



To: DooDoo Voodoo Customers
Revised: March 2015
Re: what if DooDoo Voodoo doesn't seem to work?

Once in a great, great while --- and I'm talking every half decade or longer --- 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've received over all the years we've been marketing 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. It's my hope that the information contained herein will help you attain the maximum benefit from your DooDoo Voodoo. After all, we certainly don't want you to keep having to do battle with stains and odors.

DooDoo Voodoo has helped so many hundreds of thousands of people around the world that it's unlikely (almost impossible, frankly, based on the chemistry involved) that DooDoo Voodoo was actually ineffective in your circumstance. As you may have seen in our testimonials, DooDoo Voodoo has worked well on coyote urine, human urine, dead animals, bile, blood, vomit, feces and more. So, while it's certainly possible that your pet's body chemistry may be unique, it's not likely that your situation is that different from others'. So, then what could be the bugaboo? It's likely that the application, the dilution or the drying environment didn't meet your specific situation's needs, 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 its foster parents and adopters. One east coast customer, a Ph.D., was so impressed with DooDoo Voodoo that she drove 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 page and you'll quickly understand that it's actually highly unlikely that DooDoo Voodoo "didn't work" because of any inherent shortcomings, but rather due to an issue with application, dilution, drying or other factors, as I'll outline for you.

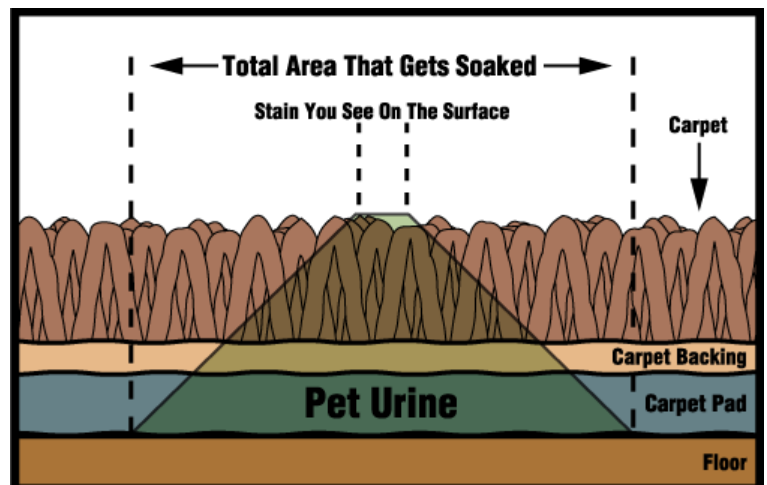
I wrote this short paper, based on an actual e-mail I sent to a customer years ago, as an opportunity to discuss what could be happening in your situation. I hope these tips and links are helpful if you find yourself thinking that DooDoo Voodoo didn't work as effectively as you hoped it would. If you have additional questions once you read through this document, feel free to e-mail me at info@doodoovoodoo.com and I'll do my best to further guide you. We want you to be just as successful with DooDoo Voodoo as so many others have been.

Eric Smith
Founder

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Hi, _____. Thanks for your voicemail and for giving me an opportunity to assist. 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. I'll cover both.

In the case of *odor control*, history has shown that there are just a few reasons DooDoo Voodoo may not have worked for you as well as expected, with the primary ones being that the mixture was too weak or it didn't come into contact with all the organic, odor-causing material. Due to the proprietary chemical action of its natural ingredients and the detergent the formula contains, there is almost no way DooDoo Voodoo can't negate organic stains and odors. The analogy I often give is that it's akin to dumping a bucket of water on a campfire; it's impossible for the water not to put out the



fire if there is sufficient water introduced to douse all the flame. DooDoo Voodoo catalyzes a chain of events that causes the organic odor-causing material to be consumed and obliterated, so there's really no way for it to fail if it comes into contact with all the organic material that's causing the staining and odor.

If you're like most customers, you probably feel like you soaked the area sufficiently. But carpet, pad, upholstery, subfloor, etc., all have millions of microscopic pores or cells into which DooDoo Voodoo must creep if it's to come into contact with all the offending organic material. Sometimes this happens naturally when you soak an area with DooDoo Voodoo, but sometimes it takes a bit of what we call "smooshing" to push DooDoo Voodoo deep into the carpet, pad and subfloor (or the cushion, if you're treating upholstered furniture). We recommend smooshing the DooDoo Voodoo mixture into the carpet, pad, upholstery, etc., so that it squishes and foams, which is a sign that air trapped deep inside the item being treated is escaping, thus allowing DooDoo Voodoo to be pulled deeper inside. If you're working on carpet/pad, it helps to put on waterproof boots or tennis shoes with which to smoosh; these should be comprised of manmade materials, not leather. (When you've finished, wipe your shoes dry, then wipe them with a water-moistened towel. After that, wipe your shoes/boots dry with fresh towels and set them aside on something unlikely to be harmed.) If you're working on an item that's upholstered, wear rubber gloves when smooshing with your hands.

