

## Hello and welcome to our world of nurturing stories for growing hearts!

You are about to enter the world of unique children's stories that offer them comfort, relief and assistance in various emotionally challenging situations. Uncomfortable emotional states will sometimes prompt children to engage in unwanted behaviours and in such situations, they will need guidance, empathy and understanding from adults on how to navigate their inner world, but also their relationships with others.

We believe stories are the most powerful tool to guide them through early life changes, difficult moments and feelings.

Check out our **therapeutic picture books**, written by experts in child's psychology, **educational and funny books** which inspire children to read more, and wonderful poetic and **heartwarming stories** with beautiful illustrations and strong messages.

Hope you'll enjoy exploring our catalogue and please contact us for any help or additional information!



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Anger Anxiety Art and culture Behaviour Disappointment **Empathy** Fear Guilt Happiness Heartwarming stories Humiliation Hygiene Resilience Sadness Shame Socioemotional learning



#### **AGE GROUPS**

Early learning (2-6)Beginning readers (5-7)Young readers (6-10)



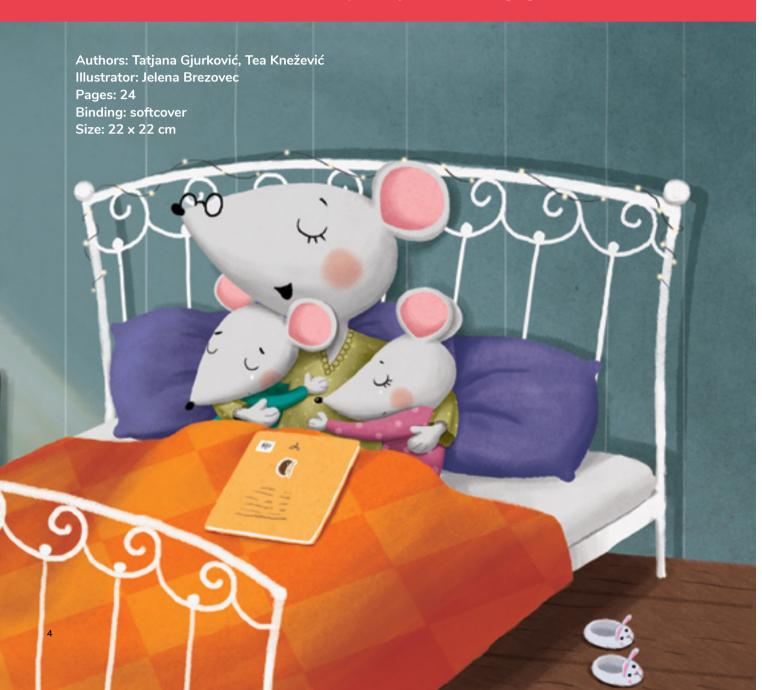


Written by experts in child psychology

Therapeutic story + advice for adults

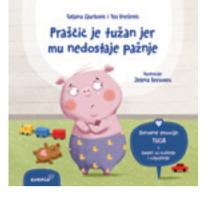
Age group: Early learning (2 – 6)

TOPICS: sadness, loss, comfort, failure, jealousy, attention, longing





Little hedgehog is sad, he didn't win the game sadness after failure



Little pig is sad, he misses attention sadness and jealousy



Little mouse is sad, he misses his parents sadness and longing



Little giraffe is sad, her grandpa is gone sadness and loss

#### What is a therapeutic story?

Therapeutic stories are specially designed narratives that help children understand and cope with emotions, challenges and life experiences in a safe and engaging way. These stories use relatable characters, gentle storytelling and positive messages to support emotional healing, build resilience and teach problem-solving skills. They are often used by parents, educators and therapists to address topics like anxiety, loss, self-esteem, shame, social difficulties and other complex emotions and experiences. By providing comfort and guidance, therapeutic stories empower children to process their feelings and navigate the world with confidence.

