be performed, it can be costly.

3. You'll save a lot of money

Treatment for diabetes mellitus includes twice-a-day insulin treatment, insulin syringes, prescription diets, and frequent veterinary trips for blood tests. Also, as diabetic dogs can't go without their insulin, it may mean hiring house sitters or pet sitters to treat your pet while you are on vacation.

4. You'll have less urinary accidents in the house

One of the biggest signs of uncontrolled diabetes mellitus is excessive drinking, urination and having urinary accidents in the house. Because of the hyperglycemia, dogs are also at increased risk for urinary tract infections, wrecking havoc on your carpet. The sooner you can treat your dog with insulin and get the diabetes controlled or regulated, the less your dog will drink and urinate, making your dog more comfortable too!

5. You'll have more peace knowing that your dog is healthy

As a veterinarian and dog owner, I want to make sure my dog is as healthy as possible. You might already be talking with your veterinarian about vaccines each year in a dog that is older than 7 years of age; next, talk to your veterinarian about doing an annual exam and routine blood work too. It'll pick up on medical problems sooner, so you can rest assured that your dog is going to live a longer, happier, healthier life!

you can pull something out of his mouth or prevent him from getting into trouble, he could be making a bad association with you touching his collar. This can later lead to avoidance behaviour or even aggression



Having a diabetic pet is also a big commitment, as it requires dedicated pet parents who can give twice-a-day injections of insulin. Caring for a diabetic dog does require frequent trips to the veterinarian to regulate the blood sugar. That said, dogs can live with diabetes for years with appropriate care and treatment. When in doubt, make sure to monitor your dog carefully for the signs of diabetes, and seek veterinary attention sooner rather than later to help test for this ever-growing problem!





Kidney Disease in Cats

Cat Care

Kidney Disease in Cats: What Cat Owners Should Know

Jason Carr, Former Pet Health Network
Editor-in-Chief

Perhaps the most important thing to know about kidney disease in cats is that way too many cats are affected by it. In fact, studies show that 1 in 3 cats suffer from kidney disease, reports Dr. Celeste Clements

There's much more to learn about chronic kidney disease if you want to protect your cat, and having this knowledge is step one in the fight against a disease that has claimed far too many lives. Check out the resources above, and ask your veterinarian what you can be doing to keep your cat healthier, happier and in your life for longer

Cats can get kidney disease for any number of underlying reasons, and even worse, it's difficult to spot. Most cats show no outward signs of kidney disease until the problem is very advanced. Even when they do, the first signals of kidney disease in cats are easy to miss, including subtle weight loss, urinating/peeing more often and drinking more water. Therefore, if you notice your cat is peeing on the floor, soaking the litter box, or if your cat is always thirsty, it's time to visit your veterinarian.

However, once these signs are present, there's typically already been a great deal of kidney damage. Fortunately, new advances in the veterinary world are making it easier to find kidney disease in cats earlier (even without signs being present).

What is kidney disease in cats?

Kidney disease in cats is notoriously hard to catch early and can have devastating effects on our feline friends. In general, kidney disease (sometimes called "kidney failure") happens when your cat's kidneys stop doing their job as well as they should. (Learn more about what kidneys do for your cat.) This damage, once done, is usually permanent and can be caused by a variety of issues. (Learn more about 10 common causes of kidney disease in cats.)

Kidney disease in cats is classified in two primary ways, as:

- Chronic kidney disease in cats
- Acute kidney injury in cats

Learn more about kidney disease in cats:

Since kidney disease impacts so many cats and early detection is so critical, it's a great idea for any cat parent to learn and know everything you can about the disease. We've included some in-depth articles about kidney disease in cats and additional tools below, as well as a quick quiz and tips for helping keep your cat's kidneys as healthy as possible for the long-haul:

- 6 Surprising Facts About Kidney Disease in Cats
- Chronic Kidney Disease: What Does Kidney Failure in Cats Really Mean?
- 10 Common Causes of Kidney Disease in Cats
- Kidney Problems In Cats: Test Your Know-How With Our Quiz!
- Kidney Stones in Cats: What You Need to Know
- Kidney Disease in Cats 101
- 5 Things Vets Hate About Kidney Disease in Cats ... And How That's About to Change

Kidney disease quick tips:

- Kidney disease is a leading cause of suffering and death in cats,³ and has been so difficult to combat because it was often not detected until most of the damage was done and permanent.
- Certain factors like kidney stones, urinary tract infections, or hereditary conditions could make kidney disease more likely.
- Encouraging your cat to drink more water can help with kidney health
- As cats age, the likelihood of developing kidney disease increases. In fact, more than half of cats over age 15 are afflicted.¹
- The IDEXX SDMA™ Test is a breakthrough that not only screens for kidney disease, but can detect this devastating disease months to years earlier than previously possible.³[Editor's Note: IDEXX Laboratories is the parent company of Pet Health Network.]



*Kidney Disease
in Dogs*

Dog Care



Kidney Disease in Dogs: What Dog Owners Should Know

Jason Carr, Former Pet Health Network
Editor-in-Chief

in dogs, and protecting your pooch from kidney disease means you should be prepared to look for problems early. Studies show that 1 in 10 dogs suffer from kidney disease, reports Dr. Celeste Clements

There's much more to learn about chronic kidney disease if you want to protect your dog, and having this knowledge is step one in the fight against a disease that has claimed far too many lives



Dogs can get kidney disease for any number of underlying reasons, and even worse, it's often difficult to spot. Some of the earliest signs of kidney disease in dogs may include subtle weight loss, urinating/peeing more often and drinking a lot more water. Therefore, if you notice your dog is peeing on the floor or asking to go out more, or if your dog is always thirsty, it's time to visit your veterinarian.

However, once these signs are present, there's typically already been a great deal of kidney damage. Fortunately, new advances in the veterinary world are making it easier to find kidney disease in dogs earlier (even without signs being present).

