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SOCIAL MEDIA MANAGEMENT, DESIGN AND LAYOUT, NEWSLETTERS, WEB DESIGN, CONTENT, VIDEO PRODUCTION, PRINT & DIGITAL PUBLISHING

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SOCIAL MEDIA FEATURES, ADVERTISEMENTS AND MORE ...

TIPS FOR 1ST TIME DOG PARENTS

There's a lot to consider before you bring a four-legged family member home. Be sure you're ready before you say, "I do."
Part of being ready is understanding what a dog requires physically and mentally—and asking yourself if you're up for the commitment for the rest of his life.









FOOD STORAGE ESSENTIALS

Don't store pet food in the garage as excess heat or moisture - common problems in some garages especially during the summer - can degrade essential oils and break down nutrients in dog food. Your dog's food could also be at greater risk of being exposed to pests like insects and rodents.









SET BOUNDARIES EARLY

Allowing your new puppy to climb all over you and jump on people might seem cute right now, but chances are that you'll feel differently in a year's time when they're much bigger. Jumping, mouthing, pawing, excessive licking — these behaviors aren't so cute when repeatedly performed by an adult dog.

TRAINING TIPS



www.lionelschoice.com







GOLDFISH FACTS...

FREQUENTLY ASKED QUESTIONS

How often should I feed my dog?

Dogs should eat at least two meals each day, about 12 hours apart. But a breakfast, lunch, and dinner schedule is an equally great option. If more than 12 hours elapses between meals, the stomach can become hyperacidic causing nausea.





The age of a Koi is determined by the rings around their outer scales: one ring for every two years. Set a Fond







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PET MASTERS



At the Groom Room Doggy Parlour, we ensure that your dogs are well looked after and loved like our very own. Bookings can be made on 011 894 2359 or walk ins are always welcome. Open from Tuesday to Friday 8h00 to 16h45 and on weekends 08h00 to 16h00.

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Groom Room Doggy Parlour

SPA PACKAGES

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With the unpredictable costs of vet visits, not having pet insurance could mean the risk of being hit with an expensive bill if an unfortunate worst-case scenario occurs.

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Dog mouths are cleaner than human mouths? Not true. Dogs AND people have all sorts of bacteria in their mouths to help keep them healthy. Most of the bacteria in your dog's mouth are not zoonotic, which means you won't get a disease from a big old doggy kiss. FOLLOW US FOR MORE FACTS! Complete.



you decide to bring home a new puppy

Pet nutrition by pet people

FIND OUT MORE BY CLICKING ON THE LINK ABOVE



Does your dog have Cabin Fever?

Destructive? Hyperactive? Anxious? These are a few common behaviours often displayed by an under-exercised, understimulated dog.

CLICK ON THE LINK BELOW TO FIND OUT MORE

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Meet the Labrador...

The lovable Labrador Retriever is the one of the world's most popular dog breed. Labs are friendly, outgoing, and highspirited family members.

CLICK ON THE LINK ABOVE TO FIND OUT MORE

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The dangers of sea water

A dog that has swallowed too much salt water could suffer serious kidney damage, and if left untreated they'll dehydrate rapidly, which could prove fatal.



CLICK ON THE LINK ABOVE TO FIND OUT MOR

On cats and collars

Unless trained to collars from kittenhood, most cats bitterly resent having to wear one, but it is indeed true that a cat with a collar is a safer cat.

FIND OUT MORE ON OUR BLOG!

Complete.



The lowdown on Biliary

The common term for biliary is Tick Bite Fever. Biliary is a disease caused by a parasite named Babesia. Tick bite fever is one of the most common infectious diseases in Southern Africa.

FIND OUT MORE ON OUR BLOG!



TOP TIPS For shopping for a dog

When shopping for a dog collar, it's best to select one that's the right size for your dog, has a quick-release clasp for safety, and has a sturdy D-ring where you can attach a leash.











STRUGGLING WITH THE ITCHIES, HOT SPOTS OR **DERMATITIS?**

Vetlomar Allergy Itch Relief products are topical applications for the symptoms associated with allergic skin reactions.









STRESS-EEZE

A natural treatment for anxiety, hyperexcitability, restlessness, aggression, and compulsive behaviour in dogs. Ideal for dogs who experience fireworks or storm fear.









Canine Zone magazine is available now at Woolworths, Pick n Pay, and Checkers, countrywide, as well as selected Spar stores. Visit our website for a stockist list.

