

User Instructions

Revised 4-3-08



www.DooDooVoodoo.com



Dear DooDoo Voodoo Customer,

Hello, and thanks for your order of DooDoo Voodoo and any of our related products. We appreciate your business, which helps us provide assistance to even more needy animals. We've been helping needy animals for 25 years.

We know you'll achieve dramatic and positive results with DooDoo Voodoo like so many other customers around the USA and in other countries have. If you've used other products but haven't achieved the results you desire, you'll be pleasantly surprised by DooDoo Voodoo's effectiveness. Even though most of the instructions in the packet pertain to eradicating pet odors and stains, you'll find them just as applicable if you're treating spilled milk, human body fluids or more.

The enclosed instructions should help you use DooDoo Voodoo to your best advantage, but if you need more in-depth information, case studies, etc., we encourage you to visit our website. There, you'll find all sorts of useful information. If there's an odor or stain issue, chances are we've dealt with it and you'll find it discussed on our website in one form or another. Be sure to visit the Downloads & Education page while you're there, as well as the Case Studies page.

If you have further questions, feel free to contact us (e-mail is preferred) or your DooDoo Voodoo dealer. We are happy to offer our assistance...and any moral support you might need while you work through your odor and stain issues.

Thank you again for your business. Please drop us a line or leave us a message to let us know how DooDoo Voodoo works for you.

Sincerely,

Eric Smith
Founder | President | Inventor

Package Contents:

- | | |
|---|---|
| <input type="checkbox"/> DooDoo Voodoo Concentrate Pint | <input type="checkbox"/> Small Plastic Measuring Cup |
| <input type="checkbox"/> DooDoo Voodoo Concentrate Quart | <input type="checkbox"/> Empty 32oz. Sprayer Bottle w/sprayer |
| <input type="checkbox"/> DooDoo Voodoo Concentrate ½ Gal. | <input type="checkbox"/> Material Safety Data Sheet (MSDS) |
| <input type="checkbox"/> DooDoo Voodoo Concentrate Gallon | <input type="checkbox"/> Instructions |
| <input type="checkbox"/> DooDoo Voodoo Blacklight | <input type="checkbox"/> Brochure & Business Card |
| <input type="checkbox"/> Spay/Neuter T-Shirt | <input type="checkbox"/> Backup sprayer |
| <input type="checkbox"/> Spay/Neuter Bumper Sticker | <input type="checkbox"/> DuoLID Pet Food Cover |
| <input type="checkbox"/> Spay/Neuter License Plate | <input type="checkbox"/> Nitrile (Non-Latex) Gloves |
| <input type="checkbox"/> White Spout Cap | <input type="checkbox"/> Help-A-Friend Sample |



Helpful Information About Your Order...& About Our Company

★ DooDoo Voodoo's ingredients can sometimes separate in the bottle if left sealed for a long time, similarly to the way cream rises to the top of whole milk after awhile. To blend the ingredients before you use your DooDoo Voodoo, simply shake or rock the bottle gently before use (see note below about bottle leakage). You can also use the dip tube included with your spray bottle as a "swizzle stick" to stir the mixture.

★ DooDoo Voodoo at times turns white based on the composition of whatever water is used to blend it. This is normal and in no way degrades the product's performance.

★ We use crystal-clear PETE bottles coded with the recycling number 1. These are recyclable in most locales, look great & aren't as brittle as the generally non-recyclable PVC bottles some companies use. We hope you'll rinse and recycle your DooDoo Voodoo bottles when they're empty.



At Four On The Floor, we're an earth-friendly company (as is our sister company, Auralex Acoustics). We recycle all our waste paper (including junk mail, catalogs, magazines, scrap office paper and more), cardboard, plastic bottles, aluminum cans and anything else we have the local facilities to recycle. We use biodegradable packing "peanuts" when we can get them; when we can't, we use conventional peanuts that are made from recycled plastics. We're proud of DooDoo Voodoo's formula and the environmentally-friendly nature of our product. Our formula is fully biodegradable and our ingredients are known to be "green."

We purchase "green" power from our local power company, do our best not to overuse electricity, drive hybrid vehicles as much as possible and use fluorescent (vs. incandescent) lightbulbs. Our offset-printed brochures are printed on recycled paper and with soy-based inks. Our corrugated boxes are primarily recycled material and are recyclable.