What is kidney disease in dogs?

Kidney disease in dogs is notoriously hard to catch early and can have devastating effects on our canine friends. In general, kidney disease (sometimes called "kidney failure") happens when your dog's kidneys stop doing their job as well as they should. (Learn more about what kidneys do for your dog.) This damage, once done, is usually permanent and can be caused by a variety of issues. (Learn more about 10 common causes of kidney disease in dogs.)

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- [Chronic Kidney Disease: What Does Kidney Failure in Dogs Really Mean?](#)
- [10 Common Causes of Kidney Disease in Dogs](#)
- [Kidney Stones in Dogs: What You Need to Know](#)

Kidney disease quick tips:

- Kidney disease is a leading cause of suffering and death in pets,³ and has been so difficult to combat because it was often not detected until most of the damage was done and permanent.
- Certain factors like kidney stones, urinary tract infections, or other infections, including Lyme disease, or hereditary conditions could make kidney disease more likely.
- Treatment options for advanced kidney disease are usually limited to treating the signs because dialysis and kidney transplants are not readily available for dogs.
- Encouraging your dog to drink more water can help with kidney health
- As dogs age, the likelihood of developing kidney disease increases.

The IDEXX SDMA™ test is a breakthrough new blood test that not only screens for kidney disease, but can detect this devastating disease months to years earlier than previously possible.³[Editor's Note: IDEXX Laboratories is the parent company of Pet Health Network.]

Check out the resources below, and ask your veterinarian what you can be doing to keep your dog healthier, happier and in your life for longer.



Kitten Time

Cat Info

What is Kitten Season?

Dr. Nancy Kay, DVM, DACVIM
Cat Checkups & Preventive Care

Here we are, smack dab in the midst of the feline phenomenon referred to as "kitten season." Have you heard of it yet? If not, this is the time of year when every unspayed, queen (female cat) is likely to have a belly full of babies, or a litter of youngsters by her side

Editor's Note: In addition to spaying your cats, you can also consider adopting from shelters. You can save a life and make a new friend, forever!

It is during kitten season when humane societies and animal shelters are teeming with youngsters of all shapes, sizes and colors. It's a great time to adopt from a shelter!

Why do kittens arrive seasonally?

Kitten season occurs seasonally because the queen has evolved into a "seasonally polyestrous" creature, meaning she comes into heat only during a particular time of year—during this time she is capable of having multiple pregnancies. In the Northern Hemisphere, the feline breeding season begins in very early spring and may persist throughout the summer months. Peak seasons are February through March and May through June. Throughout the rest of the year, the reproductive cycle goes into a state of dormancy referred to as "anestrus."

Why are cats so prolific?

The domestic cat has long been recognized for her fertility. In fact, the feline was worshipped as a symbol of fertility in ancient Egypt. Bastet, the Egyptian goddess of fertility, was portrayed as a cat.

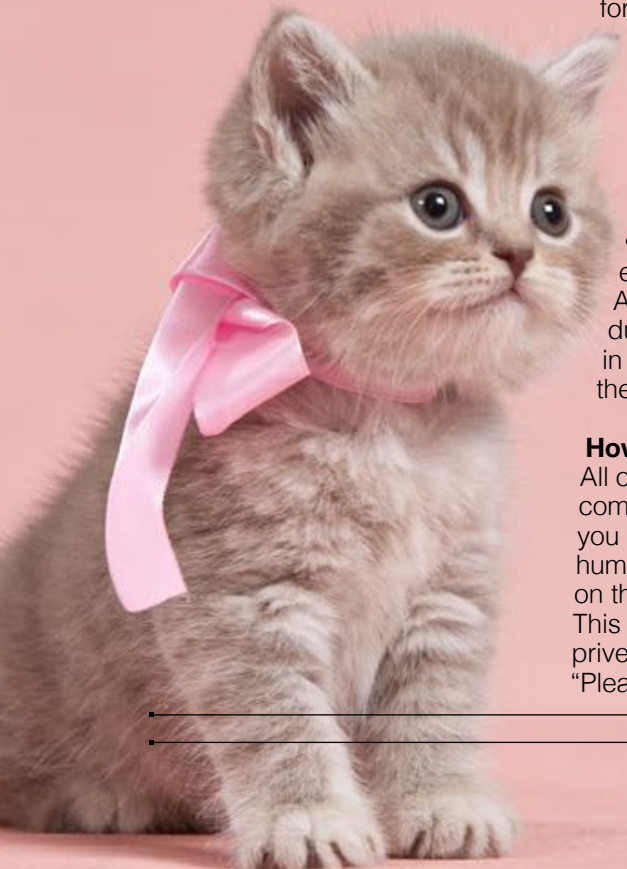
Unspayed kitties typically experience their first heat cycle (estrus) sometime between five and nine months of age. A queen who is in heat is exceptionally likely to become pregnant for the following reasons:

- A female cat will repeatedly come into heat, approximately every two weeks, throughout the entire breeding season.
- A queen who is in heat is quite the precocious creature. She will do whatever it takes to find herself a tomcat, and she will breed with multiple males.
- The domestic cat is an induced ovulator— her eggs lie in waiting until 30 to 50 hours following copulation, at which time they are released from her ovaries. This timing ensures that the eggs and sperm cells encounter one another.
- During the breeding season, queens quickly come back into heat after giving birth, even before their kittens are weaned.

All of these factors greatly enhance the likelihood of producing a litter, or two, or three during a breeding season. Allowed to breed naturally, a queen might easily produce in the range of 50 to 150 kittens over the course of ten years. Unfortunately, many of these kittens will end up in shelters or euthanized.

How can you help control kitten season?