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Here's something to woof about - finally, a healthier and safer alternative to Rawhides!

Chewing is an excellent way to keep your dog's oral health in top shape. Offer your dog Altimate Dental Chews which will not only exercise jaw muscles but also scrape plaque and tartar off of the teeth. Reduces plaque by 70%!













Happy 2023!

NEW YEAR'S RESOLUTIONS FOR PET PARENTS

Resolve to spend some one-on-one time with your dog or cat, even if just at home watching some TV and cuddling or playing catch



www.rucenta.co.za



"You can not look at a sleeping cat and feel tense."

- Jane Pauley





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If you are ordering for yourself only, go to check out and select the "Standard Delivery" option and you will receive payment details as well as courier fees. If you are ordering for Dogtown SA as well or only, add the items you would like to purchase for Dogtown SA into a SEPARATE cart and go to check out. Mark the delivery as "Deliver to Dogtown". There will be no courier fees as the items will be collected directly by Dogtown.

GOOD REASONS TO ADOPT FROM A SHELTER!

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Dogs or puppies bought from a breeder or pet shop can cost you – a lot! And you still have to pay for vaccines, microchips, and spaying or neutering. When it comes to adopting, shelter dogs are fully vaccinated and already spayed or neutered.





www.animalsindistress.org.za

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The Society for
Animals in Distress'
veterinary care is
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It's extremely important to wear broad-spectrum SPF 15 or higher sunscreen starting in your teens and 20s. Sun spots can show up quickly on your skin and can increase

with more sun exposure, making them even harder to get rid of.

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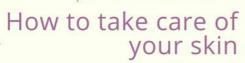


Drinking water feeds the skin from the inside. Dehydrated skin can look dull, be itchy and dry and make lines more noticeable.

Alcohol and coffee dehydrate skin.

Drinking plenty of water keeps skin hydrated and can give your skin a healthy glow.





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Nutrition is important for her unhealthy diet can damage

Nutrition is important for health. An unhealthy diet can damage your metabolism, cause weight gain, and even damage organs, such as your heart and liver. But what you eat also affects another organ - your skin. As scientists learn more about diet and the body, it's increasingly clear that what you eat can significantly affect the health and aging of your skin.



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KNOW YOUR SKIN TYPE

NORMAL

How to Tell: You don't experience many breakouts. Your skin doesn't tend to react negatively to new products or weather changes. You don't feel like you need to constantly moisturize or blot oil from your face all day long. Your skin is firm, with minimal fine lines and wrinkles. With normal skin, you experience almost no sensitivity, dryness or oiliness and your skin can tolerate most ingredients.



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Bell peppers contain plenty of beta carotene and vitamin C — both of which are important antioxidants for your skin. Vitamin C is also necessary to create collagen, the structural protein that keeps your skin strong.





DOY Cre











When you opt for brands not tested on animals, like The Victorian Garden, you're also ditching the bad chemicals like parabens, sulfates, and synthetic dyes. These cleaner cosmetics are better for your skin, which means less likelihood of breakouts, allergies, and inflammation.











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Pet hair getting everywhere? Slip on a pair of latex gloves and rub your hands along your couch, chair, or car interior to get rid of pet hair. Afterwards, run your gloved hands under water; the fur will come right off.



PET OWNER CLEANING TIPS

Keep your home clean and fresh!

Henry Pet Care was developed specifically for pet parents. Offering power and performance plus a MicroFresh activated charcoal filter which will minimise any odours.



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What is a stroke?

A stroke occurs when there is a blockage of an artery or rupture of a blood vessel – interrupting blood flow to an area of the brain. When this happens, brain cells begin to die and brain damage occurs.



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Place bowls of baking soda in your fridge, pantry or small kitchen. Baking soda does a wonderful job of absorbing, not masking, odours — plus, it's easy to find and cheap!

How to make your home smell great!

KNOW YOUR SKIN TYPE

NORMA

How to Tell: You don't experience many breakouts. Your skin doesn't tend to react negatively to new products or weather changes. You don't feel like you need to constantly moisturize or blot oil from your face all day long. Your skin is firm, with minimal fine lines and wrinkles. With normal skin, you experience almost no sensitivity, dryness or oiliness and your skin can tolerate most ingredients.





