

• "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 (two flea control products). 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, 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*



Indianapolis, Indiana, USA • www.doodoovoodoo.com

Please visit our website for tons of how-to tips, photos, additional user testimonials, helpful links & more!

Necessity Is, Indeed, The Mother Of Invention

We're the originators of DooDoo Voodoo and we've been heavily involved in animal welfare for more than 20 years, during which time we've rescued and provided care for 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 the clinic, including lots of feral tomcat odors. We tried more than a hundred over-the-counter products and dozens available only to licensed professionals, but nothing successfully controlled the 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[®], a human medicine for people who suffer from depression, 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! Nothing we tried over the years successfully got rid of the odor, which is why we kept on 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.

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 work on DooDoo Voodoo for nearly 20 years has been to help save pets' lives. From now on we hope that pet odors will be just an inconvenience, not a death sentence.

Now, let's not kid ourselves: 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 returns 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, 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? This is an extreme circumstance which, luckily, most people will never face.



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 again. 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—animals' lives.

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

* Except for a small amount of common detergent, all of DooDoo Voodoo's ingredients are natural. On hard surfaces, we recommend that you let DooDoo Voodoo "dwell" for a minimum of 10 minutes for maximum germ killing, then wipe up any excess and allow the rest to air dry naturally. On porous surfaces like concrete, you may not have to wipe any up. 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 to the touch. 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. 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 trademarks or registered trademarks of Four On The Floor Pet Products, Inc. Other trademarks respected. Not liable for incidental or consequential damages. We reserve the right to improve our product and alter our packaging without notice. © Copyright 2004-2006, Four On The Floor Pet Products, Inc. In the event of dispute, the courts of the state of Indiana shall have jurisdiction. All Rights Reserved.

Pet Odors Got You Down?

You Need



- All-Natural*
- Very Affordable
- Really Easy To Use
- Extremely Concentrated
- Environmentally Friendly
- No Overpowering Fragrance
- Works Where Others Have Failed!

There's A Light At The End Of Your Tunnel

Have you been fighting pet odor problems, specifically 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 & two sizes: RTU (ready-to-use straight from the bottle) and concentrate (to which you add your own water), in quarts & gallons. DooDoo Voodoo has every benefit you should look for in an odor neutralizer:

- **It's dramatically easier to use than other brands.** No blotting, no covering with wet towels, no vacuuming, 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 temporary & 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 all-natural* 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.*
- **It's color-safe.** DooDoo Voodoo won't fade carpet or upholstery like other products can.*
- **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. A quart of concentrate yields up to 16 gallons of DooDoo Voodoo; a gallon of concentrate makes up to 64 gallons. We give you a lot more value for your money!

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

Pour It. Leave It. Love It![™]

DooDoo Voodoo is phenomenally effective and you'll love how easy it is to use. You don't have to inject it into your carpet with a dangerous hypodermic needle. You don't have to cover it with wet towels. You don't have to blot it or vacuum it up. Most users don't have to replace their carpet pad, and in some cases may not even need to have the carpet cleaned. Just locate your odor spots (perhaps with the help of a blacklight, available at home improvement & discount stores for \$20 or so), then pour or spray DooDoo Voodoo to completely moisten the area.

Why Other Products Fail

While there are many products out there that say they get rid of pet odors, none of them works 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. Perfumey 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 certainly none is as affordable 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 urine 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. 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

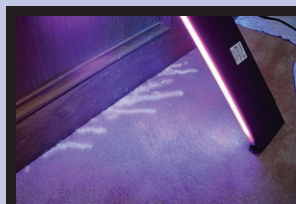
The simple beauty of DooDoo Voodoo is that because it attacks odor sources in a totally different way from other brands, chemically speaking, it will still be highly effective on spots previously treated with vinegar, perfumes, enzyme- or bacteria-based products, disinfectants and more. We've got spots 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 warm or cold water to encourage its odor-eating action. It will work in virtually any circumstances. Compare this to common enzyme- or bacteria-based products, which have proven to only work on spots that have never been treated with another product and only if they're mixed with exactly the right temperature of water; only if they're covered with the correct temperature and wetness of towel; and only if they're used within a specific timeframe. Another important disadvantage of these products is their shelf life, which personal experience has shown us can typically be measured in days. DooDoo Voodoo, on the other hand, can last months—or perhaps even years—on your shelf.

Solve Your Worst Odor Problems With No 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 2 ounces per quart to a spray bottle or a bucket (for larger soiled areas), then just pour or spray DooDoo Voodoo on the stinky areas. You don't have to cover the areas with towels and you don't have to vacuum anything away. You don't have to inject DooDoo Voodoo with a hypodermic needle and you don't need to blot it up. 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.

We hope you'll try some DooDoo Voodoo today!



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

Comments From Satisfied DooDoo Voodoo Users:

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

• "We've had many dogs & cats, and they have all made "mistakes" in the house. However, the worst was when one of the cats brought in a chipmunk (live and 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. Ultimately, on a summer day we opened all of the doors and 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 picked up dog smell, but Doodoo Voodoo completely eliminated it. Of course, it comes back when the dog rides in the car, but the smell is quickly and easily eliminated. 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*

• "Thanks so much for taking the time to give me all your insight. Sure enough, the 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*

• "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...)