All of this information makes a strong case for spaying your female kitty before she ever comes into heat. If you're thinking you'll simply keep her inside, away from any tomcats, you may be in for a bit of a life disturbance. Cats in heat have been known to drive their humans crazy by vocalizing 24 hours a day, constantly being under foot, rolling around on the ground, and, for all practical purposes, shouting out to the world, "I am in heat!!" This will go on for weeks at a time. During kitten season, it's not uncommon for sleep-deprived cat lovers to arrive at the veterinary hospital in a state of desperation pleading, "Please, spay her right now!"



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IPO DOG TRAINING CLUB

The Top Five Dog Behavioural Problems and How to Solve Them

If your dog is getting a healthy amount of exercise, she will have less nervous energy to direct into destructive chewing

#1 Leash Pulling

Have a dog that is always pulling on his leash whenever you go for a walk? According to dog trainer and behaviour expert Inger Martens, part of this problem may lie in trigger words, such as "Do you want to go for a walk?" As Inger explains, sometimes phrases like these "create chaos and craziness" in your dog even before the walk has started. Her solution? Put your dog's leash on silently before a walk, using no trigger words. Once your dog is leashed, guide her around the house for a few minutes. Finally, put some space between the time the leash is clipped on and when you actually leave for the walk. Do some chores, or perhaps watch a bit of television before you actually take your dog out. "This exercise," Inger explains, "will break up the pre-walk pattern of excitement that is associated with a leash." The result is that your dog will have less built-up, frenzied energy that she channels into pulling and sniffing on walks!



#2 Chewing on furniture/inappropriate objects

Dogs turn to destructive chewing for many reasons, but major ones are boredom and excessive energy. According to trainer and behaviourist Nicole Wilde, the first step is to make sure your dog is given proper chew toys when left alone so that your pup has a better alternative to chewing prized possessions. Nicole notes that most important, however, is to make sure your dog is "getting lots of physical exercise and mental stimulation." If your dog is getting a healthy amount of exercise, she will have less nervous energy to direct into destructive chewing.

#3 Peeing Indoors

Does your dog continue to pee indoors post puppyhood? First, rule out any physical problems. Dog behaviour expert Teoti Anderson advises that inappropriate urination can be a sign of problems such as a urinary infection or Cushing's disease, so be sure to get your dog a veterinary checkup.

If the problem isn't physical, there are a variety of reasons your dog could be peeing inside, including stress, anxiety, or learned behaviour from a previous home. Whatever the reason, however, Anderson advises that "starting housetraining from scratch" is a good bet. You're going to have to watch your dog like a hawk to prevent accidents; unsupervised house roaming is a thing of the past. Restrict your dog's access, particularly to areas she frequently pees, give her more frequent bathroom breaks, and reward her every time she goes to the bathroom outside. The trick is to "teach her that you only want her to eliminate outside," Teoti says. Once she starts getting the hang of it, you can slowly increase her freedom and access to more areas of the house again.

you can pull something out of his mouth or prevent him from getting into trouble, he could be making a bad association with you touching his collar. This can later lead to avoidance behaviour or even aggression



#4 Lack of Recall

This is probably a familiar scene: after a good romp at the dog park, you call your dog. "Rex, come!" He refuses, appearing suddenly hard of hearing. Why won't your dog come? According to veterinarian and expert animal behaviourist Ian Dunbar, you need to look at this scene from your dog's point of view. Your dog has learned that the dog park is fun, and when he obeys your command of "come," his leash gets hooked on, and the fun ends. Not really a great reward for obeying a command!

To help your dog with recall, Dunbar suggests teaching your dog to come in smaller, contained areas before trying it in distracting areas such as the dog park. Once you progress to areas with greater distractions, you need to teach your pup that coming when called does not necessarily mean the end of fun activities. Once in a distracting area, ask your dog to come, and if she complies, say "Good Dog!", grab her collar, and then immediately say "Go Play" and let her go back to her fun play session. "After just a half a dozen trials," Dunbar explains, "she will learn that coming when called does not necessarily mean the end of her play session."



#5 Barking

This is the big one. Although we appreciate that our pups often have their reasons for excessive barking, such as protecting their territory, it can definitely be a nuisance to hear your dog barking away while you're trying to work or relax. Trainer and behaviourist Nicole Wilde reminds us that we need to understand that barking is the way dogs communicate. If your dog's barking has become problematic, she says you "need to figure out why your dog is barking and under what circumstances and then approach the problem positively and humanely." As such, there are many, many reasons why your dog barks, and how you deal with it will depend on the cause.

If your dog is barking because she wants something, for instance, teach her that barking will not result in a reward (whether it is attention, affection or treats). If your dog learns that her behaviour is not resulting in what she wants, she may realize that barking doesn't lead to anything positive and cease barking.

If your dog barks whenever someone is at the door, this is a way of marking and defending her territory. Nicole suggests using positive reinforcement such as cookies to "teach her that after a few barks her job is to run to a designated area away from the door." With practice this should reduce the doorbell barking.

Your dog's barking could also be motivated by fear. According to Teoti Anderson, if the cause of your dog's barking is fear-based, "work with a professional, reward-based trainer to help your dog learn that he's safe and you'll take care of him."



Rabbit Care

Rodent Info

Bunny Care

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

There's no doubt: bunnies are adorable. In fact, they are maybe one of the most adorable animals there are – so cute and fuzzy. Some of them actually look like toys, which is perhaps why so many people want them as pets

If you're going to own a bunny, you have to be prepared to keep your cupboard well-stocked with these items and to shell out some money each week for fresh produce

Rabbits can be super pets when taken care of properly, but they are not right for everyone. Unfortunately, many well-intentioned pet owners learn this after they adopt or purchase bunnies that turn out not to be what they expected.

Before you get a rabbit, there are a few very important facts you need to know:

1. Bunnies need an herbivorous (vegetarian) diet.

They eat a lot of hay, a little bit of pelleted rabbit food, and a small amount of fresh vegetables every day. They need a high fiber diet, and they don't eat grains (like oatmeal) or nuts. Feeding them isn't as simple as opening a can of food into a bowl, as you would for a cat or dog. If you're going to own a bunny, you have to be prepared to keep your cupboard well-stocked with these items and to shell out some money each week for fresh produce.

