



To: DooDoo Voodoo Customers
Date: 2-26-11
Re: what if DooDoo Voodoo “doesn’t work”?

Once in a great, great while, we’re contacted by a customer who says that DooDoo Voodoo subjectively “didn’t work” for them on their stains and odors. I can count on one hand the number of such comments we’re received over all the years we’ve been making DooDoo Voodoo, but I figured I’d make this document available to all of you just in case you don’t perceive that you reaped the benefits from DooDoo Voodoo that you expected.

DooDoo Voodoo has helped so many thousands of people around the world that it’s unlikely (almost impossible, frankly, based on chemistry) that DooDoo Voodoo was truly ineffective. It’s more likely a case of not doing the application or the dilution quite right, as you’ll see below.

DooDoo Voodoo is regularly ordered by the largest feline rescue & adoption organization in Los Angeles, which supplies DooDoo Voodoo to all its foster parents and adopters. One east coast customer, a Ph.D., was so impressed with DooDoo Voodoo that she took some to the esteemed vet school at Cornell University, where she’d had rescued animals treated, to give them her persuasive “pitch” about DooDoo Voodoo. Top veterinarians use, sell and recommend DooDoo Voodoo. Read our unedited testimonials at www.doodoovoodoo.com/testimonials.htm and you’ll quickly understand that it’s highly unlikely that DooDoo Voodoo “didn’t work.”

I wrote this short paper, based on an actual e-mail I sent to one such customer, to discuss what could be happening. I hope these tips and links help you if you find yourself thinking that DooDoo Voodoo didn’t work as effectively as you hoped it would. If you have additional questions, feel free to e-mail us at info@doodoovoodoo.com and we’ll do our best to further guide you.

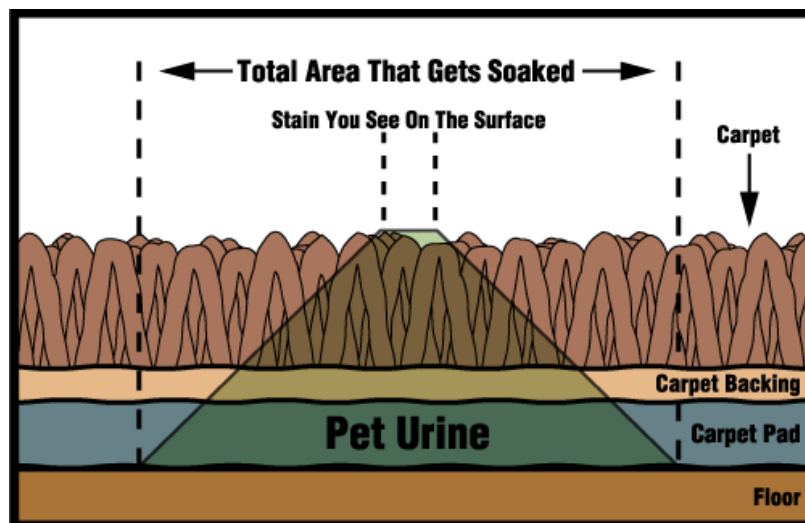
Eric Smith
Founder

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Hi, _____. I received your voicemail and wanted to get back to you. I’m not sure if you’re dealing with a stain or an odor, but I think I heard you use the word “stain” in your message.

In the case of *odor control*, there are only two reasons DooDoo Voodoo may not have worked for you as well as expected. Either the mixture was too weak (you mentioned 1/2 ounce to a quart of water; we recommend up to 2 ounces per quart) or the mixture didn’t come into contact with all the organic, odor-causing material (urine, feces, blood, vomit, etc.). Due to the proprietary chemical action of its natural ingredients and the detergent the formula contains, there is just no way DooDoo Voodoo can’t work on organic stains and odors. The analogy I often give is that it’s akin to dumping a bucket of water on a campfire; there’s no way the water isn’t going to put out the fire if (a) there are only organic materials burning and (b) there is sufficient water introduced to get to all the flame. DooDoo Voodoo catalyzes a chain of events that causes the organic odor-causing material to be consumed and obliterated.