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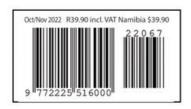
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VET VISITS Making them stress free

AllTHE QUEEN'S DOGS

Summer Safety

Keeping your dog safe in hot weather





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ADOPTING A RESCUE DOG 10 Steps to Success!

Who let the dogs in? A-Z of taking your dog to WORK

TOP TIPS FOR VET VISITS

How your dog's needs change over time

The Newfoundland

Calm, patient, gentle

STEVIE'S DREAM

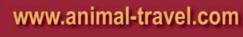
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ESCUESTARS Who is the SAID?





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Available in Chicken flavoured Rollies, Mint flavoured Dental Bites, Lamb and Vegetable flavoured Flatties, Biltong or Peanut Butter flavoured Bites, Mini Semi-Moist Bites, Smoked Bacon flavoured Semi-Moist Strips, and Marrowbone flavoured Semi-Moist Bites.

V27329, V27270, V32981, V29212, V27269, V17792, V27327, V32979

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- Natural ingredients
- Essential vitamins and minerals
- Great for older dogs



Maintenance

- Best value for money
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- Our most popular product



Classique+

- Excellent for joint and bone care
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- For the energetic dog



Elite

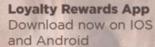
- Contains real ostrich
- Quality ingredients
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- Essential vitamins and minerals
- High protein diet

















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SUBSCRIBE





Keeping your dogs, cats, kittens and puppies free from parasites!

CONTENTS

THE DUNG THING!

The dangers of Spirocerca Lupi and how to protect your dog SAY NO TO

Identifying ticks and how to keep your pet safe CHOOSING THE RIGHT PRODUCTS

Handy product option guide for dogs and cats

CLICK ON THE LINK BELOW TO SHOP ONLINE

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The dung beetle is the intermediate host of a

fairly rare but is becoming more common

causing severe illness in dogs.

killer worm called Spirocerca Lupi. It used to be

The lifecycle of this worm requires both a final

host which is the dog and an intermediate host

also be involved. These are other mammals (rats

which is the dung beetle. Paratenic hosts can

and mice) or birds (chickens) that have eaten

the beetle and are then themselves eaten by

the dog. Many believe that Hadeda poop can

transmit the worm to dogs, but this is not true.

When the dung beetle or paratenic host are

eaten by the dog, the worm larvae are released

through the stomach wall into the blood vessels

burrow into the wall of the aorta, weakening the

walls and causing aneurysms. These aneurysms

sudden death. The larvae stay in the aorta wall

of the oesophagus where they live, mate and

lay eggs. The eggs are then passed out in the faeces and are ingested by the dung beetle.

The worm's presence in the oesophageal wall

results in nodules forming which grow bigger

over time. As they grow, they cause the dog to vomit or regurgitate, the dog may even find

swallowing difficult, have a poor appetite, lose

to mature and then move on to lodge in the wall

into the dog's stomach. The larvae burrow

which transport them to the aorta. They now

can rupture resulting in huge blood loss and

weight and be lethargic. If left untreated, these nodules can also become cancerous and the cancer can spread, particularly to the lungs.

Diagnosis is made using one or more of the following: x-ray, ultrasound scan or endoscopy.

Treatment will be decided by your vet and is a very lengthy process which may even require surgery. The earlier treatment is started the more successful it will be.

Once again prevention is better than cure and this is achieved through monthly treatments with the spot-on ADVOCATE or the tablet MILBEMAX.

Thankfully Spirocerca Lupi infections in cats have been rare to non-existent.



Pet owners know their fur babies and can immediately tell when something is off about them. However, figuring out what exactly is sucking the joy out of your dog isn't as obvious, especially when it's latched onto their skin underneath all that glorious hair! We're talking about ticks and how to keep your pet safe from them. Although ticks are small and irritating, they can cause a myriad of diseases in your pet, some of which can be fatal.

Say NO to

Ticks!

Identifying ticks and how to keep

your pet safe

MEET THE TICK

CLICK HERE TO

SHOP ONLINE NOW!

There are approximately 899 different species of ticks in the world. They're divided into two groups hard ticks and soft ticks. Hard ticks are identified by the hard shield behind the mouthparts and are shaped like an apple seed (when they aren't fed). Soft ticks don't have the hard shell and resemble a raisin. Although all ticks are problematic for your pet, the most common ones you'll find are hard ticks, more specifically the brown dog tick and the yellow dog tick.