2. Bunnies need attention to be well-socialized.

People get rabbits to be able to hold and cuddle them, yet what they don't realize is that rabbits are prey species and, as such, most are wired to be high-strung and skittish. With daily handling positively reinforced with food rewards, rabbits can get very used to being held, and many pet bunnies, in fact, come to enjoy it.

3. Bunnies poop a lot!

Rabbits have a high metabolism and are natural grazers. They don't eat actual large meals but instead pick a little bit at a time over the course of a day. Since they are nearly always eating, they are also nearly always pooping. Rabbit owners have to expect that when their pets are out of the cage, they are going to poop, too. Making sure that bunnies are on a wipeable surface when they are out is important to prevent carpets and furniture from becoming soiled. Plus, since rabbits are constantly soiling their cages, their cage bedding (preferably paper-based and not wood shavings, corn cob, or other indigestible items) must be spot-scooped daily and fully replaced at a minimum weekly.

4. Bunnies need preventative medical care.

Just like dogs, cats, and other pets, rabbits need regular medical attention. This means a trip to the vet just after you get your new bunny to ensure that he/she is healthy and that you are doing all the right things to keep him/her so, plus annual check-ups to ensure he/she remains healthy. Rabbits should have a stool sample checked for intestinal parasites that can be easily treated if they are found, and all female rabbits should be spayed (have their uterus and ovaries removed) after 6 months of age so that they do not develop uterine cancer (which over 50-60% do if they are not spayed by age 3). Male rabbits may spray urine to mark their territory and may "hump" everything in sight – your legs, your furniture, your other pets – when they become sexually mature. These unpleasant behaviors can be eliminated by neutering them. Finally, unlike cats and dogs that can go a couple of days without eating, rabbits cannot. If they stop eating for even a day, regardless of the cause, they can develop a life threatening condition called gastrointestinal (GI) stasis in which they become dehydrated,



Rodent Info

their GI tracts do not move food through properly, the normal bacteria that help digest food in their GI tracts are overtaken by gas-producing bacteria, and the gas produced makes them more uncomfortable and not wanting to eat, thereby perpetuating the cycle. Rabbits with GI stasis must be treated immediately or may die.

5. Bunnies are not great pets for very young children.

Given that most rabbits are easily stressed and that young children (elementary school age and younger) move quickly and are frequently loud, bunnies and little children generally don't mix. Very active kids may scare rabbits, causing them to jump and injure themselves. Plus, rabbits have very strong back legs, so their hind ends must always be supported when they are held, or they may kick and break their backs. Thus, children must always be supervised when holding bunnies.

6. Bunnies kept as pets are not the same as wild bunnies.

Domesticated rabbits are not the same species as the hares that live in your yard. Pet rabbits do not know how to protect themselves from predators or how to find food. They do not know how to fend for themselves and will likely die if left outside without food or shelter. Too many people don't realize this and simply release pet bunnies (especially after Easter) back into "nature" when these animals don't turn out to be what they expected. Unwanted rabbits should be rehomed or donated to shelters rather than released into the wilderness.

So, if you are considering getting a rabbit this Easter, educate yourself as thoroughly as possible about rabbit care by talking to rabbit-savvy veterinarians and bunny breeders, and read as much current information about rabbits as you can before bringing one into your home. After you've educated yourself, if you feel you can be a responsible bunny owner, then go for it. If not, maybe just enjoy a chocolate one.





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Caring for a
kitten

Cat Info



Kitten Care

Before you decided to adopt or bring home a kitten, ask yourself if you are able to commit to this new responsibility. Kittens are just like children and taking care of them requires time, effort and energy

Moving to a new home

Moving to a new home is stressful for a kitten. Give him assurance and time to adjust to the surroundings before introducing the kitten to other animals in the household, if any. Show the kitten where the bed, litter tray and food bowls are; carry them to the litter tray when you sense they need to urinate, likewise bring them to their eating area when its meal time. They will be able to grasp the routine soon.

Diet

Kittens usually start on solid food at around four weeks of age and have to be fed four times daily. From 12 weeks of age to six months, three times a day for feeding will suffice. Ready-made cat foods that can be bought in the supermarket usually contain a balanced diet for your kitten. There are many brands to choose from and many manufacturers make specific kitten food. Cat food can be bought in cans, rolls and packets in supermarkets, pet shops and provision shops.

You may wish to add in chopped or minced fresh meat, fish or chicken but remember, fresh meat or fish alone will not give your cat the essential nutrients needed. Kittens may not drink a lot but fresh water should be available at all times. Drinking bowls have to be washed daily. Cow's milk is not recommended as some cats are lactose intolerant and they can get diarrhoea.

Throw away unfinished food. Don't put it back in the fridge as it could be contaminated by bacteria.

Dry food can be left aside for kittens to nibble throughout the day and night.

Litter training

Once your kitten knows where to pee, you won't have to worry about stained carpets or beds. A kitten will more readily eliminate in a tray that is dry and clean. Scooping and cleaning the litter box daily will also allow you to check on your cat's stool consistency and the amount of urine. It could be a sign of danger if there is any change in the colour or amount of urine and sign of runny stool.

Playtime

Kittens are very playful. Give them different toys to keep them occupied; these need not be expensive, sometimes, a cardboard box will suffice. There are many toys you can find at home. Ping pong balls, feathers or even a handmade "fishing rods" can be fixed with a sturdy string, small plush toy and a stick. Playtime is also a good opportunity for you to know your kitten better and develop a closer relationship.

Grooming and cleaning

It is recommended to start grooming young so the kittens won't be resistant to it as they get older. Basic grooming supplies are a necessity and they differ from short to long-haired cats.