# ANGER I therapeutic picture books I basic emotions

24

Series: 4 titles

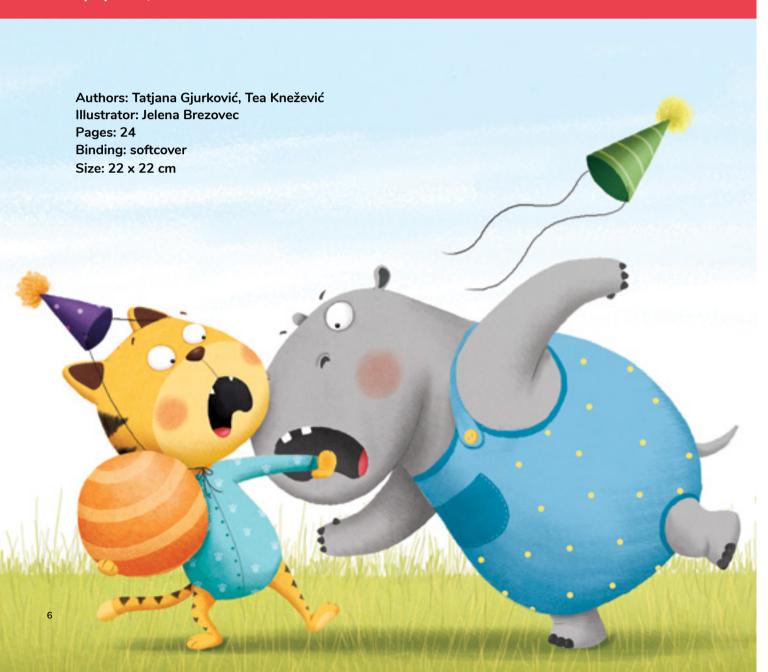
Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: anger, unpleasant emotions, aggressive behaviour, self-harm, psychosomatic

symptoms, resistance to set boundaries





When angry, little hippo bites anger and aggressive behaviour towards others



When angry, little squirrel misbehaves anger and resistance to boundaries



When angry, kitty has a tummy ache withholding anger and psychosomatic problems



When angry, bunny hurts himself anger and aggressive behaviour towards oneself (self-injury)

#### How therapeutic stories help children?

Therapeutic stories are carefully written by experts to help children to:

- learn about, understand and name different emotions
- recognize these emotions within themselves
- normalize all emotions and emotional states
- calm down and self-regulate
- find comfort and sense of safety
- choose different behaviours

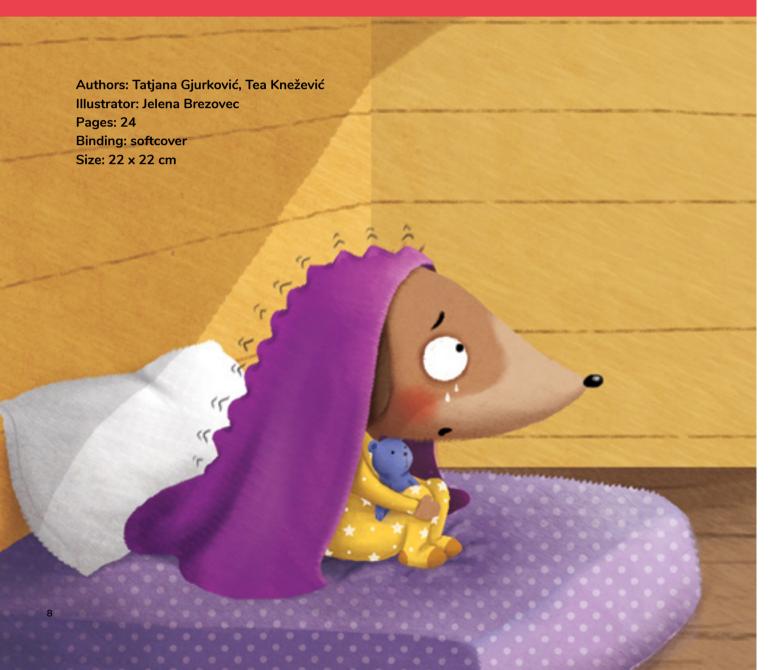
Series: 4 titles

Written by experts in child psychology Therapeutic story + advice for adults

Age group: Early learning (2 - 6)