We encourage you to recycle the cardboard boxes DooDoo Voodoo is packaged in. Save the packing peanuts, BubbleWrap® or foam, then reuse them when you get the chance or donate them to a packing store near you so they can reuse them. If we all work together, we can make a big difference for our planet. Thanks for doing your part in helping control global climate change.

★ We believe there are three components that can help alleviate the euthanasia of so many millions of animals every year: (1) spay/neuter (especially early-age spay/neuter, which we've lectured on and which we practiced with great success at our nonprofit spay/neuter clinic); (2) adoption of shelter animals (not animals bred and sold); and (3) pet ownership as a lifetime commitment (don't relinquish your pet because you're moving, got a new boyfriend, etc.). If you beat people up about their thoughts & feelings about animals, they can tend to get defensive and you haven't helped the cause, so please gently spread the word about these three issues when you get the chance.

★ Four On The Floor Pet Products, Inc., was founded in 1988 for the purpose of helping pet owners solve their odor issues, with the primary goal being to keep animals alive and in their forever homes. We don't have a broad product line: we have our own brand of clumping cat litter (which, sadly, is not yet available outside the Indianapolis area), DooDoo Voodoo and a couple related items, all of which are designed to help make odor control easier on pet owners. Up to the limit imposed by federal tax laws, money raised by the sale of our products helps provide care for needy animals and organizations nationwide.

★ DooDoo Voodoo was invented by Eric and Julie Smith, who are long-time animal welfare advocates. The Smiths are the founders of two federally-licensed animal charities and a citywide coalition of animal welfare groups. They founded, funded and operated a feline-only, low-cost, nonprofit spay/neuter clinic, lectured at a statewide conference at the Purdue School of Veterinary Medicine and have a private rescue facility where they provide care to special-needs cats. Eric Smith was on the board of directors of one of the country's largest humane societies. The Smiths also own Auralex Acoustics, Inc., an acoustical consulting and manufacturing company that conducts business worldwide and was founded in 1977. You can learn more about Auralex and the Smiths' animal welfare activities by visiting the About Us page on the DooDoo Voodoo website at www.doodoovoodoo.com.

★ We'd appreciate it if you'd take a moment to e-mail us to let us know how your DooDoo Voodoo experience goes. If it went great, let us know! If it didn't go like you thought it would, let us know that, too. Our address: info@doodoovoodoo.com. You should also feel free to contact us with any questions you have about using DooDoo Voodoo. (Though we encourage you to visit our website, as you'll find oodles of information and answers there.)

★ We're seeking veterinary clinics to carry our products, so please be sure to tell your veterinarian about DooDoo Voodoo.



We appreciate your business and we're glad to have you as a customer.

Instructions For Use

You've Made A Wise Choice

Thanks for purchasing DooDoo Voodoo, the first and only pet odor neutralizer that actually WORKS. Proceeds from the sale of DooDoo Voodoo help support animal welfare, so you've not only purchased a superior product, you're helping improve—and in some cases save—animals' lives.

DooDoo Voodoo doesn't mask an odor like other products do; its domestic and imported ingredients react chemically with the source of the odor. Once DooDoo Voodoo does its job, there's literally nothing left to cause odor. DooDoo Voodoo doesn't pretend to "eat" the urine or other odor-causing material; the chemical reaction it instigates literally vaporizes the source of the odor and leaves behind nothing but oxygen, water and a hint of a fresh citrus scent. What DooDoo Voodoo touches, it vaporizes, but what DooDoo Voodoo doesn't touch will still be able to cause odors. Because of this, it's absolutely critical that DooDoo Voodoo comes in contact with **all** the odor-causing material. As we say on our label, it's science, but it works like magic!TM

How To Apply DooDoo Voodoo

How you apply DooDoo Voodoo depends on the surface you're treating, as well as how the odor-causing urine or other biological material got there. Following is just one example; see our website at www.doodoovoodoo.com for more application tips. E-mail us at info@doodoovoodoo.com for assistance if you need to.