Ticks cling to long grass and shrubbery, with their front legs stretched out waiting to grab onto your unsuspecting pet as they pass by. This is called questing. Ticks are a problem year-round, but more so in spring and summer as the high temperatures and moist environments create the ideal climate for them to thrive.

DANGERS TO DOGS

Tick bite fever, also known as biliary is a disease known by many pawrents, and this can occur when a tick carrying the Babesia parasite bites your pet. The parasite is transmitted to your pet through the tick's saliva, causing the red blood cells to burst, which drastically drops your pet's red blood cell count, and an urgent blood transfusion may be required. Some ticks can cause deadly tick paralysis or transmit other harmful and potentially fotal diseases to dogs. The mildest consequence of a tick bite is the affected area becoming infected and painful.

Not all ticks carry the tick bite fever parasite, but there are many that do. The incubation period for tick bite fever is 14 days, so if you've removed a tick from your pet, keep an eye out for any symptoms over the next two weeks. Tick bite fever symptoms are non-specific, but look out for general unwellness in your pet such as reduced or lack of appetite, lethargy and weakness, nausea, diarrhoea and pale gums (although some dogs have dark gums).

Ticks will hop onto your pet whether you like it or not. However, you can prevent them from causing any harm to your fur baby with a simple monthly treatment

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CONTENTS

THE BENEFITS OF DOG AGILITY TRAINING

A great way to bond and have fun with your dog!

FROM HEAD TO

Incredible cat facts that you might not know...

BETTER SAFE THAN SORRY

Keeping your dog or puppy safe – and your possessions intact – is simple to do

www.completepetfood.co.za



For some pet parents, a trip is no fun if the fourlegged members of the family can't come along. But travelling can be highly stressful, both for you and your dogs. If you're planning to take a trip with pets in tow, we have some tips to help ensure a safe and comfortable journey for everyone Remember, no matter where you're headed, make sure that your dog has a microchip for identification and wears a collar with a tag imprinted with your home address, as well as a temporary travel tag with your cell phone, destination phone number and any other relevant contact information. Dogs should wear flat (never choke!) collars. In addition, place a "Dog on board" sticker prominently on your car so that in the case of an emergency, those who come to your assistance will know to look for your dog. Ensure that you have the contact details of a family member, friend or even a veterinarian in your wallet, or displayed where emergency personnel would see them.

Travelling with a dog involves more than just loading them in the back seat and motoring off especially if you'll be driving long distances or plan to be away for a long time

Complete.



on a long trip.

Check out our latest videos, uploaded twice a week on YouTube!

If you are going on a long trip, keep your pets safe

There are a variety of wire mesh, hard plastic and

choose, make sure it's large enough for your pet

to stand, sit, lie down and turn around in. And, it's

a good idea to get your pet used to the carrier in

the comfort of your home before your trip. There

are also several types of dog restraints available

on the market, so do your research and get the

best-quality restraint possible. As with a crate,

get your dog used to the restraint before leaving

Get your dog geared up for a long trip by taking

lengthening time spent in the car. If you are using

a carrier or crate, be sure to always secure it so it

won't slide or shift in the event of a sudden stop.

Never ever leave your dog alone in a parked

vehicle. On a hot day, even with the windows

dangerously high very quickly, leading to

dehydration, hyperthermia and death.

open, the temperature inside a car can become

him on a series of short drives first, gradually

and secure in a well-ventilated crate or carrier

soft-sided carriers available. Whatever you

From Head to Tail



- · Cats can hear better than humans and doas and can hear up to 64 KHz, which is 1.6 octaves above the range of a human and is one of the best of all
- · Cats can move their bodies in one direction and point his ears in another.
- Cats have a third eyelid (called the nictitating membrane) which rests at the corner of the eye and will cover the eye if protection is needed.
- · Cat's ears can rotate to 180 degrees.
- · Most cats have a visual field of about 200 degrees.
- · The part of the brain responsible for emotions is the same in cats and
- Cats have about 100 different vocal. sounds that they use to communicate
- · Whiskers detect objects approaching the face. The cat will respond by blinking to protect his eyes.
- · Cats cannot see in total darkness but their eyes can function in about one sixth of the light that humans need to
- Cats are either right pawed or left

- · The whiskers can determine if the space they are about to enter will be big enough for them. They are also more than twice as thick as ordinary cat hair.
- · The nose pad of a cat is like a human's fingerprint - each one is unique.
- · A cat's sense of smell is about 14 times stronger than humans are.
- · The tip of the nose can also be used as a thermometer before eating food and is used to distinguish territories and to locate food or find mates.
- · A cat's coat can protect him against the sun and rain and also some minor
- · Cats will raise their fur when frightened so that they appear larger than their enemy.
- · Claws remain in a protective sheath of skin and fur when the cat is relaxed, this prevents wear and allows the cat to walk silently when stalking his pray.
- · Domestic cats are the only of the feline species that can hold its tail vertically
- · The tail is an extension of the spin and also helps maintain balance.