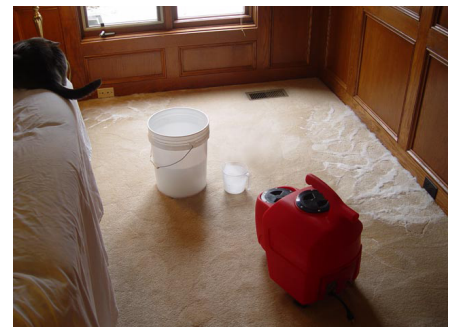
Most customers don't have to resort to using a carpet cleaning machine or hiring a professional, but there are times when extracting DooDoo Voodoo out of the carpet/pad is indeed the most expedient course of action. I've actually done jobs where I treated and extracted both the front *and* back of the carpet, which I've found to be very helpful. If you do this, be sure to mist DooDoo Voodoo on the surface after the extraction, then leave it to air dry naturally. If you do hire a pro to extract the area, tell him that I said that an acid rinse has sometimes proven beneficial; after the acid rinse, we encourage you to lightly mist the area with DooDoo Voodoo and then not to accelerate the drying process.

Another factor that might be in play in your situation is that you might have attempted to accelerate the drying by turning up the heat, opening the windows, turning on the ceiling fan or pointing box fans or air movers at the treated area. Sadly, though we fully understand the desire to do this, accelerated drying actually works against you. When drying is accelerated, DooDoo Voodoo doesn't have a chance to dry naturally throughout its odor and stain removal process, which takes time. Given that the bulk of the odor kill occurs near the end of the drying process, accelerating the drying can be detrimental, as it short-circuits the system. We encourage you not to rush to judgment or re-treat too quickly.

If you peeled your carpet back to work on the subfloor and pad, perhaps you propped your carpet up in such a way that gravity drained the DooDoo Voodoo away from contaminated parts of the carpet. You might want to lay it flat to dry, but perhaps put plastic sheeting (or large, cut-open trashbags) to keep the stinky carpet away from the pad, whether you replaced the pad or not.

The other scenario could be that you're smelling an exacerbation of the odor, which WILL occur as part of the natural odor-killing and drying process. You may have *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 really dissipates. This drying phase can take **far longer** than many customers think it will, especially if they really soaked an area more than once (which some people feel the need to do when the odor isn't dissipating as quickly as they'd like). It's easy to get impatient, but drying the area too fast can really lessen DooDoo Voodoo's effectiveness. By the way, if you do decide to use a fan, do so on low speed and understand that it is better to point it at an angle at a wall, thus encouraging circular air motion in the room, rather than pointing it straight at a wall.

I've had people tell me that they fully treated an area and that they're *just sure* their cat/dog didn't return to the area, but that DooDoo Voodoo didn't work for them. Later it was determined that their animal actually **had** returned to the area and had resoiled it. So, if possible, ensure that your animals don't have access to any treated areas while the areas are drying. If this is impossible, consider covering the area with aluminum foil, which pets don't like and will generally stay away from. It's worth the effort, as resoiling puts you back to square one and costs you time and money. It's important to understand that odors will normally smell **worse** for a period during the drying phase, before they start smelling better. During this phase when odors are heightened, your pet might have even more incentive to resoil the area. We sure don't want that, so do what you can to keep your pet(s) away from the area during the drying phase. The more severe your odor problem is and the more DooDoo Voodoo you applied, the more important it is to keep the animals away until the area is completely dry. It may be inconvenient, but it will pay dividends.

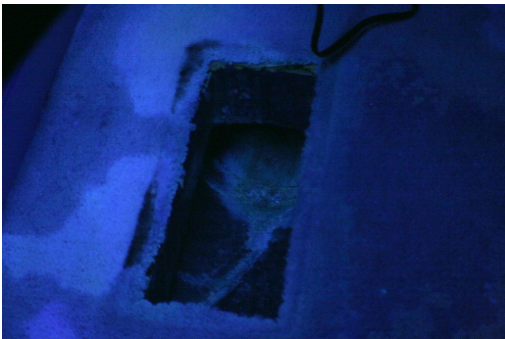


This photo and the one on the previous page show an area of our living room where we had perhaps dozens of pee episodes. After I did this treatment, we never locked the cats away from the area, nor did I seal the subfloor or replace the pad. But the cats behaved themselves, the areas dried naturally (which took a couple weeks) and the cats never, ever returned to resoil the areas. To this day, there has been no resoiling here by any of the many cats who have had access to the areas.

Since you mentioned that you were using DooDoo Voodoo at the 1/2-oz per quart dilution ratio, I suggest increasing the strength of your mixture (up to 2oz per quart) or treating a wider area, as shown in the graphic on the first page, then possibly extracting the area yourself or with the help of a professional, whether a conventional extraction or a more in-depth type I'll cover in a moment. Afterward, mist the area with DooDoo Voodoo and allow the natural drying process to follow its course.