If your cat sprayed urine on a wall in a room that's carpeted and has baseboard installed, the urine likely splashed vertically & horizontally, as well as ran down into the carpet, carpet pad and subfloor, which may be wood or, if you're on a slab, concrete. In addition, unless your baseboard is caulked where it meets the wall and the floor (which it may be, especially if your baseboard is painted vs. being stained and if you have hardwood flooring instead of carpet), urine likely seeped down behind & under the baseboard. In this example, I would first clean up as much urine as possible by blotting with clean paper towels. (You can use spray cleaners like Dow Scrubbing BubblesTM foamy cleaner, but make sure to wipe up all the cleaner and let the area fully dry before you apply your DooDoo Voodoo.) Next, spray DooDoo Voodoo on the wall where the cat sprayed, making sure to wet the wall higher and wider than the urine likely did. Also spray the baseboard, being sure to get the junctures between the baseboard and the wall or floor so DooDoo Voodoo can seep to the same places the urine did.



If you have carpet, it's best to then pour DooDoo Voodoo on the carpeted area adjacent to the baseboard/wall, being sure to treat more area than was soaked with urine on the surface of the carpet. Remember: urine creeps (expands) as it soaks in. As mentioned before, DooDoo Voodoo can't vaporize what it doesn't touch, so be sure to wet the entire area thoroughly. You can agitate the area with a plastic-bristled brush as shown if you desire, especially if you're trying to alleviate a stain as well as odor.

If your cat soiled a solid surface like a desk, tile floor or kitchen countertop, you can spray or wipe on the DooDoo Voodoo. Just be sure to thoroughly wet the surface, then let the DooDoo Voodoo air dry naturally. On some surfaces it may be preferable to spray or wipe on your DooDoo Voodoo, let it dwell on the surface for at least 10 minutes, then wipe up the excess and let the rest air dry naturally. If you're treating a tile floor, be sure to adequately wet the grout lines. Grout is very porous and soaks up urine like a sponge, so you may find yourself having good success on the tile itself, but having to re-treat the grout. We've had total success treating tile & grout installations where disinfectants, bacteria-based cleaners and others have failed miserably, so stick with it and DooDoo Voodoo will do its magic for you, too. If your problem is severe and you just can't seem to get the smell out of your grout, we recommend pouring DooDoo Voodoo Concentrate directly on the grout lines. On hardwood flooring, let DooDoo Voodoo dwell for 5-10 minutes, then gently wipe it up with a clean, soft towel. You can also use DooDoo Voodoo in your Hoover FloorMate floor cleaning machine, either in the machine itself or by spraying DooDoo Voodoo on your floor, then extracting it with the FloorMate.

How Strong A Mixture Do I Use?

For odor control on carpeting or other soft surfaces, we and our customers have had good success mixing as little as 1/2 ounce of DooDoo Voodoo Concentrate with 31½ ounces of warm water. If necessary, you can increase the amount of DooDoo Voodoo Concentrate up to as much as 3 ounces per quart, but this is rarely necessary. We recommend that you blend your first mixture at the 1/2 ounce strength, then bump up the amount of Concentrate in subsequent batches if you deem it necessary. Our bet is that you'll never need to go beyond 2 ounces per quart. For regular cleaning on hard surfaces that aren't horribly stinky, you can weaken your mixture for all-purpose cleaning (mopping or wiping) to just 1/2 ounce of DooDoo Voodoo Concentrate per **gallon** of warm water (which generally shouldn't leave any visible residue). Let the area air dry after mopping or wiping. The 32oz. mark is halfway up the sloped part of the sprayer bottle.

Strength vs. Frequency

Our extensive experience has proven to us that it's better to treat an affected area *twice* with, for example, a weaker blend than it would be to treat *once* with a stronger blend. Also, be sure to allow sufficient time between treatments so your DooDoo Voodoo dries **completely** before you make your second application. This can be 48 hours or more if carpet and pad are involved (or a furniture cushion, a mattress or any other foam-based item).

Precautions

Although DooDoo Voodoo contains environmentally-friendly ingredients, it can dry sensitive skin, so wear gloves or wash your hands thoroughly if you come in contact with DooDoo Voodoo. If the light, natural fragrance of DooDoo Voodoo irritates you, be sure to use DooDoo Voodoo with plenty of fresh-air ventilation. Keep people and pets away from DooDoo Voodoo-treated areas until the areas are dry. Do not take DooDoo Voodoo internally; it will irritate mucous membranes. Rinse eyes thoroughly with water for 15 minutes if DooDoo Voodoo gets in your eyes. Keep DooDoo Voodoo away from children. DooDoo Voodoo Concentrate can degrade some types of foam rubber, especially with repeated use. Above all else, use common sense when using DooDoo Voodoo or any cleaning product because Four on the Floor Pet Products, Inc., is not liable for incidental or consequential damages arising from the use or misuse of DooDoo Voodoo. Seek medical attention immediately if needed.