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Buy a 12.5kg bucket of Complete Pet Vital+, Classique, Maintenance, Elite or Puppy Large Bite and get a FREE SCOOP While stocks last!

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Protect. Love

October 2022



HIGHLIGHTS

THE PROS AND CONS OF HOME REMEDIES

Your questions answered

FREE TO A GOOD HOME

Advertising pets on a public forum is hazardous.

ADULT FELINE NUTRTION

It's important to ensure that your cat has proper nutrition.



Animal welfare workers agree: advertising pets on a public forum without careful screening is hazardous. They could land up in unacceptable circumstances, neglected and heartbroken. At worst, your pet could be badly abused or used as dog fight bait or a 'breeding machine' in a puppy mill.

Sometimes, despite all your best efforts, pets need new homes. If local animal shelters are full and you have to rehome privately, time and using common sense are crucial.

- · Ask a reputable rescue organisation for advice and/or assistance.
- Don't rush hasty decisions have potentially horrendous consequences.
- Spay/neuter your pet before rehoming, especially purebreds.
- If they have/had other pets, contact their vet for a reference.
- · Do a home check. Spend time chatting, observing other pets, and getting a feel for the home.
- Meet on neutral ground, and then take the animal to the potential home. If you have a high-theft breed, like a Pit Bull Terrier or Boerboel, never invite strangers to your home to meet them.

Never give your dog or cat away to strangers or domestic workers.

- Draw up an adoption contract; go online for examples or ask an animal welfare organisation.
- Have an adoption fee. Feel uncomfortable about 'charging' money? Pay the fee to the adopter's vet or into a special account for future treatment, vaccinations, or sterilisation.
- Do at least two follow-up visits.
- Be honest about health or behavioural issues and, if they say they can't cope, move on.
- Listen to your instincts. If you feel uneasy or people are cagey, say 'no'. Real animal lovers should understand your need for caution.
- Don't be put off adopting it's very rewarding and sorely needed by thousands of wonderful pets. The key is to do research, meet the dog first, and discuss your and its needs with the current owner or shelter staff.





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TOP 10 PS5 EXCLUSIVES SO FAR



DEATHLOOP

Okay, so technically Deathloop is no longer a PS5 exclusive since the game was recently released on Xbox and PC. However, for our money, the PS5 version remains the best possible way to play the game, mostly due to the insane Dualsense controller's adaptive triggers, that we still arent quite over yet. Plus the game did have a good one year headstart on the other platforms so when we think Deathloop, we think PS5. Our Score: 8/10



DEATH STRANDING: DIRECTOR'S CUT

Death Stranding is one of the few games where you could score it either a zero or a ten out of ten, and I wouldn't disagree with you either way. It is subjective by design, and our subjective opinion is that this game is an absolute masterpiece. Our Score: 9/10



SIFU

This modern beat 'em up blends high difficulty with frameperfect combat. It's a short experience that will take many hours of mastering to get good at. The story is predictable and somewhat lackluster, but the combat more than makes up for it. You will want to post a few of your combo clips to social media quite often. Our Score: 8/10



ASTRO'S PLAYROOM

Despite being a free pack-in title for all PS5 owners, Astro's Playroom is a fantastic platforming experience, packed with Playstation references and gorgeous levels to jump around in. This is also still the best way to experience everything the Dualsense controller has to offer. Our Score: 10/10