Kittens may not drink a lot but fresh water should be available at all times. Drinking bowls have to be washed daily



Long-haired cat needs daily grooming to keep their fur tangle and mat free. Once the fur is smooth, you can use a brush to remove excess loose hairs which can cause fur balls to accumulate. Brushing your kitten's fur on a regular basis helps to keep their coat shiny and healthy looking. Grooming also gives you the opportunity to check on your kitten's health and develop a closer bond. You may want to give your kitten a treat after a long day of grooming to make it a pleasant experience.

Basic grooming tools:

- Shampoo and/or conditioner
- Brush or comb
- Nail Clippers
- Cotton balls
- Dryer for longhaired cats

Vaccinations

Kittens have to be vaccinated at around the age of eight to nine weeks old for the first injection and a second at about 12 weeks old. Your vet will tailor a vaccination program to be done annually for your kitten. It is important to know that some viruses and diseases are airborne and no matter how clean your home is, your kitten is easily exposed to infection. Vaccines are not 100% effective, but will give a certain degree of protection and prevention against feline diseases and viruses.

What diseases can I vaccinate my kitten against?

- Feline panleukopenia virus (feline infectious enteritis; feline parvovirus)
- Feline herpesvirus (cat flu)
- Feline calicivirus (cat flu)
- Feline leukaemia virus (FeLV)
- Chlamydomphila felis (A type of bacterium; formerly known as Chlamydia psittaci var felis)
- Bordetella bronchiseptica
- Rabies

Worms, fleas and ear mites

Kittens are more susceptible to worms and require prompt treatment if diagnosed. Worms can cause serious health problems if not removed early, especially in kittens and young cats. They thrive in the intestines of kittens and weaken their immune system. Tape worms, round worms and hook worms are most commonly seen.

Signs

- Weight loss
- Poor coat condition
- Kitten appears to have a pot belly
- Diarrhoea or blood in the stool
- Vomiting
- Anaemia
- Segments of worm at the kitten's anus (tapeworm looks like long grains of rice)
- Worms in faeces.

Types of worms:

Tape worm

Tapeworms are long flat worms made up of many segments that are found in the intestine of a kitten or cat. These worms resemble grains of rice in appearance and can sometimes be seen on the hair around the cat's anus, in the faeces and on the cat's bed.

The most common types of tapeworm that infect cats are called Dipylidium caninum and are transmitted to cats by fleas. Immature fleas (larvae) begin the cycle by swallowing the eggs of the worm and infection is passed on to a cat when it eats an infected flea during grooming.

Hookworms

Hookworms are very small worms that have teeth-like mouth parts that attach themselves onto the cat's intestinal wall and feed on the cat's blood. They can cause anaemia, bloody diarrhoea, intestinal bleeding and sometimes death in kittens. They are often found in humid tropical areas.

Roundworms

Cats can become infected with roundworms by mainly three ways: ingesting roundworm eggs from the environment such as soil, nursing from a mother cat who was already infected before she gave birth and eating prey animals usually rodents; infected lizards, mice, birds and bugs.

See the veterinarian for the best appropriate treatment for your kitten. There are safe and effective products for eliminating fleas and your veterinarian can also recommend ways to clean and maintain your home





Fleas

Fleas are external parasites that thrive in warm climates and can be fatal if left ignored. They are carriers of bacteria and parasites such as tapeworm, and can cause anaemia. Your kitten may start to lick, scratch or even bite themselves which will eventually lead to noticeable bald patches, thinning of the fur and irritated, inflamed skin. Fleas move quickly but you may see tiny brown flecks among the fur at times. Part the fur gently and look at the skin beneath to check for flea dirt, which is one of the effective ways to check for fleas. To further confirm, run a comb through the fur. If your kitten has flea, dark flecks will show on the teeth.

See the veterinarian for the best appropriate treatment for your kitten. There are safe and effective products for eliminating fleas and your veterinarian can also recommend ways to clean and maintain your home. You can begin by washing your kitten's bed, blankets, pillows or any areas your kitten have been in contact with in hot water and detergent. Daily cleaning and vacuuming of the floor and carpets will make a great difference. If engaging help from a pest controller, he should be able to use a pet safe spray for your house and garden.

Ear mites

Ear mites are tiny parasites that live in the ear canals but can also stray to other areas such as the face, body and tail. They thrive in the warm moist area where air flow is restricted and dirt accumulates easily. They feed on debris and ear wax, and go deeper into the ear, causing inflammation and irritation. Ear mites can be transmitted from mother to children or from direct contact from other animals. If there is one pet in the household that has it, the rest who has close contact with the infected cat will catch ear mites too.

Signs

- Scratching of ears
- Shaking their heads repeatedly
- Bleeding in ear canals
- Build up of dark brown, reddish-brown foul smelling substance in the ears
- Remains of dried blood in the ears

Treatments

- Ear mite treatments can be purchased from pet stores.
- Veterinarians will be able to prescribe topical medication to clean the ear canals. It is crucial to follow instructions carefully to eliminate the life cycle of the ear mite.
- Antibiotics may also be required depending on the severity of the condition.

Depending on the medication used, the ears may need to be treated for two to four weeks until all mites are destroyed. Many ear mites live all over the body, including the feet and tail and should also be treated. Be sure to use products approved for use on other areas too. If you suspect your cat to have ear mites, it is best to visit the veterinarian for a proper diagnosis before using an over-the-counter remedy.

Spaying and neutering

Millions of cats are being put to sleep or left to fend for themselves because there are not enough families to take them. By spaying and neutering your pet, you play a part in minimising this problem.

A neutered male cat will reduce his tendency to urine spraying, lessens their desire to go outside to look for a mate. Neutered males are also less territorial so there is less chance of getting into fights, where injuries might lead to infections.