The Full Monty

Most users of DooDoo Voodoo don't need to do anything more than properly apply DooDoo Voodoo to the areas that have been soiled. But some users, especially those who have had a recurring problem in the same area for an extended period of time, may desire (& be willing) to dig a little deeper, so to speak. Here are some additional instructions for those of you who fall in that category. Keep your animals away from the area until you've completed these extra steps and everything has fully dried.

Steam Extraction

You can use DooDoo Voodoo Concentrate at a ratio of 1/2oz - 2oz. per gallon of heated water in your carpet extraction machine. This can be useful as a final "maintenance cleaning" step after you've spot-treated soiled areas with DooDoo Voodoo. If you find a freshly soiled area, you can extract it alone without doing a whole-room extraction.

In severely soiled carpets such as those that have repeatedly been resoiled in certain areas, it can be beneficial to pull the carpet loose, then extract the back of the carpet. Doing this can, in some cases, save you money because you're able to more effectively get at the odor-causing waste rather than having to pour/spray a larger quantity of DooDoo Voodoo from the top (walking surface) of the carpet in hopes of getting to the waste underneath. Once you've extracted the back of the carpet, spray it with DooDoo Voodoo to kill the odors from residual waste. We've found it best to not re-tack or re-stretch (re-lay, or re-attach) the carpet until it has fully dried. See our website's **DOWNLOADS** and **CASE STUDIES** pages for further instructions.

We had an area of our living room where repeated extractions and treatments with DooDoo Voodoo (poured) were required, but now the area is entirely odor-free. We did not replace any of the carpet or pad. If DooDoo Voodoo contacts all the waste, it **WILL** remove the odor.

Carpet Pad

Padding retains odor-causing waste better than does the actual carpet. Given this, and the fact that padding is inexpensive and easy to install, if you're pulling your carpet back so you can extract the back of the carpet, we advise that you go ahead and pull up the old pad and replace it with new pad. This doesn't cost much at all and can make a world of difference in areas that have been repeatedly resoiled. Replacing the pad may also be advisable for folks who've used a variety of products on the same areas. This is because the combination of products may have broken down the carpet pad structurally.

Subflooring

Generally, your carpet will be laid over wood or concrete, both of which are porous and can retain pet urine quite well. If you're going to the extent of pulling back your carpet so you can clean its back, and you're replacing your pad, we'd advise that you go a little further and treat the subfloor with DooDoo Voodoo. Allow it to dry fully, then paint it with BIN sealer by Zinsser, which we've found more effective than KILZ. BIN is a stinky, shellac-based product, but it does a fantastic job of sealing in remnant odors. We highly recommend it...and have used it many times ourselves. It dries very quickly and can be walked on or painted over in about 45 minutes. Use plenty of ventilation and remove animals from the area while applying.

Carpet Tack Strips

Because they're adjacent to the walls of your room, they can get really soaked with pet urine. These are incredibly inexpensive (typically less than a dollar for a 4' strip) and easy to replace, so if you're pulling the carpet back, replacing your pad, sealing your subfloor, etc., we advise that you also go ahead and replace your tack strips while you're at it. If you don't want to replace 'em, DooDoo Voodoo 'em, then seal them with BIN.

Visqueen®

This is plastic sheeting you can purchase in rolls or large sheets at home improvement stores. After you treat your subfloor, you can consider installing Visqueen or a similar product over your subfloor before you put down your new pad. Because this keeps any future soiling from getting to your subfloor, where over time it would have the potential to do structural damage, it can save you lots of headaches and expense down the road. Visqueen isn't very expensive, so it's money well spent. You install it with a staple gun or "slap" stapler.

Pump Sprayers

If you're needing to treat a large area, you might want to invest in a pump sprayer such as can be purchased at a home improvement store. You pour in your DooDoo Voodoo Concentrate, add the appropriate amount of warm water, then pump the handle to build up pressure inside the tank. Apply the mixture by using the spray wand that's attached to the tank. If you're treating a large area, this can be a **lot** easier on your hand than applying your DooDoo Voodoo with the spray bottle you got from us. Pump sprayers are available in sizes from 1-gallon to the more common 2.5-gallon size, which is what we use, and they're typically \$10-\$30. Each gallon of mixed DooDoo Voodoo will wet 150-300 square feet of carpet, depending on type.

