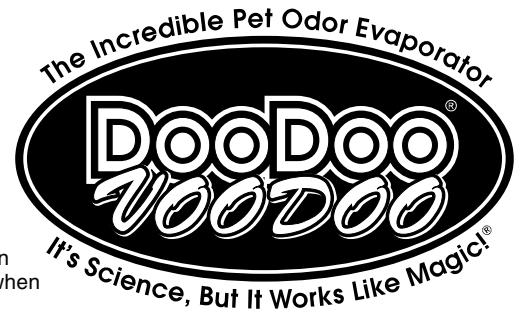


Frequently Asked Questions



• What does RTU mean?

RTU stands for Ready To Use, which means you don't have to do any mixing with water or other ingredients before you can use the product. In addition to concentrate, we offer **DooDoo Voodoo** in RTU quarts and gallons for those who prefer not to mix **DooDoo Voodoo** with water before using. While this is more convenient, obviously you'll end up paying more for a RTU product than you will when buying **DooDoo Voodoo** concentrate and mixing it with warm water yourself. Plus, when you buy **DooDoo Voodoo** RTU you don't have the ability to vary the strength from batch to batch.

• Is DooDoo Voodoo expensive?

Given what other ineffective products on the market cost, I don't think so. Remember, I've been testing existing odor control products since 1987 and I can tell you from firsthand experience that there are a LOT of products out there that cost considerably more than **DooDoo Voodoo**, yet don't come near its level of effectiveness. For instance, I recently did a bunch of math to compare **DooDoo Voodoo's** pricing with that of another product on the market that touts itself as being effective and affordable. I'm referring to one of those kits advertised on TV. In fact, at first glance, even I thought the competing product's pricing wasn't going to be all that bad. But here's the kicker: when I did the math and compared our gallon of Concentrate to one of their kits, it turned out that, in order to yield the same amount of usable product that our gallon of Concentrate yields for **\$173.50** (including shipping and Indiana sales tax of 6%, just for the sake of our example), you'd have to spend **\$3,686.40** for their product (including shipping, because they don't sell through veterinary clinics or retail stores). The worst part: multiple customers have told us the TV product made their stains & odors **WORSE**, not better.

• How much DooDoo Voodoo does it take to treat a typical feline urine spot?

We've found that the number of ounces of **DooDoo Voodoo** you'll use per spot is not less than 4 ounces and typically not more than 16 ounces. If the cat is larger & older, you'll tend to use more than you would for spots made by a younger & smaller cat or kitten. Male cats' sprayed urine can tend to be stronger than females', so you'll use more for these types of spots. Obviously, you'll use more on carpet or upholstery than you will on a hard surface.

• Do most cats pee outside the litterbox due to health reasons?

No. Animal behaviorists in the know will tell you that up to 90% of indiscriminate urination is due to behavioral issues, not health problems. The first thing you should always do if your cat begins to urinate outside the litterbox is to have your cat checked by your veterinarian, though, because it'd be terrible to ultimately find out that your cat needed medical attention and didn't receive it. If medical causes are ruled out, your cat is likely urinating outside the litterbox because his or her nose is "out of joint." There is an article discussing litterbox issues on the Educational Materials page of our website at www.doodoovoodoo.com. There are also links to other sites that discuss indiscriminate urination.

• What can I do to find all the spots where my cat has peed in the house?

Go to our website and buy a **DooDoo Voodoo Blacklight**. Trial & error has shown us that our blacklight, made by GE, does the best job of any we've found. Most others are too weak to show the urine/vomit/feces spots, or they put off the wrong wavelength of blacklight and won't fluoresce the soiled areas. Get yourself a 15' or 25' extension cord so you're not having to constantly unplug and re-plug the light, and you should have no trouble at all finding the spots. In fact, you'll probably be surprised at how many spots you'll find! While you're at it, don't forget to check your furniture, too, not just your carpet. Many cats will pee on couches both where you sit and down by the floor, so be sure to check those areas, too. Got a bunch of cats and not sure which one's peeing? Try a wireless video camera from www.x10.com.

• Do you recommend that I spray DooDoo Voodoo to apply it, or should I pour it on the spots?

I tend to spray **DooDoo Voodoo** on vertical surfaces (where cats usually spray urine) and pour it on carpet spots & other horizontal surfaces where cats have squatted and peed. If a cat backs up to a wall and sprays, the urine will splash, run down the wall and some will end up on the baseboard, while the bulk will seep down into the carpet and pad adjacent to the baseboard. In this instance, I would spray **DooDoo Voodoo** on the wall (being sure to cover enough area vertically & horizontally so **DooDoo Voodoo** went wherever the urine went), then I'd pour **DooDoo Voodoo** on the carpet adjacent to & parallel to the baseboard. Just be sure to get **DooDoo Voodoo** wherever urine went, or you won't totally eliminate the sources of your odor. If you're the sort of person who tends to have allergies, you may find that **DooDoo Voodoo's** scent will bother you less if you pour vs. if you spray. By the way, if your cat has sprayed on a door, wet a washcloth with **DooDoo Voodoo** and wipe the bottom (underneath side) of the door. Urine tends to soak into the wood there.

