

• "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! 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 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." — *A Professional 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 and 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 that as well. I am telling all my friends about your great product. Signed, a very happy new homeowner who didn't have to get new carpet or tear up the carpet to treat the pad. Thank you so much!" — *Wendy*

 **Read more unedited customer reviews at:**
www.doodoovoodoo.com/testimonials.htm

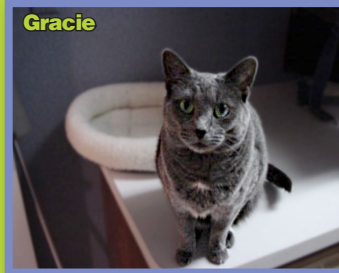
*Doodoo Voodoo contains primarily natural ingredients, plus detergent & other common manmade substances you probably have in your home right now. On hard surfaces, let Doodoo Voodoo dwell for 10 minutes for maximum effectiveness, then wipe up any excess and allow the rest to air dry naturally. Keep out of reach of children & pets, follow normal safe-use procedures & test on an inconspicuous area for colorfastness. Do not mix with any other product. 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 discontinue use and seek immediate medical attention if ingested or if complications from use develop. Store in a cool, dark place. Doodoo Voodoo, It's Science, But It Works Like Magic, Pour It, Leave It, Love It!, Four On The Floor, the Droplet graphic and the Four On The Floor Feet are registered trademarks or trademarks of Four On The Floor Pet Products, Inc. Other trademarks respected. © Copyright 1988-2015, Four On The Floor Pet Products, Inc., Indianapolis IN USA. All rights reserved. Not liable for incidental or consequential damages. The laws & courts of the State of Indiana shall have jurisdiction. 9-5-15

Necessity Is, Indeed, The Mother Of Invention

We're not just the originators of Doodoo Voodoo, we also founded two federally licensed animal charities, lectured at a prominent vet school at a statewide conference, operate a rescue facility where we provide lifelong care for special-needs cats, orchestrated a large-scale puppy mill raid, worked on animal-related laws and for some time operated a nonprofit feline-only spay/neuter clinic that specialized in feral cats (where we did as many as 92 surgeries a day). Over the last few decades we've rescued and provided care for many hundreds of dogs, cats & other animals. So, as you can imagine, we've dealt with more than our share of pet odors at our home, in our rescue facilities and at our clinic, including lots of tomcat odors. We used dozens and dozens of over-the-counter products and many 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.

Personal Experience

As you might have guessed from the pictures in this brochure, we have a rescued kitty in our house (shown to the right) who 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 to fine-tune the formula for Doodoo Voodoo.



Gracie

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

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. We operate by the Golden Rule and would never mislead a pet owner for the sake of commercial gain. Our main impetus for helping people control pet odors since 1988 has been to help save pets' lives. Now, thanks to Doodoo Voodoo, pet odors are 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 we get to the end of our rope and feel as if our whole world is ruled by indiscriminate house soiling. 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, and to buy the vets time to rule

out medical issues. It allows people to peacefully coexist with indiscriminate urination, defecation, health issues, age-related issues and more.

Now, if a pet has returned to the same spot to urinate dozens of times, perhaps the area might need a bit more work than just spraying or pouring Doodoo Voodoo. But most customers over the years haven't had to go to this extent.

Having said that, take a look at this picture. It's from an apartment 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 (which was throughout the home), Doodoo Voodoo worked so well that when the lady moved out, she got her entire (hundreds of dollars) damage deposit back — without additional remediation or replacing the carpet or pad. *(Be sure to see our website for a complete case study of another "cat pee condo" we worked on — and salvaged. You'll be amazed.)*



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.

Perhaps The Best Reason Of All To Use Doodoo Voodoo

Up to the limit allowed by federal tax law, proceeds raised from the sale of Doodoo Voodoo are 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 the animals who depend on us all.

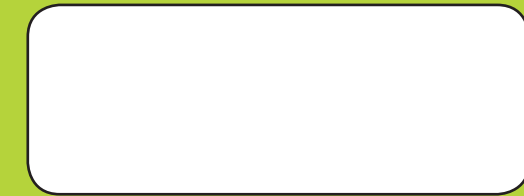
Do yourself, your pets, your family, your friends and your home a favor. **Pick up some Doodoo Voodoo today!**

Eliminate Pet Odors & Stains

With



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



317-440-0052
1-800-PET-ODOR
www.doodoovoodoo.com

Don't Give Up Hope. Doodoo Voodoo Can Help You. I bet you feel like you've tried everything under the sun to get rid of your pet odors and stains. We've been there.



If you're like most of our customers, you're tired of wasting your time and money on "100% guaranteed" products that don't work. Home remedies have probably failed you. You're tired of cleaning your carpet, only to have the odors & stains return. Worse yet, you might even be thinking about getting rid of your pet because of the never-ending house-soiling issues that have you pulling your hair out.

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.