Regardless which method you opt for, our experience has taught us that you'll achieve far better results using DooDoo Voodoo than you would with any other product out there...many of which you've probably already tried anyway. We've tried literally more than a hundred different products and nothing else worked...but DooDoo Voodoo sure has.

We appreciate the trust you've placed in our company and DooDoo Voodoo...and your willingness to put effort into peacefully coexisting with pet odors instead of resorting to relinquishing your pet. The world needs more lifelong pet caretakers like you. Thank you for using our products.

Frequently Asked Questions



• What does RTU mean?

RTU stands for Ready To Use, which means you don't have to do any mixing with water or other ingredients before you can use the product. In addition to concentrate, we offer **DooDoo Voodoo** in RTU quarts and gallons for those who prefer not to mix **DooDoo Voodoo** with water before using. While this is more convenient, obviously you'll end up paying more for a RTU product than you will when buying **DooDoo Voodoo** concentrate and mixing it with warm water yourself. Plus, when you buy **DooDoo Voodoo** RTU you don't have the ability to vary the strength from batch to batch.

• Is DooDoo Voodoo expensive?

Given what other ineffective products on the market cost, I don't think so. Remember, I've been testing existing odor control products since 1987 and I can tell you from firsthand experience that there are a LOT of products out there that cost considerably more than **DooDoo Voodoo**, yet don't come near its level of effectiveness. For instance, I recently did a bunch of math to compare **DooDoo Voodoo's** pricing with that of another product on the market that touts itself as being effective and affordable. I'm referring to one of those kits advertised on TV. In fact, at first glance, even I thought the competing product's pricing wasn't going to be all that bad. But here's the kicker: when I did the math and compared our gallon of Concentrate to one of their kits, it turned out that, in order to yield the same amount of usable product that our gallon of Concentrate yields for **\$173.50** (including shipping and Indiana sales tax of 6%, just for the sake of our example), you'd have to spend **\$3,686.40** for their product (including shipping, because they don't sell through veterinary clinics or retail stores). The worst part: multiple customers have told us the TV product made their stains & odors WORSE, not better.

• How much DooDoo Voodoo does it take to treat a typical feline urine spot?

We've found that the number of ounces of **DooDoo Voodoo** you'll use per spot is not less than 4 ounces and typically not more than 16 ounces. If the cat is larger & older, you'll tend to use more than you would for spots made by a younger & smaller cat or kitten. Male cats' sprayed urine can tend to be stronger than females', so you'll use more for these types of spots. Obviously, you'll use more on carpet or upholstery than you will on a hard surface.

• Do most cats pee outside the litterbox due to health reasons?

No. Animal behaviorists in the know will tell you that up to 90% of indiscriminate urination is due to behavioral issues, not health problems. The first thing you should always do if your cat begins to urinate outside the litterbox is to have your cat checked by your veterinarian, though, because it'd be terrible to ultimately find out that your cat needed medical attention and didn't receive it. If medical causes are ruled out, your cat is likely urinating outside the litterbox because his or her nose is "out of joint." There is an article discussing litterbox issues on the Educational Materials page of our website at www.doodoovoodoo.com. There are also links to other sites that discuss indiscriminate urination.

• What can I do to find all the spots where my cat has peed in the house?

Go to our website and buy a **DooDoo Voodoo Blacklight**. Trial & error has shown us that our blacklight, made by GE, does the best job of any we've found. Most others are too weak to show the urine/vomit/feces spots, or they put off the wrong wavelength of blacklight and won't fluoresce the soiled areas. Get yourself a 15' or 25' extension cord so you're not having to constantly unplug and re-plug the light, and you should have no trouble at all finding the spots. In fact, you'll probably be surprised at how many spots you'll find! While you're at it, don't forget to check your furniture, too, not just your carpet. Many cats will pee on couches both where you sit and down by the floor, so be sure to check those areas, too. Got a bunch of cats and not sure which one's peeing? Try a wireless video camera from www.x10.com or from [eBay](http://eBay.com)®.

• Do you recommend that I spray DooDoo Voodoo to apply it, or should I pour it on the spots?