A female kitten needs to be spayed as early as four to five months of age to prevent unwanted kittens. Spaying has no harmful effects and is essential to avoid them from calling when they want to attract a mate. There is a risk of picking up life threatening infectious diseases from mating with stray cats.

Surgery is painless, performed under general anaesthetic, and is relatively safe procedure. Your kitten will be up and about after a day or so of its operation.

Deterring your cat's bad behaviour

Sometimes, bad behaviour from cats is often mistaken by humans as misbehaving. However, they all happen for a reason. It could be due to stress, anxiety from changes in environment, or health problems. Owners must know that these undesirable behaviours can be corrected and are solvable.

Below are some common examples of bad behaviour:

Destructive chewing

Chewing on furniture and electrical wires not only cause damage property but can also be dangerous to cats. There are many reasons why cats chew. It could be teething, exploration, curiosity, boredom or possibility of vitamin deficiency.

Ways to curb chewing

- Bring your cat to a vet and do a check if there are any health issues that may be the cause. Give your cat supplements or feed them quality pet food.
- Cover the exposed electrical wires or cords with hollow tubing or cord protectors.
- Bitter apple spray (or other discouraging scents) is safe, non toxic and works on all kinds of surface to prevent the cats from biting into them. Cats do not like the taste of it.
- To prevent cats from chewing on plants that may be toxic to them, replace them with cat-friendly plants such as lemongrass and cat nip. Alternatively, you may want to spray your other plants with bitter apple spray. Some examples of plants that are dangerous to cats, Poison Ivy, Mistletoe, Poinsettia, Easter Lily and Cactus.
- You can find a range of chewing toys for cats at any pet shops. If there is a budget, you can always give them plastic drinking straws to chew. The straws allow them to sink their teeth in while providing fun time for them to play with (they also love the sound the straw makes).

Compulsive disorder

Cats may also be affected by stress which will lead to disorders such as excessive licking, hair chewing, wool sucking, fabric pulling and rippling skin disorder. If left untreated, this behaviour can be destructive to a cat. Excessiveness can be measured from the duration, frequency and intensity of the behaviour.



Your vet may prescribe some behaviour-modification drugs, and will instruct you on how to use them. It is important to follow directions carefully, to avoid accidental overdose





For all compulsive disorders, it is not advisable to confine your pet. Instead, reduce environmental stress by regulating your cat's schedule and fix a daily routine of household events, such as feeding, play, exercise, and social time. On top of that, avoid unpredictable events as much as possible.

For repetitive meowing that resembles calling, a call to attract a mate, spaying and neutering will help. For fabric chewing and sucking, keep the fabrics out of your cat's reach or spray the surface with apple spray which will discourage them from chewing on it.

Your vet may prescribe some behaviour-modification drugs, and will instruct you on how to use them. It is important to follow directions carefully, to avoid accidental overdose.

Aggression

Rough play is natural among kittens but it can become a problem when your cat starts to hiss, growl, scratch and bite (other pets or you). Aggression in cats is dangerous. Their sharp teeth and pointy claws can inflict bites and scratches that may become inflamed infections for human beings.

Play-aggressive cats crouch, hide and pounce at any moving target, either people or other cats. Unknown to many people, play aggression is sometimes encouraged by pet owners themselves. It may seem harmless to play with your cat using your bare hands but it attracts them into thinking it is a moving prey and will prompt them to attack you with bites or scratches. When that happens, do not scold or physically punish the cat as it may reinforce this behaviour or make your cat fear you. Use toys instead of hands to play with them. Place a bell at their collar so you'll know where the cat is before any surprise attacks.

Urinating outside of litter box

If your cat has always been urinating in the litter box, a change in behaviour indicates a problem which could either be from stress or medical reasons. First, always check to make sure there is no health issue at risk. Bring your cat to the vet for a check-up. If there is pain or discomfort while urination, cats will associate them with the litter box and choose to eliminate elsewhere instead.

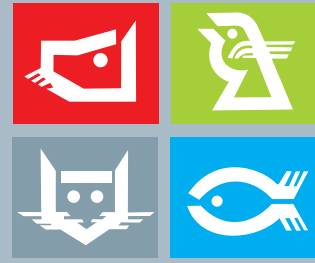
If it is not a medical condition, there are other possible causes:

- Stress from a new environment and changes in routine. While moving, try to place your cat in a private area where there is not much noise or disturbance. At the new place, give your cat his own sleeping area surrounded by his favourite toys. Spend some quality time together to assure him that nothing much has changed.
- A dirty litter box is uninviting and it is also a reason for them to start eliminating elsewhere. Make it a habit to clean the litter box by removing the clumps daily and changing the litter once every few days. To make cleaning easier, line the litter box with plastic bags special made for litter trays.
- Placing the litter box too near their food can also be a cause for this behaviour. Some cats do not like to eliminate near to where they eat. Also, it is advisable to have the litter box placed at quiet and secluded areas, as cats feel vulnerable if their private moments are displayed too openly.
- The type or consistency of litter makes a difference. There are various litters available: newspaper pallet, clay, clumping, wheat. Every cat has his own preference, pay close attention and you'll find out which one your cat likes eventually. If there is a need to change, place the new litter on top of the previous one and gradually remove the old litter.
- The type of litter box used may also discourage your cat from using it. Certain cats prefer a private hooded tray while other likes the option of being able to pee "elevator" style (standing up) or jump out of the tray once business is done. You can get a tray that comes with a lid or hood cover from any pet stores.



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کتاب
K A B O O K

*Younger Dogs Learn
Faster*

Dog Info

You can teach an old dog new tricks, but
younger dogs learn faster

Aging affects the cognitive abilities of dogs, as a recent study shows. A team of scientists studied dogs of different ages working on a specially designed touchscreen and discovered that although all dogs were capable of learning, older dogs learnt more slowly than younger ones. No age-related differences were found regarding long-term memory. The effect of aging on cognitive processes such as learning, memory and logical reasoning have so far been studied almost exclusively in people.

