

• “I went around sniffing. Amazing! So easy...no blotting up with tons of paper towels. DooDoo Voodoo is the greatest invention for living with cats since (a popular flea-control product). I’m going to tell my oncology vet & behavior vets about your product and will give them some of your pamphlets & bumper stickers. I’ll also take some to my local vet & the Humane Society. I’m going to give to some of my friends to try, also. I’ll give it to them RTU and save the concentrate for me!” — *Jean*

• “I can now go to the worst spot we had and bend down and take a whiff and there’s no bad smell—no smell! Very cool.” — *Beth*

• “DooDoo Voodoo is AWESOME! I thought it’d be like all the others I’d tried and had no luck with, but it worked great. It just does its job, then it’s gone. It’s great stuff!” — *Jenny, a Registered Veterinary Technician & rescuer of special-needs cats*

• “I mixed up some RTU with 2oz. of concentrate. I soaked the carpet where the coyote urine was, left it overnight, came back and used the carpet extractor. I sprayed a little more RTU on it, and by the next morning there was no smell whatsoever.” — *An Experienced Carpet Cleaner*

• “I just ordered your concentrate and IT WORKS. After we moved into our new house, our male urinated in 5 places, including a few times in the same spot. I tried (two popular bacterial products) and even steam cleaned using (one of the products), but the odor seemed even stronger and then was mixed with a chemical smell. I would make up excuses for people to not come see the new house. Also, the previous owner let feral cats stay in the 3-car garage & they had sprayed all over.

I applied DooDoo Voodoo with a sprinkling can on the affected carpet areas in the house and I sprayed the garage with a spray bottle. The next day the smell was gone from the garage & no more HORRIBLE smell in the family room. I had to treat one area twice, but that was because he had peed there a few times in the same spot. The spot was even a little yellow, but your product got rid of it as well. I am telling all my friends about your great product. Signed, a very happy new home owner who didn’t have to get new carpet or tear up the carpet to treat the pad. Thank you so much!” — *Wendy*

• “I’ve spent a lot of money on all sorts of stain & odor removal products, but none of them worked like they said they would and some seemed to make the problems worse. A family member gave me some DooDoo Voodoo and it did in just a few sprays what the others [names withheld] hadn’t been able to do with repeated applications. Thank you so much for such a great product!” — *C.C.*



Indianapolis, Indiana, USA • www.doodoovoodoo.com

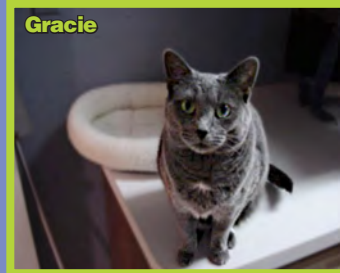
Visit our website for how-to tips, photos, more user reviews, helpful links & more. Questions? Call us at 1-800-PET-ODOR.

Necessity Is, Indeed, The Mother Of Invention

We’re the originators of DooDoo Voodoo, the founders of two federally licensed animal charities & we lectured at a prominent vet school at a statewide conference. Over the last 25 years we’ve rescued and provided care for many hundreds of dogs, cats & other animals. In addition, for some time we operated a nonprofit feline-only spay/neuter clinic that specialized in feral (wild, not friendly to people) cats. As you can imagine, we’ve dealt with more than our share of pet odors at home, in our rescue facilities and at our clinic, including lots of feral tomcat odors. We tried more than a hundred over-the-counter products and dozens available only to licensed veterinary and sanitation professionals, but nothing successfully controlled our pet odors, so, after years of hard work, DooDoo Voodoo was born.

A Personal Experience Or Two

As you might have guessed from the pictures in this brochure, we have a rescued kitty in our house (*shown to the right*) who has had quite a habit of urinating outside the litter box. She was put on Paxil®, which helped curb her territorialism & aggression a little, but which didn’t completely stop her urinating. Previously, she had absolutely trashed our house and its contents. You name it; she’d probably urinated on it—even our countertops. Nothing we tried successfully got rid of the odor, which is why we kept working on the formula for DooDoo Voodoo.



Now our house doesn’t stink, and we don’t have to be embarrassed when someone comes to the door.

By the way, if you, too, are dealing with kitties who spray in the house, you should check out our article entitled *Why Cats Fail To Use The Litter Box*. It’s a free PDF and you can find it on our website’s DOWNLOADS page.

DooDoo Voodoo Really, Truly Does Work As Well As We Say It Does. We’re Not Pulling Your Leg.