GAME COLLECTING FOR BEGINNERS



Choosing a System

Start With One

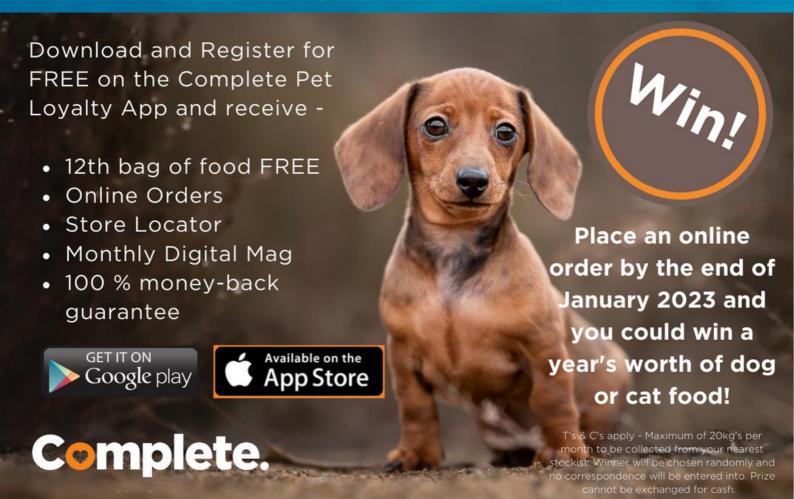
To maximize the personal value and size of your game collection I would recommend starting with a focus on one system. It may be incredibly tempting to go all out and buy multiple of your favorite consoles, but this will almost immediately lead to issues. Firstly, your monthly game budget will be stretched thinner per system you're collecting for, you will also naturally end up with a

shelf of games where one or two of your libraries will be significantly less populated than the others which is always a sad sight.

I would also recommend starting out with a system that you are sentimental or nostalgic for. Maybe it's a console that you and your siblings fought over on weekends or a system that you owned at a particularly memorable time of your life. Either way, you are guaranteed to be much more inclined to grow your library for a system you love or used to love.



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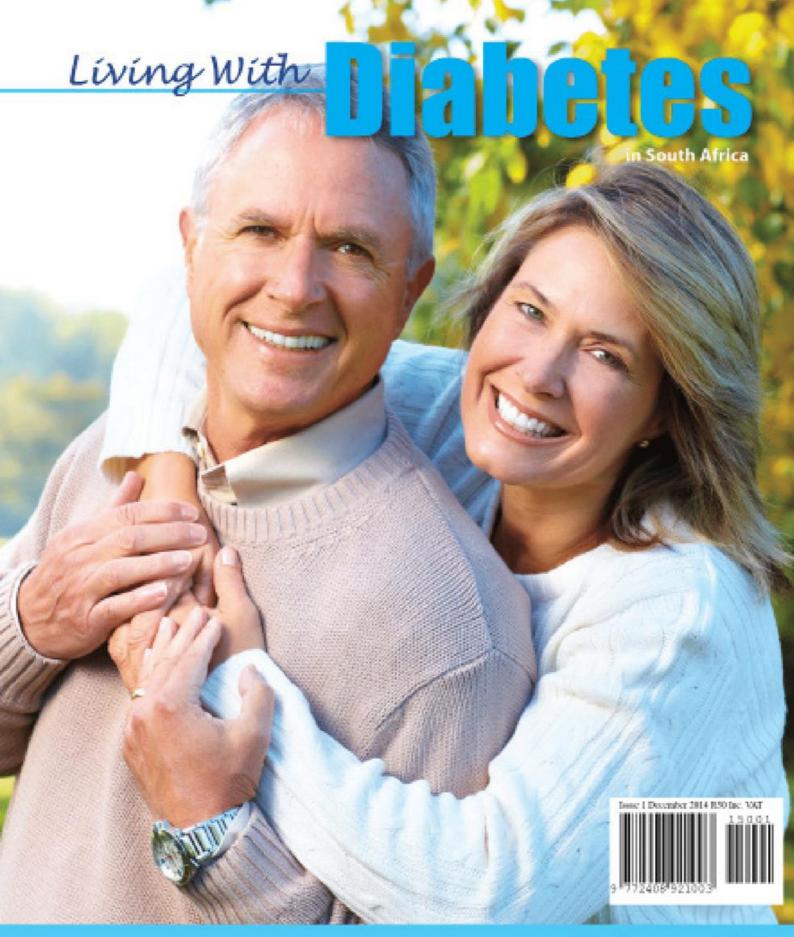
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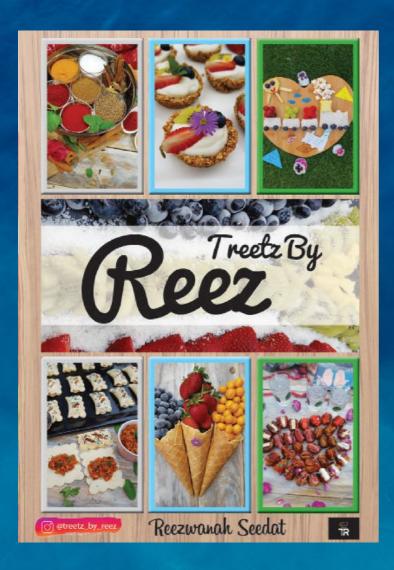
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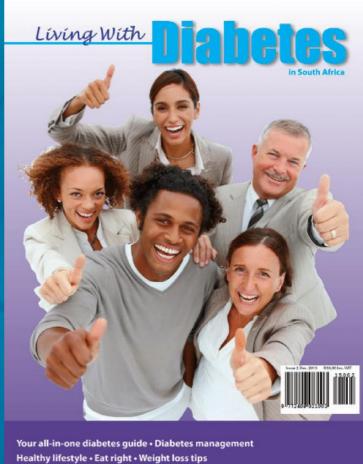
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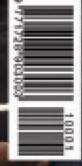
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Diabeton