TOPICS: separation anxiety, fear of changes, fear of unknown people and situations,

fear of criticism and punishment, safety, comfort





Little bear is afraid to stay in kindergarten separation anxiety



Puppy is afraid of going to the doctor fear od unknown people and situations



Little elephant is afraid of yelling and punishment fear of criticism and punishment

Little sheep is afraid of changes new

Ovčicu je strah

jer će dobiti brata

baby brings fear of changes in family environment

#### How therapeutic stories help parents and caregivers?

Therapeutic stories have a section dedicated to parents, teachers and caregivers with advice and guidelines on how to:

- understand the connection between emotions and behaviour in children
- understand child's emotional needs
- learn which emotional states are normal, expected and healthy and when the child needs attention and help
- properly name, reflect and normalize different emotions to a child
- better cope with child's unpleasant emotions and challenging behaviours
- self-regulate and co-regulate a child

# **HAPPINESS I therapeutic picture books I basic emotions**

2+

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: finding happiness in experience, happiness and material things, sharing good feelings with others, being happy for somebody else, inner sense of peace and joy





# Fox learned that happiness comes from within

happiness found in material things vs happiness found in experiences with others



Lioness knows how to be happy for others happiness and joy caused by good feelings and the success of others



# Pony found happiness in sharing effort and success

sharing happiness after successfully completed task and effort



# Hamster found happiness in peace and quiet

motorically restless and loud happiness vs quiet and calm happiness

#### Why children react so well to therapeutic stories?

Children under the age of 7 usually have a hard time to verbalize and explain how they feel and what's bothering them. Parents feel helpless trying to figure out what is on little one's heart. In therapeutic story, main character which is usually an animal, goes through some challenge and every sentence in the story is carefully written to speak with children's hearts. Children recognize their own inner mental and emotional states in the main character and on a subconscious level. If child asks parents to read them the same story over and over again, parents can more easily understand what is going on. Child will also get much needed comfort and relief knowing that there is a little bunny, duck or cat who also feels sad or anxious but was able to overcome unpleasant feelings and challenges. Therapeutic stories normalize hard situations, explain, soothe and offer solutions to the little ones.

# SHAME, HUMILIATION, DISAPPOINTMENT, GUILT therapeutic picture books I complex unpleasant emotions

4-

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2-6), Beginning readers (5-7)

TOPICS: expectations, disappointment in parents, mockery and rejection among

peers, shaming in public, guilt and fixing things with others





Unmet expectations hurt: Turtle feels disappointed

unfulfilled expectations and disappointment



Mockery and rejection hurt: Donkey feels humiliated

bullying, rejection and verbal insults from peers



Criticism hurt: Monkey feels ashamed public shaming and criticism



Wrongdoing hurts: Wolf feels guilt hurting others, guilt, apology and redemption

#### Parents need help too

We are living in a more complex and intense world where parents struggle with their own feelings, thoughts and efforts to be stable and helpful to their children despite their own fears and anxieties. Parents give their best to raise children and prepare them for adult life as best they can. But parents need support too. That is why therapeutical stories give support to the whole family system. Children get comfort, relief and solutions for their emotional states, and parents get guidelines on how to approach their child in need, what to do, what not to do and how to talk to their little ones. Adults are also learning how to be a model to their child when facing difficult situations and challenges in life.

## **EMPATHY I therapeutic picture books I emotional learning**

4+

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2-6), Beginning readers (5-7)

TOPICS: emotional self-regulation, understanding others, emotional support, sharing

hard moments, social awareness, helping each other, showing up for someone

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover Size: 22 x 22 cm





I will calm myself so I can comfort you emotional empathy, self-regulation and co-regulation



I will show you that I'm thinking of you behavioural empathy, showing support with acts of kindness



I understand you and offer you my help cognitive empathy, understanding other people's situation



I care for nature for it gives me so much back environmental empathy, being caring and attentive towards nature and society

### **Emotional literacy and building an empathic society**

It's important for children to recognize and understand their emotional states because that is a foundation to accept and respect the feelings of others. Therapeutical stories teach children from an early age that emotions emerge within us and effect our behaviour and well-being. Children learn to recognize and name specific emotion in themselves. They learn that all emotions are acceptable and normal and that we can help ourselves to overcome and work through unpleasant ones. Emotionally intelligent and emphatic child will respect emotions of others and more easily build deep and meaningful relationships with others. Emotionally literate child will, as an adult, have better social support and better overall mental health.