• Is there any special trick to applying DooDoo Voodoo to help ensure its success?

Not really, which is the great thing about **DooDoo Voodoo** vs. the other types of products out there that claim to remove pet urine odors. As mentioned before though, for **DooDoo Voodoo** to be effective at killing odors, it *must* come in contact with all sources of odor, so make sure you get **DooDoo Voodoo** "outside the lines" a little bit. Once you've poured it on your carpet wherever a cat has urinated, use your shoe or the bottom of the **DooDoo Voodoo** bottle to tamp down the **DooDoo Voodoo** into the carpet's backing and pad. Do this until you hear the characteristic squishing sound and see foaming on the surface of the carpet. That's when you'll know you're doing it right.

• Is DooDoo Voodoo safe?

All the ingredients in **DooDoo Voodoo** are natural*, nontoxic and biodegradable, and are tolerated well by people and pets. While common sense dictates that you wouldn't want to soak yourself, your pets or your children with **DooDoo Voodoo** (or any other cleaning product, for that matter), you can take peace of mind in knowing that RTU **DooDoo Voodoo** carries very few precautions. Even knowing this, though, I'll advise you not to ingest **DooDoo Voodoo**, leave it on your skin or pour it into your eyes. Common sense dictates that you should always use precautions when using *any* cleaning product around people or pets. Until it's diluted down to RTU strength, **DooDoo Voodoo** in its concentrated form can be a bit caustic, so avoid ingestion or extended contact with eyes, skin, etc. Rinse thoroughly if contact does occur and seek medical help if necessary. Use with plenty of ventilation. See our MSDS sheet for more information. **Except the small amount of common detergent we add to the formula.*

• What's the shelf life for DooDoo Voodoo as compared to other products?

DooDoo Voodoo has quite a long shelf life in both its RTU and concentrate forms. While other products, especially of the enzyme- and bacteria-based types, lose their effectiveness if not used immediately, **DooDoo Voodoo** can still be used effectively for up to a couple years or more after it was mixed. Over time its slight citrus scent may lessen or change, but its effectiveness for the intended purpose will not. Once it's mixed to RTU strength, if allowed to set for an extended period of time **DooDoo Voodoo** may turn a bit cloudy or its ingredients may separate. The cloudiness in no way diminishes **DooDoo Voodoo's** effectiveness, but if separation occurs, be sure to shake the bottle for 30 seconds before using to re-mix **DooDoo Voodoo's** components.

• What are these bacteria-based products and why aren't they as effective as DooDoo Voodoo?

There are a number of products on the market that contain so-called "beneficial bacteria" and claim to eliminate pet odors by their bacteria eating the waste that causes the odors. This sounds logical, but in the real world these products rarely work. Why? Because the bacteria are very temperamental and will only work if introduced into an ideal environment; an environment of the right pH, of the right temperature, that hasn't been treated with other commercial or homemade products and that can remain moist for an extended period of time while the bacteria supposedly work. It's easy to see that it'd

be tough to present the ideal environment for the bacteria, so although these products sound logical and effective in theory, they don't often produce the desired results. One other important disadvantage of these products is that the moist environment they need can cause the growth of mold, which is something none of us wants. The commercial carpet cleaning industry is in an absolute uproar right now because carpet cleaners who leave people's carpets wet are getting sued right and left due to the development of mold. The moist environment these enzyme- or bacteria-based products need is often accomplished by laying wet towels over the treated areas, as shown in the **DooDoo Voodoo** flyer. The towels keep the area wet, plus they encourage the waste to wick up into the towels, which get quite odorous and need to be replaced once a day or so while the bacteria are thought to be working. Luckily, none of this is necessary with **DooDoo Voodoo**.

• **So, if it doesn't work in the same manner as bacteria-based products, how does DooDoo Voodoo do its job?**

DooDoo Voodoo's ingredients cause a reaction with the urine compounds and literally vaporize the waste, leaving behind nothing but oxygen & water. Remember back in science class when you learned that matter is neither created nor destroyed, but just changes form? **DooDoo Voodoo** is a prime example of this law of science. **DooDoo Voodoo** changes the form of the odor-causing waste and the by-products are water and oxygen.

• **Does DooDoo Voodoo come with a money-back guarantee?**

No, not from Four On The Floor Pet Products, Inc., because we can't be at everyone's place to personally observe that **DooDoo Voodoo** is correctly applied, which can obviously make all the difference in the world. (By "correctly applied," I mean that **DooDoo Voodoo** comes in contact with ALL the urine or other odor-causing substance.) However, the lack of a money-back guarantee shouldn't stop you from purchasing **DooDoo Voodoo** and having the utmost confidence in it. Why? Because as a successful businessman, as a 25-year animal advocate, as the cofounder of two federally licensed animal charities, as the cofounder of a nonprofit low-cost spay/neuter clinic and as a person who has often devoted over 100 hours each week to animal welfare without pay, you can trust my word when I tell you that **DooDoo Voodoo** works just as well as I say it does. I make no claims to be holier than anyone else, but I've guest lectured on ethics in business at the college level and do my best to run my companies and charity by the Golden Rule. All of this should help put your mind at ease. By the way, before we leave this subject, I want to mention that I've known many people who tried to get other so-called odor neutralizers' makers to refund their money when their products didn't work for the customer. Literally *not one person I know* has ever actually gotten his or her money back, because the products' manufacturers always seem to find ways out of making good on their money-back guarantees. You can trust **DooDoo Voodoo**. Here at Four On The Floor, just because we deal in **Voodoo** doesn't mean we use smoke & mirrors. ☺