So, it appears that either your dilution ratio was too weak for your particular stain/odor, or you didn’t get the product into contact with all the odor-/stain-causing material. I suggest increasing the strength of your mixture a bit (up to 2oz per quart) or treating a wider area, as shown in the following graphic. You may need a DooDoo Voodoo Blacklight (www.doodoovoodoo.com/products.htm) to properly identify all the areas that have been soiled (including up the walls and on furniture).



It can be more difficult to get DooDoo Voodoo in physical contact with all the organic, odor-causing material than people think it might be. (As I joke on our website, how it can be harder to get 16oz of DooDoo Voodoo to spread to everywhere a few ounces of urine apparently had an easier time of getting to is beyond me!) Carpet backing, pad (especially of higher density) and subfloor can, over time, become deeply soiled with organic material. Concrete, such as one might have if one's home is on a slab, is much more porous than people perceive, so it can hold odor to a *large* degree.

The best way to deeply clean one's carpet, pad and subfloor (if you don't want to pull back the carpet, replace the pad and treat/seal the subfloor, as discussed at www.doodoovoodoo.com/Pet_Urine_Case_Studies.htm) is to perform what's called a sub-surface extraction such as we discuss on our site on the same page. Basically, enough DooDoo Voodoo is introduced to an area to fully saturate it, thus liquifying and suspending the organic material, then special tools are used to almost completely extract the liquid, pulling the organic waste out with it. I have personally salvaged some of the most degraded, odorous carpet, pad and subfloor you could ever possibly imagine by doing sub-surface extractions with DooDoo Voodoo. I have also successfully done this in my own home, as shown here (though the patented sub-surface tool doesn't show in these photos):



Care must be taken when introducing this amount of liquid into an area, obviously. But, correctly performed with the right knowledge and the right tools, it's almost like running your carpet, pad and subfloor through a washing machine. I highly recommend it. Not all carpet cleaners have this patented tool, called a Water Claw, so you might have to check around or use the guide on our website at www.doodoovoodoo.com/Pet_Urine_Case_Studies.htm.

The other scenario could be that you really soaked the area and are in the drying phase, during which it is common for the odor to get worse (due to the organic material having been "reconstituted" by the liquid DooDoo Voodoo). Sufficient drying time will allow the product to do its job; at the end of the drying phase is when the odor dissipates. This drying phase can take *far longer* than many customers think it will, especially if they really soaked an area more than once. Air movers can help the drying process, but drying the area *too fast* can lessen DooDoo Voodoo's effectiveness.

If you're working on a *stain* and you perceive that DooDoo Voodoo "did nothing," the situation is likely that the stain is being caused by organic material down below that is causing the stain to wick up to the surface. (Due to physics, the moisture below migrates toward the drier area at the top of the carpet or upholstery, thus carrying the organic material from down below up to the surface.) In this case, extracting the area yourself, or laying clean, white towels over the area, then swapping them out as they absorb the wicking, can be helpful. A shortcut would be to hire a carpet cleaner to come in and perform what's called a "sub-surface extraction" with a device like a Water Claw (www.doodoovoodoo.com/Pet_Urine_Case_Studies.htm), which is meant to pull liquid and organic material out of the subfloor, carpet pad, carpet backing and carpet, leaving the area much cleaner and drier than it would be with a typical "wand" extraction or a do-it-yourself extraction.

If you see a wicking "ring" on your carpet or upholstery, DooDoo Voodoo did not cause it. It's just the deep-down organic material coming to the surface. In actuality, DooDoo Voodoo has successfully removing wicking "rings" for numerous customers who used other products or hired carpet cleaners to do their cleaning.

So, my suggestion would be to either let the area dry longer, to use a stronger mixture, to treat a wider area, to absorb the wicking with clean, white towels, to hire a sub-surface extraction done, to follow our subfloor guidelines or to continue to thoroughly extract the area with your own consumer-type carpet cleaner.

Should you have any further questions about usage, feel free to e-mail me back and I'll do my best to step you through things.

We appreciate your support of our product and our mission of helping needy animals.

Sincerely,

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Eric Smith
Founder

www.doodoovoodoo.com

P.S. Do check out our Case Studies page at www.doodoovoodoo.com/Pet_Urine_Case_Studies.htm and our Downloads page at www.doodoovoodoo.com/downloads.htm, both of which have lots of helpful information.