Using a series of touchscreen tests, Lisa Wallis and Friederike Range of the Messerli Research Institute at Vetmeduni Vienna have now studied these domains in pet dogs of varying ages. The study was conducted with 95 Border Collies ranging in age from five months to 13 years. The dogs regularly came to the Clever Dog Lab on the Vetmeduni Vienna campus accompanied by their owners to conduct the tests on a touch-sensitive monitor.

"Border Collies have a reputation for being fast learners. They were bred over generations for characteristics that are important in shepherding. In recent years they have become a popular breed of pet dog, probably because they are so easy to train. This is why we had access to enough test animals from this breed," explains study director Friederike Range. The dogs were divided into five age groups and tested in four tasks. These were designed to test three cognitive abilities: learning, logical reasoning and memory.

Older dogs learn more slowly and exhibit lower cognitive flexibility

The tests revealed differences in cognitive ability depending on the age of the dogs. The first part required the animals to learn to correctly select four from a total of eight abstract pictures on a touchscreen. The dogs were shown two pictures on the screen at a time. One picture had a positive association -- the dogs were rewarded with a food treat for touching this picture -- while the second picture had a negative association -- touching this picture did not result in a treat but in a time-out. The four "positive" pictures were presented in different combinations with the "negative" pictures.

"Older dogs required more trials than younger ones before they were able to solve the task correctly. The test also showed that older dogs are less flexible in their way of thinking than younger ones. As in people, older dogs find it more difficult to change old habits or what they have learned," explains Lisa Wallis, the study's first author.

Logical reasoning improves with age

After the Border Collies reached a learning criterion they were again shown two pictures on the touchscreen. This time, one of the pictures was new for the animals. The second one was familiar from the previous test where it had a negative association. The dogs should identify it as the "wrong" one. The novel picture would therefore be the "correct" one. Hence, the dogs had to choose through inference by exclusion.

"The older the dog, the better it performed, while younger dogs were unable to master this task. This is probably due to the fact that older dogs more stubbornly insist on what they have learned before and are less flexible than younger animals," says Range.

Long-term memory for touchscreen stimuli is not affected by age

Six months after the first learning tests, the researchers repeated the touchscreen trials using the same eight abstract pictures as before in order to test the dog's long-term memory skills. The test revealed no significant age differences. Nearly all dogs remembered the correct pictures as positive.

The results of this study provide measures associated with normal cognitive aging in Border collies, and thus could be used as a basis for breed comparisons as well as early recognition and treatment of certain cognitive deficits.

"The older the dog, the better it performed, while younger dogs were unable to master this task. This is probably due to the fact that older dogs more stubbornly insist on what they have learned before and are less flexible than younger animals," says Range



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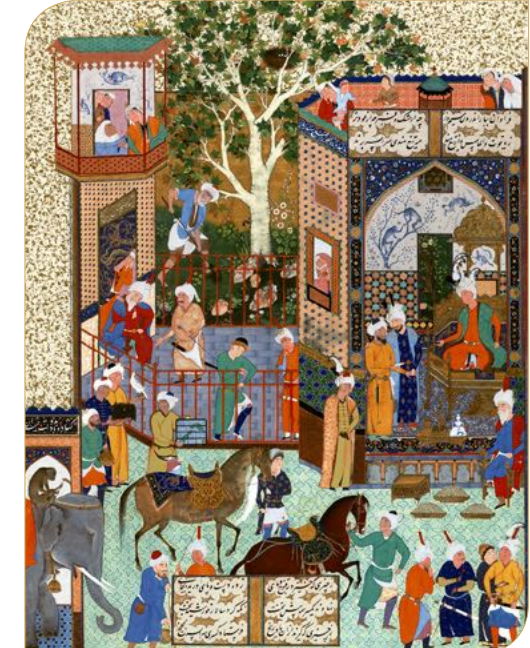
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اقتصاد هنر

با حفظ شان هنر و بکارگیری هنر اقتصادی و اعتماد به دانش، توان بالقوه در هنر و صنایع دستی کشورمان با محوریت جوانان و هنرمندان شایسته این سرزمین، یکی از موثر ترین و مطمئن ترین راه های تقویت و حمایت از اقتصاد امروز ایران است.

در زمینه ایده پردازی و طراحی یک اصل وجود دارد که قابل انکار نیست و آن نوآوری است. در بیان دیگر می توان گفت پرهیز از تکرار با رعایت اصول و نکات ساختاری. اما نه به این معنی که برای ایده پردازی و خلاقیت باید از محصولات جدید و طرح های به روز کشورهای توسعه یافته الهام بگیریم، کاری که متأسفانه با وسعت چشمگیری در دو دهه گذشته در جامعه ما رواج پیدا کرده است.

البته خوشبختانه در سال های اخیر عده ی بسیاری از بزرگان و تاثیرگذاران صنعت جواهرات مد پوشاک و طراحان اکسسوری از آن روی گردانده اند و به فکر راه چاره ای برای رهایی از الگوهای بیگانه هستند. ایده پردازی در واقع هنر متفاوت نگاه کردن به تکراری ترین و ساده ترین داشته های ما است.



هرچند عزیزان بسیاری در عرصه کارآفرینی در تلاش هستند اما آنچه در حال کمرنگ شدن است و نیازمند توجه بیشتر است هنر و فرهنگ ایران عزیزمان است که در سرتاسر تاریخ تاثیرات فراموشناپذیری و فرازمانی داشته و هنوز هم آن معدن غنی و نامحدود یعنی هنر ایران زمین، توانایی آن را دارد که به عنوان یک اهرم قدرتمند در حوزه کارآفرینی ایفای نقش کند. در دایره وسیع کسب و کار های امروز ایران بخش قابل توجهی می تواند وام دار عرصه هنر و فرهنگ ایرانی باشد در صورتی که فعالان اقتصادی به سادگی از کنار آن عبور می کنند. برای مثال می توانم بگویم که شاید به نظر بسیاری از مردم کسب و کار های مرتبط با حیوانات از جمله پرندگان تزئینی، حیوانات خانگی، صنعت اسب، حیوانات کار، هیچ ارتباطی با هنر نداشته باشد.