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2-6), Beginning readers (5-7)

TOPICS: social anxiety, learned helplessness, separation anxiety, deep worry, tension,

restlessness, panic attacks





I feel uncomfortable around other children social anxiety caused by unpleasant experiences in the past



I feel unsafe when I'm not home social anxiety caused by learned mistrust in the world



I feel restless when separated from my mum separation anxiety



I feel scared that I will fail
panic attacks caused by social expectations
and fear of failure

### Little hearts, big worries

Sometimes children will worry about many everyday things. Because of their youth, emotional and cognitive immaturity, lack of experience and sense that they don't have control over things and people around them, some obstacles, situations, and problems will seem horrifying to them. They might develop deep worry, and they'll need help from adults to normalize situation and put a small child back to the place od safety and calmness. Therapeutical stories teach adults that situations that seem small, insignificant and unimportant to them, are truly a big challenge for their child. They will learn that it is not ok to make child's life perceptions and challenges smaller, to minimize their concerns or even laugh at them. What is small to big people, can be very big to little ones.

# RESILIENCE | therapeutic picture books | emotional learning

34

Series: 5 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: social skills, growth mindset, self-respect, personal boundaries, psychological and emotional resilience, self-worth, persistence, faith in one's own abilities, resilience to failure





Can I play with you? social skills, relationships, belonging to a social group, resilience to rejection



I try even when it's hard resilience to failure, persistence, discipline, self-confidence, growth mindset



I want to introduce myself social skills, making friends, resilience to the unknown



I'm worthy and I know I'm loved self-worth, self-respect



I know how to stand up for myself personal boundaries, meeting needs, assertiveness

#### Therapeutic stories – first aid kit

Therapeutic picture books are not a substitute for a professional help, and children who are facing serious difficulties should definitely be taken to a child psychologist, psychotherapist, or psychiatrist. Picture book will be an excellent self-help tool for parents whose children are showing the first "symptoms" of struggling with unpleasant emotions or showing the first signs of challenging behaviours. The story and advice for adults come in a short, concise, and clear format that can be easily followed in everyday life and busy schedules. Stories have helped thousands of parents deal with the problem before it escalates.

## CHALLENGING BEHAVIOURS | therapeutic picture books | lemotional learning

Series: 5 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: frustration, connection between emotions and behaviour, co-regulation, calming down techniques, self-regulation, choices, neurophysiology, aggressive behaviour, tantrums





Momo fights with his mum resistance to set boundaries behind challenging behaviour



Momo always wants to be first dissatisfaction behind challenging behaviour, impatience, restlessness



Momo doesn't want to share his toys fear of losing valuable things behind challenging behaviour



Momo hits his friend in kindergarten shame and guilt behind challenging behaviour



Momo often argues with his sister hypersensitivity and irritability behind challenging behaviour

### **Building closeness and trust through stories**

Reading therapeutic stories builds connection, trust, and closeness between parent and child in many ways. When curled up next to a parent, feeling their physical closeness and warmth, and hearing parent's soothing voice, the child begins to relax. On a psychosomatic level, the child feels safety, comfort, and support of an adult, and this has a beneficial effect on their overall mental health. It's not just the stories they listen to, the content they hear and see, that help, but the act of reading itself has a healing and beneficial effect on little ones. Reading together feels very enjoyable to child's and parent's psyche.

# SOCIOEMOTIONAL COMPETENCIES | therapeutic picture books | emotional learning

5+

Series: 4 titles

Written by education professionals

Therapeutic story

Age group: Beginning readers (5-7), Young readers (6-10)

TOPICS: assertive communication, boundaries, self-esteem, responsibility, independence,

self-control, behaviour, tantrums





Anna and Mister Feareater self-confidence, believing in own capabilities



Mister Cho and Miss Con choices and consequences, responsibility



Little Miss YeslWill personal boundaries, assertive communication, resilience



Maurice Angerpeace self-regulation, self-control

AUTUMN 2025 - two more titles coming on focus and perfectionism!