Symptoms include

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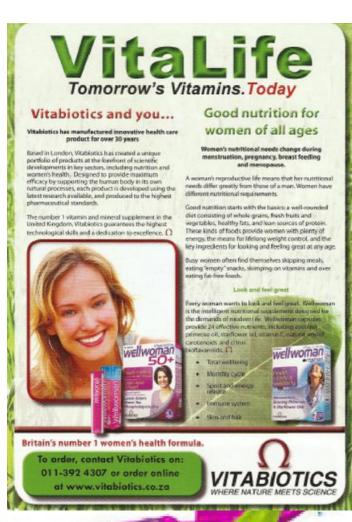
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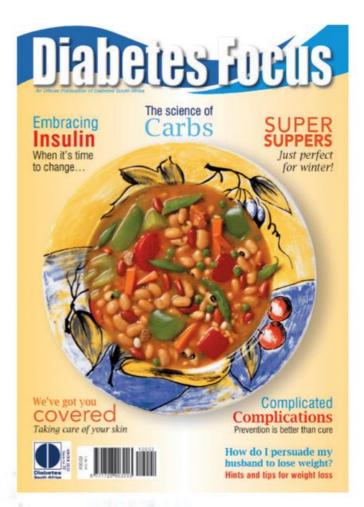




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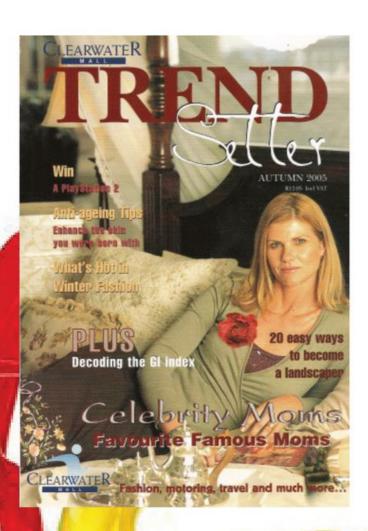
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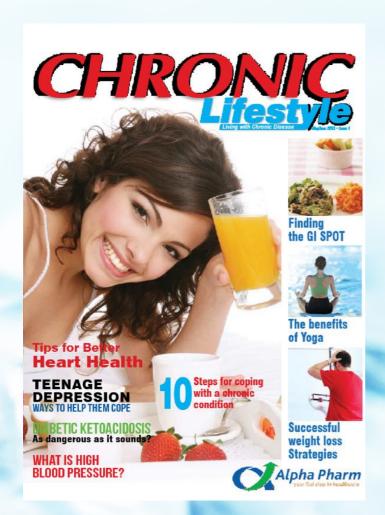
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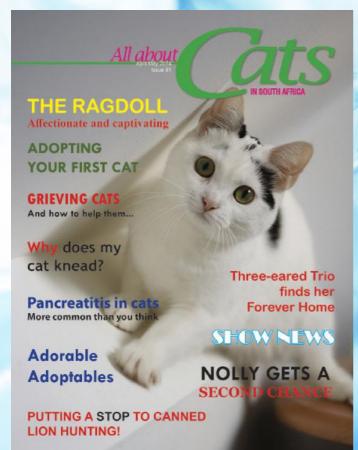


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