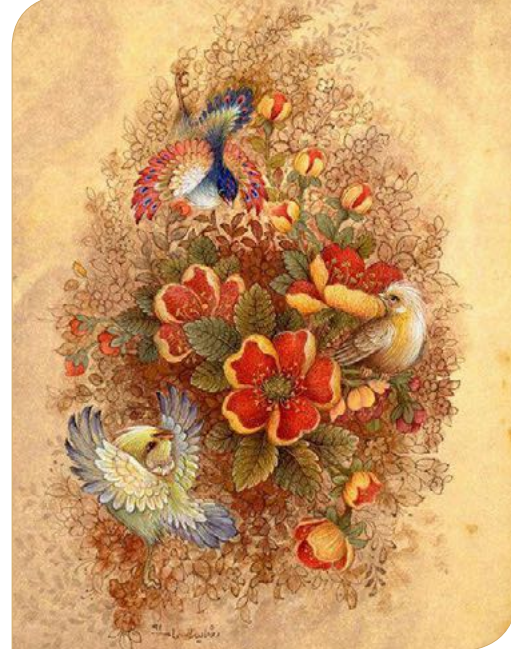
در صورتی که این دو با هم ارتباط بسیار نزدیکی دارند و این موضوع امروز و دیروز نیست بلکه انعکاس آن در تاریخ قابل مشاهده است. الهام گرفتن از حیوانات در خلق آثار هنری فاخر یکی از آن نمونه هاست که تیم تحقیق و توسعه و مجموعه ایده پردازان جواهرات پارتیه مظفریان با مطالعه ی گونه های حیوانات و پرندگان خاص و بررسی تاریخچه طراحی های صورت گرفته بر اساس آن، به نتایج ارزشمندی دست پیدا کردند که یک نمونه از آن پرندگان تزئینی است که در دوران مختلف تاریخی حتی از نظر اهمیت به اندازه ای مورد توجه بوده است که در دوران مختلف تاریخی ایران این پرندگان یک جز از هدایای سلطنتی محسوب میشده که شرح آن گفته خواهد شد.

مختصر و مفید بگویم، تیم مدیریت پارتیه مظفریان همیشه بر این باور بوده که داشته های ما، از جمله نیروی انسانی متخصص و متعهد، با استفاده از ارزش های واقعی از جمله هنر ایرانی نه یک مسیر، بلکه شاه راهی ست برای رسیدن به موفقیت با کمترین درصد ریسک، ارزش آفرینی، درآمدزایی و کارآفرینی بخشی از فعالیت های تخصصی تیم مدیریتی پارتیه مظفریان است که به برنامه های حمایتی از هنرمندان می پردازد و این مایه افتخار ماست و بر این باور بوده ایم و هستیم که موفقیت تنها با داشته های ما شکل میگیرد چرا که خالق کائنات همه ابزارهای لازم برای رسیدن به هدف های بزرگ را در وجود ما نهاده.



بخش ارزشمند طراحی های ما انعکاس قدیمی ترین داشته های فرهنگ ایران است.

در ایران گذشته پادشاهان و بزرگان درباره علاقه بسیاری به جمع آوری پرندگان خاص داشته اند و آوازه ی این علاقه به گوش حکومت های فرنگی و شرقی نیز رسیده بود و در سفرنامه ها و متون تاریخی به کرات اشاره شده که سفیر روس همراه خود یک جفت درنا و سفیر هند با قفس الماس نشان شاه طوطی نر و قفس زمرد نشان شاه طوطی ماده به نزد شاه آمدند. و یا جایی سفیر فرانسه در توضیحات خود به شرح کاخ عالی قاپو می پردازد که می گوید بخشی از باغ پشتی به نگهداری پرندگان اختصاص دارد که مساحت بسیار وسیعی با تور محصور شده و هر آنچه پرنده ی زیبا در جهان وجود دارد در یک باغ کنار هم جمع کرده اند. و چنین جمعی از پرندگان تا کنون در قصر هیچ پادشاهی ندیده ام. و این اهمیت و علاقه باعث شده در بسیاری از نقاشی های ایرانی پرنده به حدی تاثیرگذار بوده که نقشی با نام گل و مرغ وجود دارد.



بی شک در یک مقاله به اختصاص باید به آن پرداخت اما آنچه گفتنی است این که همین نقش مایه سبب شد تا بخشی از آثار نفیس جواهرات پارتیه مظفریان را به آن اختصاص دهیم.

این قطعات هنری در نهایت نبوغ فنی همراه با ساختار زیبایی شناسانه طراحی شده تا محدودیتهای فلز و سنگ به لطافت فرم و نقش پرنده آسیب نزنند. زیبایی های حکاکی و هنر قلم زنی و مرصع کاری جواهر بر روی آن در نهایت دقت و صرف زمان اجرا شده است.

این نکات صرفاً برای جذابیت اثر نیست بلکه از نظر هنری ریزترین نکات که در نگارگری (نقاشی ایرانی) رعایت می شود، هنرمندان ما به توسط طلا و جواهر اجرا کرده اند و در نهایت قطعه ی ساخته شده یک محصول طلا جواهر نیست بلکه یکی از صفحات شناسنامه ی ۱۸۰ ساله ی پارتیه مظفریان است و اینکه مخاطبان ما با داشتن این قطعات هنری صاحب بخشی از گنجینه ی پارتیه مظفریان هستند که مایه ی سربلندی و افتخار ماست.



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