#### End goal - to raise responsible and capable adults

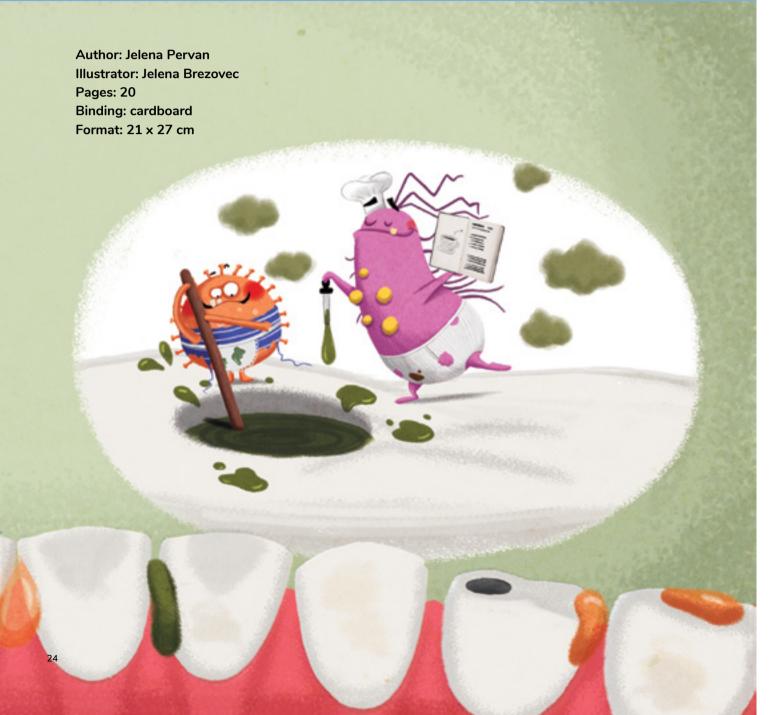
Everything we do as parents, including reading therapeutic stories, has one big, most important goal – we want our children to grow up as a responsible and capable individual who can think for themselves, who know themselves very well and can contribute to a society. But we also want our children to be able to connect with others as adults. We want them to have quality friendships, to be a part of healthy community and have fulfilling personal relationships. This great goal can be achieved but we have to start from day one, from the day child is born and continue to support them on their growing up journey. Stories can help and should be planted into young hearts as an investment for their better future.

4+

Series: 6 titles

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: hygiene, good habits, health, routines



Bugsy and Gooey are two naughty bacteria who love everything dirty, smelly, rotten and yucky. Most of all they like to make a chaos on children who don't like to wash their hands, teeth, hair, feet and body. They adore little ones who pick their noses or don't want to clean their messy rooms. Every story is a disastrous adventure where Bugsy and Gooey try to do their best to stir up a big trouble for children. The only way out of this mess is to wash and clean.

Picture book series about hygiene are the most popular children's books in Croatia, sold in tens of thousands of copies and are a true literary brand. They have helped thousands of children adopt hygienic habits. Due to their mischievousness and yucky language, they are extremely fun and humorous to children, they laugh and have fun while learning about healthy habits. Bugsy and Gooey have become synonymous with cleanliness. Parents love them too!

FUNNY and HUMOROUS
LITERARY BRAND
SOLD IN THOUSANDS OF COPIES

**AUTUMN 2025 – NEW TITLE COMING!** 





Bugsy and Gooey celebrate the yuckiest birthday The story of dirty hands



Bugsy and Gooey on a sloppy sleepover The story about messy room



Bugsy and Gooey shake up a yucky potion The story of a bad tooth



Bugsy and Gooey on a smelly journey
The story about unwashed hair



Bugsy and Gooey on a sour mission The story of smelly feet

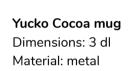


Bugsy and Gooey in a slimy universe
The story about nose-picking

# Merchandise



Plush toys Bugsy and Gooey
Dimensions: 18 x 18 cm; 16 x 26 cm







# Snorybear I friendship and belonging

4+

Series: 3 titles

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: tolerance, acceptance, group power, friendships, belonging, social support,

diversity



Snorybear picture book series are stories about dreamers. These are individuals who deeply experience life and are carried away by their fantasies, ideas, visions and plans. They dream of a beautiful and great life.