Doodoo Voodoo is a proprietary, scientific blend of domestic and imported, natural and manmade 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 warm water). Doodoo Voodoo has every benefit you should look for in an odor & stain remover:

- **It's dramatically 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. Just pour it, leave it, love it!™
- **It contains no harsh chemicals or fragrances.** Doodoo Voodoo is NOT a cover-up. Its slight, natural-citrus scent is only temporary & is a by-product of its plant-based cleaning action, not an added fragrance like many other brands have.
- **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 safe to use in your home.** When used correctly, Doodoo Voodoo presents virtually no risks for people and pets, and won't fade water-safe carpet or upholstery like other products can.*
- **It has TONS of benefits compared to enzymes.** We and our repeat customers feel that Doodoo Voodoo beats enzymes in every possible way. More about these important advantages in a moment.
- **Let Doodoo Voodoo bat cleanup.** Doodoo Voodoo even works on stains & odors after you applied other products to them.* This is a **huge** advantage over inferior products.
- **Buy our Concentrate for maximum savings.** Our product is way more concentrated than other brands, with each quart of Doodoo Voodoo Concentrate yielding from 4-16 gallons of RTU (depending on your dilution ratio). You can literally save **thousands of dollars** (up to 98.6%, according to our recent market research) compared to inferior, yet more expensive, products. We feel that nothing works as well as Doodoo Voodoo or costs less. Repeat customers **love** our product.

Old Habits Are Now Easier To Break

You don't have to hate your pet anymore. Doodoo Voodoo makes an unpleasant situation quite tolerable, and veterinarians and customers report that Doodoo Voodoo has helped break a lot of pets of their bad habits. Many cats now sleep in the same spots or on the same furniture they used to soil. That's really saying something.

Solve Your Problems Without Breaking A Sweat

It simply could not be easier to use Doodoo Voodoo.

Just locate your odor spots, perhaps with the help of a Doodoo Voodoo Blacklight, which may show you spots you didn't even know you had, then spray or pour enough Doodoo Voodoo so it comes in contact with *all* the offending organic material.

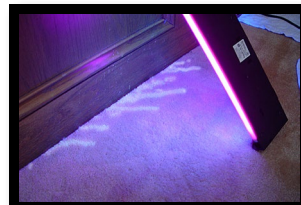
You don't have to do anything else; just let Doodoo Voodoo do its job, then let it air dry naturally. That's all there is to it. As we said, nothing could be simpler.

How To Maximize Your Results

Here's a hint to help Doodoo Voodoo do its best for you. Some customers rush to judgment, mistakenly thinking they need to re-treat. Instead, especially if you soaked your carpet pad, we ask that you allow Doodoo Voodoo the time to do its job, then to fully air dry, which can take longer than you might think. The final stage of drying is when the bulk of the odor removal happens, so please don't hurry things.

Don't Rip Out Your Carpet & Pad Just Yet

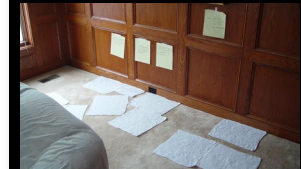
Most users don't have to replace their carpet or pad, and often don't even need to have the carpet cleaned. Doodoo Voodoo has salvaged a lot of "trashed" carpet and even saved one condo owner \$72,000 in odor remediation costs. It can save you time, money & heartache, too.



Cat Urine Under A Blacklight



No Dangerous Needles



No Messy, Stinky Towels



Won't Bleach Carpet Like Other Products Can*



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

Why Other Products Fail

We feel that they fail 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?). None of us wants a perfume-y cover-up. Powders you sprinkle on top of the carpet only temporarily mask the smell and don't do anything to alleviate its source, which is down deeper in the backing, pad and subfloor. Enzyme (bacteria) products can sometimes work, but they're way too temperamental to be effective in many environments, especially those you already treated with other products or home remedies. Plus, they instruct you to inject the solution into your carpet pad with a hypodermic needle and cover the spots with moist towels (to keep the bacteria alive). Disinfectants may kill the germs, but do nothing to get rid of the organic source of the odor.

No Smoke & Mirrors — Just Voodoo.™

Doodoo Voodoo catalyzes a breakdown process with the offending organic materials, then disintegrates the food source that the odor-causing bacteria eat. With no remaining food source, the bacteria die off rapidly, leaving no residual odor. As we learned in science class: matter is neither created nor destroyed; it just changes form. Well, Doodoo Voodoo is a prime example of this law of nature. 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. Like our slogan says: It's Science, But It Works Like Magic!®



Previous Attempts Failed? No Problem.

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 products, disinfectants and more. Doodoo Voodoo doesn't "see" the other products...and will still do its job.

Doodoo Voodoo doesn't require the treatment environment to present a specific pH or ideal conditions in order to work. This is way different from common enzyme products, which are known to be finicky about their environments.

Doodoo Voodoo Lasts And Lasts

Another important advantage Doodoo Voodoo has over many other products — especially enzymes — is its long shelf life. If stored correctly (meaning at no more than room temperature and out of direct light), Doodoo Voodoo can last many months or even years. In fact, we've used years-old product that was still effective. Your mileage may vary, but Doodoo Voodoo definitely has staying power.



Clearly, no other product has Doodoo Voodoo's unique combination of features and benefits, and none is as affordable or easy to use.

Say goodbye to odors & stains. Get Doodoo Voodoo!

Customers RAVE About Doodoo Voodoo!

Read the unedited customer reviews here and on our website and you'll see that customers LOVE Doodoo Voodoo. We're confident that you will, too.



• "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. 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 & never in the same place now. I've told all my pet-loving friends & family about your product. Thanks!" — *Erica*

• "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*



• "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'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 hadn't been able to do with repeated applications. Thank you so much for such a great product!" — *C.C.*

• "I bought my wife a car, but then she spilled a whole gallon of milk in the back seat. Nothing worked at removing the smell. It smelled like somebody vomited in there! I got online and saw Doodoo Voodoo recommended, so I bought some. It totally solved the problem! Now you can't tell that there was ever spilled milk in there. Your product is AWESOME." — *George*