We've had a couple people feel that DooDoo Voodoo wasn't fully successful, but it turned out that they actually had urine or other odor-causing material in more places than they thought they did, including on top of furniture, up the wall, behind the baseboard (which may need caulking), etc. It's common for animals to stand on couches or chairs and either urinate on the furniture itself or on the wall, so be sure to check up high wherever animals have access (even on top of kitchen cabinets, the refrigerator, etc.). It bears mentioning here that sometimes the odor-causing soiling may be in a totally different area than where you smell it most, as we've seen happen a number of times. So, be sure to check your areas **thoroughly**; you may find a surprise you didn't expect. You may need a DooDoo Voodoo Blacklight (by G.E.) to properly identify all the areas that have been soiled (we feel that it's better at showing organic contamination better than lesser units, but any blacklight should be useful to a degree). If you don't have a blacklight, you can sometimes ascertain streaks on your wall by shining a light at the wall at just the right angle while you look at the area from the opposite angle.



Animals will commonly urinate on and around your heating & cooling system's registers, as shown in the photo here, so be sure to check there, too. If you find staining that glows under a blacklight, particularly with yellow/brown residue as you see down in the duct in the photo, wipe the area (as much as you can safely reach) with a DooDoo Voodoo-soaked rag or mist the soiling with DooDoo Voodoo to soften the organic material. Give it fifteen minutes, then attempt to wipe up as much of the contamination as you can, using paper towels. If you're going to mist DooDoo Voodoo down in the duct, don't spray so much in there that it forms a puddle, which could rust your ductwork even more. Also, be aware that if you spray too much DooDoo Voodoo, it can reconstitute the urine and cause it to run further

down into your ductwork. Be judicious and wipe as much out as possible. With regard to the actual register covers, you will have to determine if it's best to treat them or to simply buy replacements, which are inexpensive.

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. I've often joked that just a few ounces of urine can seem to have crept farther than 16oz of DooDoo Voodoo will! Carpet backing, pad (especially of higher density) and subfloor can, over time, become *deeply* soiled with organic material that dries quite hard and sticky. 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. Eradicating odor in concrete can be harder than you might assume it would be, but I've had success at this a number of times; in fact, I've even extracted some like carpet. Check our site for guidance on how to seal concrete (or other types of subfloor) with BIN, a sealer made by Zinsser, or certain types of KILZ. Note that not all types of KILZ are recommended for odor containment, so read the labels carefully.

The best way to deeply clean one's carpet, pad and subfloor is, of course, to peel everything back, replace the pad (which is inexpensive and available at home improvement stores), treat with DooDoo Voodoo, caulk the gaps/holes, replace the tackless strips and seal the subfloor. But most customers don't have to go to this extent; many have 100% success with just DooDoo Voodoo alone. For others, there's another method that might suit their needs...and which can actually leave your carpet, pad and subfloor cleaner than they were before the soiling occurred. This method entails performing what's called a **sub-surface extraction** such as we discuss on our site (search on Water Claw). 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. People had said these were "trashed," but I salvaged them just fine.



Care must be taken when introducing this amount of liquid into an area, obviously, as you only want to introduce enough to saturate the area, not to create a flood. You need to stay cognizant of the adjacent areas, both laterally and vertically, so as to not cause damage. But, correctly performed with the right knowledge and the right tools, a sub-surface extraction is almost like running your carpet, pad and subfloor through a washing machine. **I highly recommend sub-surface extraction for pet odors and stains.** Not all carpet cleaners have the patented Water Claw, so you might have to check around or use the guide on our website at www.doodoovoodoo.com.

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 a sub-surface extraction with a Water Claw, shown to the left. This patented device 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. Shown is the handheld version, but there are larger units that the operator actually stands on as he moves around your room. We own multiple Water Claws of different sizes and have had fantastic results using them.

If you see a wicking "ring" on your carpet or upholstery, DooDoo Voodoo did not cause it. It's simply the deep-down organic material coming to the surface. (An example of wicking is shown to the right in an image I found online.) DooDoo Voodoo has actually been successful at removing wicking "rings" for numerous customers who used other products or hired carpet cleaners to do their cleaning, but were left with wicking. A sub-surface extraction can preclude the possibility of wicking, as it removes the deep-down material so there's no material left to resurface.



In summary, I hope this document has given you a number of things to consider, including but not limited to:

- let the area dry longer and without accelerating drying
- use a stronger mixture
- treat a wider area
- absorb any wicking with clean, white towels
- hire a sub-surface extraction done or a professional standard-type extraction of the DooDoo Voodoo while it's wet
- follow our subfloor guidelines to clean and seal your subfloor, perhaps after replacing your pad and caulking holes
- thoroughly extract the area, perhaps front and back, with your own carpet cleaner after soaking with DooDoo Voodoo

Should you have any further questions, feel free to e-mail me back and I'll do my best to assist you.

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

Sincerely,

ERIC

Eric Smith
Founder

P.S. Do check out our site's Case Studies page, then follow the additional links it contains. It talks about what to do in order to alleviate subfloor issues, replace your pad, etc., all of which may be helpful to you. Also be sure to check out our Downloads page, which has other helpful information.