I tend to spray **DooDoo Voodoo** on vertical surfaces (where cats usually spray urine) and pour it on carpet spots & other horizontal surfaces where cats have squatted and peed. If a cat backs up to a wall and sprays, the urine will splash, run down the wall and some will end up on the baseboard, while the bulk will seep down into the carpet and pad adjacent to the baseboard. In this instance, I would spray **DooDoo Voodoo** on the wall (being sure to cover enough area vertically & horizontally so **DooDoo Voodoo** went wherever the urine went), then I'd pour **DooDoo Voodoo** on the carpet adjacent to & parallel to the baseboard. Just be sure to get **DooDoo Voodoo** wherever urine went, or you won't totally eliminate the sources of your odor. If you're the sort of person who tends to have allergies, you may find that **DooDoo Voodoo's** scent will bother you less if you pour vs. if you spray. By the way, if your cat has sprayed on a door, wet a washcloth with **DooDoo Voodoo** and wipe the bottom (underneath side) of the door. Urine tends to soak into the wood there.

• Is there any special trick to applying DooDoo Voodoo to help ensure its success?

Not really, which is the great thing about **DooDoo Voodoo** vs. the other types of products out there that claim to remove pet urine odors. As mentioned before though, for **DooDoo Voodoo** to be effective at killing odors, it *must* come in contact with all sources of odor, so make sure you get **DooDoo Voodoo** "outside the lines" a little bit. Once you've poured it on your carpet wherever a cat has urinated, use your shoe or the bottom of the **DooDoo Voodoo** bottle to tamp down the **DooDoo Voodoo** into the carpet's backing and pad. Do this until you hear the characteristic squishing sound and see foaming on the surface of the carpet. That's when you'll know you're doing it right.

• Is DooDoo Voodoo safe?

The primary ingredients in **DooDoo Voodoo** are natural* and biodegradable, and are tolerated well by people and pets. While common sense dictates that you wouldn't want to soak yourself, your pets or your children with **DooDoo Voodoo** (or any other cleaning product, for that matter), you can take peace of mind in knowing that RTU **DooDoo Voodoo** carries very few precautions. Even knowing this, though, I'll advise you not to ingest **DooDoo Voodoo**, leave it on your skin or pour it into your eyes. Common sense dictates that you should always use precautions when using any cleaning product around people or pets. Until it's diluted down to RTU strength, **DooDoo Voodoo** in its concentrated form is potent, so avoid ingestion or extended contact with eyes, skin, etc. Rinse thoroughly if contact does occur and seek medical help if necessary. Use with plenty of ventilation. See our MSDS sheet for more information. **Except the surfactants the formula contains*

• What's the shelf life for DooDoo Voodoo as compared to other products?

DooDoo Voodoo has quite a long shelf life in both its RTU and concentrate forms. While other products, especially of the enzyme- and bacteria-based types, lose their effectiveness if not used immediately, **DooDoo Voodoo** can still be used effectively for up to a couple years or more after it was mixed. Over time its slight citrus scent may lessen or change, but its effectiveness for the intended purpose will not. Once it's mixed to RTU strength, if allowed to set for an extended period of time **DooDoo Voodoo** may turn a bit cloudy or its ingredients may separate. The cloudiness in no way diminishes **DooDoo Voodoo's** effectiveness, but if separation occurs, be sure to shake or stir the bottle before using to re-mix **DooDoo Voodoo's** components.

• What are these bacteria-based products and why aren't they as effective as DooDoo Voodoo?

There are a number of products on the market that contain so-called "beneficial bacteria" and claim to eliminate pet odors by their bacteria eating the waste that causes the odors. This sounds logical, but in the real world these products rarely work. Why? Because the bacteria are very temperamental and will only work if introduced into an ideal environment; an environment of the right pH, of the right temperature, that hasn't been treated with other commercial or homemade products and that can remain moist for an extended period of time while the bacteria supposedly work. It's easy to see that it'd

be tough to present the ideal environment for the bacteria, so although these products sound logical and effective in theory, they don't often produce the desired results. One other important disadvantage of these products is that the moist environment they need can cause the growth of mold, which is something none of us wants. The commercial carpet cleaning industry is in an absolute uproar right now because carpet cleaners who leave people's carpets wet are getting sued right and left due to the development of mold. The moist environment these enzyme- or bacteria-based products need is often accomplished by laying wet towels over the treated areas, as shown in the **DooDoo Voodoo** flyer. The towels keep the area wet, plus they encourage the waste to wick up into the towels, which get quite odorous and need to be replaced once a day or so while the bacteria are thought to be working. Luckily, none of this is necessary with **DooDoo Voodoo**.