Although at first glance they do not seem to contribute to society, we really need them because their dreams and ideas can help us find a way and solutions in difficult situations. Therefore, we should not try to change dreamers or push them away, especially those who dream of a better and safer world in which we love each other and accept each other as we are.



Author: Jelena Pervan
Illustrator: Jelena Brezovec
Format: hardcover

Pages: 32

Size: 22 x 22 cm









Snorybear



**Snorybear and Chamomille** 



Snorybear and Sleepybear

28

# First time in library, museum and theatre

Series: 3 titles

Age group: Early learning (2-6), Beginning readers (5-7)

**TOPICS: introducing children to cultural institutions** 



Little bunny fell in love with the Little bear fell in love with the library



museum



Little kitty fell in love with the theatre

Children and Culture picture book series is a love letter to culture and art, and an invitation to adults to involve children in cultural institutions from an early age and introduce them to their content.

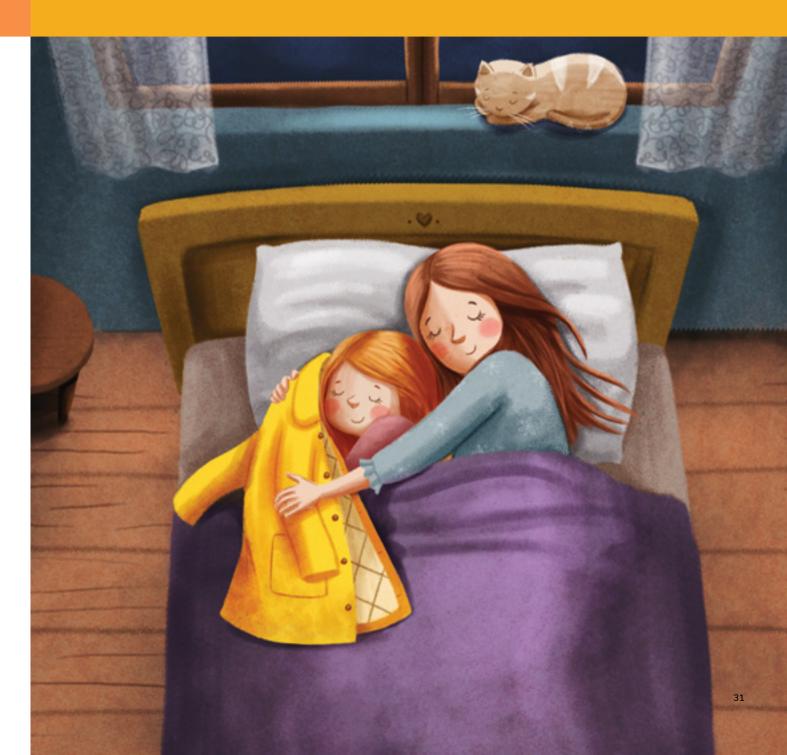
A childhood rich in artistic and cultural activities is an important key to growing up because it builds the best foundations for the development of personal attitudes and values, critical thinking, and for children to become competent citizens who participate confidently in creating a better society.

The great value of these picture books lies in their attempt to encourage children to be curious, to read, to learn, to explore, and to travel to diverse and wondrous worlds where written stories, stories of our heritage, and theatrical stories develop ideas and imagination.



# **Heartwarming stories**

Titles by awarded and renowned Croatian authors and illustrators Age group: Early learning (2-6), Beginning readers (5-7), Young readers (6-10)





#### Cloud with a yellow coat

#### CHILDREN'S CHOICE - GRIGOR VITEZ AWARD 2019

Author: Nikolina Manojlović Vračar

Illustrator: Jelena Brezovec

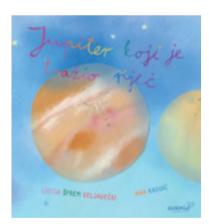
Format: hardcover

Pages: 32

Size: 25 x 26 cm

Age group: Early learning (2-6), Beginning readers (5-7)

Atmospheric and touching, this story brings out many questions. Is everything that happens to us just a coincidence or is there some invisible, extraordinary plan, which brings things in our lives when we need them, and because we deserve them? Are we open enough to receive surprising and unexpected gifts in our lives and enjoy their magic? Can we make a sacrifice for people and things that are important to us? Can we truly feel the gratitude for the things we already have? Yes, we can, if our thoughts are light as a cloud, our intentions strong as wind and our heart like a yellow coat – warm as the sun and yellow as the ripest lemon.