Given that most pets who practice indiscriminate urination end up being taken to shelters, where they’re summarily euthanized, we take eradicating pet odors very seriously. In fact, our main impetus for continuing to perfect DooDoo Voodoo’s formula for so many years has been to help save pets’ lives. From now on, pet odors will be just an inconvenience, not a death sentence.

Let’s not kid ourselves, though: none of us likes having a pet who pees in the house, but none of us wants to put our pet to death because of it either. It’s just that people get to the end of their rope and feel as if their whole world will end if they don’t get rid of their &^%\$#! pee smell. Unfortunately, when some 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 indiscriminate urination.

Now, if a pet repeatedly has returned to the same exact spot to urinate dozens of times, the odor may get to a point where perhaps even DooDoo Voodoo won’t be able to fully eradicate the odor source. Having

said that, however, please take a look at this picture. It’s from a condo where a rescuer with nearly a dozen pets had a severe soiling problem due to an aged, very ill kitty. The good news is that despite the horrible soiling you see in the picture (which was also throughout the condo), DooDoo Voodoo worked so well that when the lady moved out, she got her entire (hundreds of dollars) damage deposit back. How’s that for effective odor control? (See our website for a complete case study of another “cat pee condo” we worked on—& salvaged!)



If you get a handle on an odor 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 to resoil. We’ve had this success in our house with Gracie, and many DooDoo Voodoo customers have reported the same success. Now some of Gracie’s favorite spots to lie in the sun are within a foot of where she once (or twice, or a dozen times...) peed, but she no longer pees there. 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.

Lastly, Perhaps The Best Reason Of All To Use DooDoo Voodoo

Up to the limit allowed by federal tax law, a substantial portion of the proceeds raised from the sale of DooDoo Voodoo is donated to animal charity organizations and used to promote shelter adoptions, spay/neuter and pet ownership as a lifetime commitment, so you’re not only getting a fantastic product that absolutely works, you’re helping improve—and, in many cases, save—needy animals’ lives. We appreciate your helping us help them.

Do yourself, your pets, your family, your friends and your home a favor. **Try DooDoo Voodoo today!**

* DooDoo Voodoo contains primarily natural ingredients and also small amounts of detergent & other common manmade substances you probably have in your home right now. On hard surfaces, we recommend that you let DooDoo Voodoo “dwell” for 10 minutes for maximum effectiveness, then gently wipe up any excess and allow the rest to air dry naturally. On porous surfaces like concrete, wiping is likely unnecessary. Keep out of reach of children, follow normal safe-use procedures & test on an inconspicuous area for colorfastness. Keep pets away from treated areas until the areas are dry. Use with plenty of ventilation, avoid prolonged contact with skin, do not take internally, rinse eyes with plenty of fresh water for 15 minutes if contact occurs and seek immediate medical attention if ingested or if complications from use develop. See website for additional information. DooDoo Voodoo, It’s Science, But It Works Like Magic, Pour It, Leave It, Love It!, Four On The Floor and the Four On The Floor Feet are registered trademarks or trademarks of Four On The Floor Pet Products, Inc. Other trademarks respected. Not liable for incidental or consequential damages. © Copyright 2004-2011, Four On The Floor Pet Products, Inc. The courts of the State of Indiana govern all transactions. All Rights Reserved. 7/11

Pet Odors Got You Down?

You Need



- Biodegradable
- Very Affordable
- Really Easy To Use
- Extremely Concentrated
- Great With Carpet Machines
- Has No Overpowering Fragrance
- Works Where Others Have Failed!

There's A Light At The End Of Your Tunnel

Are you fighting pet odor problems, specifically from urine? Tired of wasting your money on "100% guaranteed" odor neutralizers that don't work? Home remedies failed you? Tired of cleaning your carpet, only to have the odors return? Worse yet, are you thinking about getting rid of your pet because of indiscriminate urination? If you're shaking your head "yes," and you've already had your pet checked out by a vet to rule out medical causes, DooDoo Voodoo is exactly what you need...and have been searching for.

DooDoo Voodoo is a proprietary, scientific blend of domestic and imported ingredients. It's available in two forms & multiple sizes: RTU (ready-to-use straight from the bottle) and concentrate (to which you add your own water). DooDoo Voodoo has every benefit you should look for in an odor neutralizer:

- **It's much easier to use than other brands.**

No blotting, no covering with wet towels, no vacuuming, no injecting with hypodermic needles, no follow-up at all. Nothing could be simpler.