• **How much DooDoo Voodoo concentrate do I need to add per quart?**

I've found that depending on the severity of the stain/odor you're trying to eliminate, you can use anywhere from ½ ounce to 4 ounces of **DooDoo Voodoo** per quart. Just to avoid confusion, what I mean is that you put ½ to 4 ounces of **DooDoo Voodoo** in the spray bottle with 28 to 31½ ounces of water, thus yielding a quart of ready-to-use **DooDoo Voodoo**. Use a measuring cup so you can accurately gauge how much **DooDoo Voodoo** you're adding.

• **Does DooDoo Voodoo work on stains as well as odors?**

Yes, stain elimination is a welcome side effect of **DooDoo Voodoo's** cleaning action. If your dog has pooped on your white carpet in the same spot for the last year, **DooDoo Voodoo** may not return your carpet to its original shade of white, but we've seen it do some amazing things. While nothing gets out all stains, it is truly amazing to see a spot of dog or cat urine (or vomit or blood) disappear before your eyes within 3 or 4 seconds...not to mention there being no odor remaining at all after 24 hours or so. As I said, stain removal is a welcome side effect, not the main purpose of **DooDoo Voodoo**, so please don't yell at us if **DooDoo Voodoo** doesn't remove every trace of one of your stains. ☺

• **Is DooDoo Voodoo color-safe?**

Yes. We've never seen a single incident where **DooDoo Voodoo** bleached out a carpet, furniture or clothing. Still, our advice is to test **DooDoo Voodoo** on an inconspicuous spot first to determine whether it will alter the color of whatever it is you desire to treat. Generally, water-safe = DV-safe.

• **Does DooDoo Voodoo leave behind a strong scent?**

Virtually never, but this is obviously dependent on how strong your mixture is. With ½ ounce per quart, you'll likely have little, if any, scent remaining after 48 hours or so. With 4 ounces per quart, you'll probably have a bit of citrus scent remaining, but it shouldn't be enough that you'd notice it when you walk in your front door. It bears repeating here that **DooDoo Voodoo** is NOT a cover-up for pet odors. The citrus scent is a by-product of **DooDoo Voodoo's** scientific cleaning action, but in no way is intended to cover up odors; **DooDoo Voodoo** works by literally disintegrating the sources of the odors. In our experience, most users have found the small amount of scent that's sometimes temporarily left to be quite pleasing. If we took out the scent, it would negatively alter **DooDoo Voodoo's** scientific action. Once the **DooDoo Voodoo** completely dries, there should be no remaining aroma.

• **Does DooDoo Voodoo really, truly work as well on pet urine odors as you say it does? You're not pulling our legs are you?**

It honestly does. I am not kidding you. Given that most pets who practice indiscriminate urination end up being taken to shelters, where they're summarily euthanized, we take eradicating pet urine odors very seriously. In fact, the main impetus for continuing to work on **DooDoo Voodoo** for nearly 20 years has been to help save pets lives. As we say, from now on pet urine odors are just an inconvenience, not a death sentence™. Now, let's not kid ourselves: nobody likes having a pet who pees in the house, but nobody wants to put their pet to death because of it either. It's just that people get to the ends of their ropes and feel as if their whole world will end if they don't get rid of their pee smell. Unfortunately, when most people get to this point, they resort to surrendering their pets to shelters, most of which automatically euthanize any animal known to have problems with indiscriminate urination. **DooDoo Voodoo** is intended to be a safety net for such people and pets. It can allow people to peacefully coexist with their pets even when there is an issue with indiscriminate urination. Now, if a pet repeatedly returns to the same exact spot to pee dozens of times, the odor may get to a point where perhaps even **DooDoo Voodoo** won't be able to fully eradicate the odor, but this is an extreme circumstance which, luckily, most people will never face. If you get a handle on a pee spot soon enough, you'll be able to fully eradicate any odor and you stand a good chance of your pet not returning to the same spot again. We've had this success in our house with one of our rescued cats, Gracie (pictured), who receives a very small daily dose of Paxil, the antidepressant medication many humans take, which helps curb her desire to be territorial (if you need a referral where to buy this inexpensively, e-mail us). Now some of her favorite spots to lie in the sun are within a foot of where she once (or twice, or a gazillion times) peed, but no longer pees. To us, this says volumes about **DooDoo Voodoo's** effectiveness. We take pets' lives very seriously and would never mislead a pet owner for the sake of commercial gain. If you have doubts about **DooDoo Voodoo's** effectiveness, please read the testimonials on our website at www.doodoovoodoo.com/testimonials.htm.



Our "Founder"

If you have further questions about **DooDoo Voodoo**, feel free to e-mail us at info@doodoovoodoo.com.



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