#### Jupiter who was searching for a word

Author: Lucija Matučec Veljavečki

Illustrator: Ana Kadoić Format: hardcover

Pages: 36

Size: 25 x 26 cm

Age group: Early learning (2 – 6)

This is a story about relationships who can become hurtful, unpleasant and confusing and when it's difficult for us to find the right solutions. Vera and Jupiter gently take us on a journey into our inner universe, into our own depths to discover what is right and what is wrong in our behaviour towards others, but also towards ourselves. They show us that it's equally important to know how to set boundaries, but also to be able to accept an apology and forgive.



#### The boy who flooded the world

Author: Snježana Babić Višnjić

Illustrator: Marko Pinjuh

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Beginning readers (5 - 7), Young readers (6 - 10)

This is a story about dealing with the feeling of sadness. Sadness is an emotion that lasts, an emotion in which we can drown, and which doesn't leave our body easily. It is okay to be sad, it is okay to cry out loud or to withdraw and remain silent, because everyone has their own way of processing pain. But what this story tries to teach children is that we can find relief by sharing our feelings with someone, receiving support or comfort, and then trying to fix what hurt us or letting go of what happened and moving on.



#### Lunch the cat

Author: Ana Fabijanić Illustrator: Sven Nemet

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Early learning (2-6), Beginning readers (5-7)

This is a story of a little boy and his beloved cat. One day cat whose name was Lunch, went missing. The boy decided to set himself on an adventure to find his little furry friend. House and garden became a playground and boy's imagination grew with every step and every jump he took. Although he was worried, boy made this search for Lunch a delightful play.

Did he find Lunch? Where did he go? What made him leave the boy? – all these questions are answered at the end of the book in a very surprising discovery.

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#### Knight Akul and the king who played too much

Author: Andrijana Martić

Illustrator: Ivana Guljašević Kuman

Format: hardcover

Pages: 32

Size: 25 x 26 cm

Age group: Beginning readers (5-7), Young readers (6-10)

Knight Akul lived at the court of King Franz. He was a big, strong and brave knight, so the king chose him as his personal guard. King's favourite thing in the world was playing video games! Franz was constantly playing and completely neglected his royal duties. He neglected himself, his health, his friends, his interests. Since he had no time for anything else except for passing new levels in games, he decided not to get married, thus jeopardizing the survival of his kingdom. Knight Akul had no choice but to make a dangerous and drastic move.



#### The boy who missed the moment

Author: Branka Dokić Illustrator: Marko Pinjuh

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Beginning readers (5 - 7), Young readers (6 - 10)

Luka was a boy who was not particularly happy about anything in life, no matter how beautiful and exciting it was. And he was terribly nervous, irritable and tired. He spent most of his free time playing games and they were his whole world until one day he fell asleep and woke up trapped in a situation that irresistibly reminded him of a video game. Now he had to learn some new skills and life wisdom to get out of that trap. This picture book is a call to children not to let looking at screens and being in a virtual world ruin the wonderful moments that make up childhood.





#### The lost doll

Author: Jelena Kovačić Illustrator: Tomislav Zlatić

Format: hardcover

Pages: 32

Size: 21 x 26 cm

Age group: Early learning (2-6), Beginning readers (5-7)

This story is inspired by an unconfirmed event that allegedly occurred in the fall of 1923. A few months before his death, 40-year-old Franz Kafka moved from Prague to Berlin. Sick and weak, he reportedly walked daily through Steglitz Park, where one day he encountered a crying girl who had lost her doll. Kafka decided to comfort the girl by convincing her that the doll was not lost but had gone out into the world. Every day, he wrote and read letters to the girl in which the doll told the girl about her adventures. It is a story about how travel changes us. This is also a story about loss, coping with grief, and belonging.

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Thank you for your time!
Like our titles?
We would love to hear
from you!

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