- **It contains no harsh chemicals or fragrances.**

DooDoo Voodoo is NOT a cover-up. Its slight, natural-citrus scent is only temporary & is barely perceptible. The scent is a by-product of DooDoo Voodoo's scientific cleaning action, not an additive.

- **It's environmentally friendly.**

After it does its job, DooDoo Voodoo leaves nothing behind but water & oxygen. Plus, its largely-natural,* biodegradable ingredients are considered "green."

- **It's well tolerated by people and pets.**

When used correctly, DooDoo Voodoo presents virtually no risks for people and pets.*

- **It's color-safe.**

DooDoo Voodoo is perfect for any water-safe carpet, fabric or upholstery. It cleans, but doesn't bleach.*

- **It's extremely concentrated.**

DooDoo Voodoo costs just pennies per odor spot. Buy the concentrate and you'll use as little as 1/2 oz. of concentrate per quart of tap water. Depending on dilution ratio, each quart of concentrate yields from 4 to 16 gallons of RTU DooDoo Voodoo. We give you a lot more value for your money. You can literally save thousands compared to other products.

You don't have to hate your pet anymore. DooDoo Voodoo makes an unpleasant situation quite tolerable, and often helps break pets of bad habits.

Pour It. Leave It. Love It!TM

DooDoo Voodoo is phenomenally effective and you'll love how easy it is to use. Just ensure it contacts all the odor-causing waste so it can do its job. Locate your odor spots (perhaps with the help of a DooDoo Voodoo Blacklight), then pour or spray DooDoo Voodoo to completely moisten the area. Most users don't have to replace their carpet pad, and in some cases may not even need to have the carpet cleaned. DooDoo Voodoo has saved a lot of "trashed" carpet and even saved one condo owner \$72,000 in odor remediation costs. It can save you a boatload of time, money & headache, too!

Why Other Products Fail

While there are many products out there that say they get rid of pet odors, in the real world, they don't work as well as DooDoo Voodoo. But *why* don't they work?

Without getting too technical, it's because, from a chemistry standpoint, they're fighting the battle with the wrong weapons and stacking the deck against themselves. They're dooming themselves to fail.

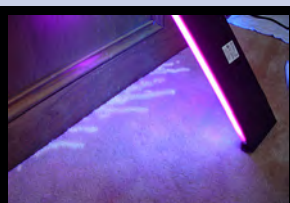
Home remedies are rarely effective (haven't we all tried white vinegar?). Enzyme- or bacteria-based products can sometimes work, but they're way too temperamental to be effective in most environments, plus, if you want 'em to stand any chance of working well, you're constantly having to cover them with fresh, moist towels (to keep the bacteria alive) & injecting the solution into your carpet pad with a hypodermic needle. Disinfectants may kill the germs, but do nothing to get rid of the source of the odor, so the odor keeps coming back. Powders you sprinkle on top of the carpet only temporarily mask the smell and don't do anything to alleviate its source.

"Magic" volcanic rocks? Oh, please. Perfumery products that fill your house with a way-strong smell and just cover up your odors? None of us wants that.

Clearly, no other product has DooDoo Voodoo's unique combination of features and benefits. And none is as afford-able or as easy to use.

No Smoke & Mirrors — Just Voodoo.

So, then, why does DooDoo Voodoo work when others don't? Because it causes a chemical reaction with the organic compounds, then disintegrates & vaporizes the food source that the odor-causing bacteria eat. With no remaining food source, the bacteria die off rapidly, leaving no residual odor.



Cat Urine Under A Blacklight



No Dangerous Needles



No Messy, Stinky Towels!



Won't Bleach Carpet Like Enzymes Can



I Didn't Even Blot This Up; Now, No Stain Or Odor

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 well-known law of science. After it does its work, DooDoo Voodoo leaves behind just a temporary hint of its pleasant, natural citrus scent. Once the area dries, there's no residual fragrance...or odor.

Good News For Those Of You Who've Already Used Other Products On Your Pet Odors

The simple beauty of DooDoo Voodoo is that because it attacks odor sources in a totally different way from other brands, chemically speaking, it will still be highly effective on spots previously treated with vinegar, perfumes, enzyme- or bacteria-based products, disinfectants and more. We've got spots in our own house that we had treated with a wide variety of over-the-counter products and quite a few that are only available to licensed professionals. None of those products ever worked, but DooDoo Voodoo sure did—even though the other products still lingered in the carpet, pad and subflooring (the pictures to the left are of our home).

Okay, here comes a tiny bit of science. DooDoo Voodoo doesn't require the treatment environment to have a specific pH in order to work. It doesn't depend on water temperature to encourage its odor-eating action. It will work in virtually any circumstances. Compare this to common enzyme- or bacteria-based products, which prefer areas that have not been previously treated; which can be sensitive to water temperature; which prefer to be covered with the correct temperature and wetness of towel; and which need to be used within a specific timeframe. Another important disadvantage of these products is their shelf life, which personal experience has shown us can be quite short. DooDoo Voodoo, on the other hand, can last years on your shelf (cooler, darker area preferred).

Solve Your Worst Stain And Odor Problems Without Breaking A Sweat

It could simply not be easier to use DooDoo Voodoo. With DooDoo Voodoo RTU (ready-to-use), you don't have to add any water; just apply it to your problem areas and let it dry naturally. With DooDoo Voodoo Concentrate, you add 1/2 to 3 ounces per quart to a spray bottle, bucket or gardening can (for larger areas), then just pour or spray DooDoo Voodoo on the stinky or stained areas. You don't have to do anything else; just let DooDoo Voodoo do its job, then let it dry naturally. That's all there is to it. As we said, nothing could be simpler.

Read the unedited customer testimonials in this brochure & on our website. You'll be amazed at the positive comments we've received. Some customers, including the largest cat rescue organization in Los Angeles, buy repeatedly and refer tons of animal lovers to us. Our veterinary dealers sell numerous cases a month, which speaks volumes about DooDoo Voodoo's effectiveness. Repeat customers and top veterinarians **love** DooDoo Voodoo & you will, too.

We hope you'll try some DooDoo Voodoo today. We feel strongly that it will meet or exceed your expectations. Add in that proceeds help provide for needy animals, and you'll see that DooDoo Voodoo is a win-win product.

Comments From Satisfied DooDoo Voodoo Users:

• "Hi. I just want to say that this product is THE BEST STUFF EVER for completely getting rid of cat urine odor and stains, old or new, from whatever surface you have in your home. I wish I had found your product years ago. You wouldn't believe the number of brands I've been through over the years...too many to name or count that just didn't do the job. With this product, I've been able to "take back my home" in a sense. I have 9 cats, and I love them dearly, but it's been a struggle over the years cleaning up after them. Not anymore. Don't ever stop making this product. THANKS!!!!!!!!!" — *Vivian*

• "DooDoo Voodoo eliminated ALL the odor from the chair. I'm flabbergasted, to be honest. The chair is nice and clean and one of the other cats is curled up on the back of it tonight. So far, the offending cat hasn't shown any interest in re-marking it. I'm all calmed down now that I got that chair de-smelled. Thanks for your input, your caring and your quick responses." — *Leslie*

• "Just wanted to let you know that I am very pleased with your product. It has definitely made a difference in our home. Madelynne still sprays on things, but not as much and never in the same place now. I've told all my pet-having friends and family about your product. Thanks!" — *Erica*



• "We've had many dogs & cats, and they've all made "mistakes" in the house. However, the worst was when one of the cats brought in a chipmunk (live & not seriously injured) to play with. The thing got behind the china cabinet and we couldn't get it out. We tried humane traps, etc... At night it came out and ate the dry cat food. We ultimately chased it outside.

End of problem. Wrong!!! Left behind was three months of molding chipmunk poop. I was able to vacuum it up, but the smell, no chance. DooDoo Voodoo was the savior. I used it as directed and the smell was gone. Not covered up; gone and stayed gone. I also used it on a couple of places that had been cleaned, but still smelled if the weather was right. THOSE SMELLS ARE GONE, TOO! Our daughter's large dog loves to ride in the car. She has cloth upholstery and it picks up dog smell, but DooDoo Voodoo completely eliminates it. This is truly great stuff. Thanks for a great product." — *Scott*

• "Just a note to say I love your product. It works much better than anything else I've tried, and I've tried lots of stuff. We have seven cats (with four neutered males who don't get along). Two of 'em spray on anything they can reach—no kidding, anything. DooDoo Voodoo gets used every day. Thanks for making the product." — *Diana*

• "I used my DooDoo Voodoo to de-stink the grease trap at our deli restaurant and it worked better than anything else I've ever tried!" — *Dave*



{continued...}