• **So, if it doesn't work in the same manner as bacteria-based products, how *does* DooDoo Voodoo do its job?**

DooDoo Voodoo's ingredients cause a reaction with the urine compounds and literally vaporize the waste, leaving behind nothing but oxygen & water. 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 law of science. **DooDoo Voodoo** changes the form of the odor-causing waste and the by-products are water and oxygen.

• **Does DooDoo Voodoo come with a money-back guarantee?**

No, not from Four On The Floor Pet Products, Inc., because we can't be at everyone's place to personally observe that **DooDoo Voodoo** is correctly applied, which can obviously make all the difference in the world. (By "correctly applied," I mean that **DooDoo Voodoo** comes in contact with ALL the urine or other odor-causing substance.) However, the lack of a money-back guarantee shouldn't stop you from purchasing **DooDoo Voodoo** and having the utmost confidence in it. Why? Because as a successful businessman, as a 25-year animal advocate, as the cofounder of two federally licensed animal charities, as the cofounder of a nonprofit low-cost spay/neuter clinic and as a person who has often devoted over 100 hours each week to animal welfare without pay, you can trust my word when I tell you that **DooDoo Voodoo** works just as well as I say it does. I make no claims to be holier than anyone else, but I've guest lectured on ethics in business at the college level and do my best to run my companies and charity by the Golden Rule. All of this should help put your mind at ease. By the way, before we leave this subject, I want to mention that I've known many people who tried to get other so-called odor neutralizers' makers to refund their money when their products didn't work for the customer. Literally *not one person I know* has ever actually gotten his or her money back, because the products' manufacturers always seem to find ways out of making good on their money-back guarantees. You can trust **DooDoo Voodoo**. Here at Four On The Floor, just because we deal in **Voodoo** doesn't mean we use smoke & mirrors. ☺

• **How much DooDoo Voodoo concentrate do I need to add per quart?**

I've found that depending on the severity of the stain/odor you're trying to eliminate, you can use anywhere from ½ ounce to 4 ounces of **DooDoo Voodoo** per quart. Just to avoid confusion, what I mean is that you put ½ to 4 ounces of **DooDoo Voodoo** in the spray bottle with 28 to 31½ ounces of water, thus yielding a quart of ready-to-use **DooDoo Voodoo**. Use a measuring cup so you can accurately gauge how much **DooDoo Voodoo** you're adding.

• **Does DooDoo Voodoo work on stains as well as odors?**

Yes, stain elimination is a welcome side effect of **DooDoo Voodoo's** cleaning action. If your dog has pooped on your white carpet in the same spot for the last year, **DooDoo Voodoo** may not return your carpet to its original shade of white, but we've seen it do some amazing things. While nothing gets out all stains, it is truly amazing to see a spot of dog or cat urine (or vomit or blood) disappear before your eyes within 3 or 4 seconds...not to mention there being no odor remaining at all after 24 hours or so. As I said, stain removal is a welcome side effect, not the main purpose of **DooDoo Voodoo**, so please don't yell at us if **DooDoo Voodoo** doesn't remove every trace of one of your stains. ☺

• **Is DooDoo Voodoo color-safe?**

Yes. We've never seen a single incident where **DooDoo Voodoo** bleached out a carpet, furniture or clothing. Still, our advice is to test **DooDoo Voodoo** on an inconspicuous spot first to determine whether it will alter the color of whatever it is you desire to treat. Generally, water-safe = DV-safe.

• **Does DooDoo Voodoo leave behind a strong scent?**

Virtually never, but this is obviously dependent on how strong your mixture is. With ½ ounce per quart, you'll likely have little, if any, scent remaining after 48 hours or so. With 4 ounces per quart, you'll probably have a bit of citrus scent remaining, but it shouldn't be enough that you'd notice it when you walk in your front door. It bears repeating here that **DooDoo Voodoo** is NOT a cover-up for pet odors. The citrus scent is a by-product of **DooDoo Voodoo's** scientific cleaning action, but in no way is intended to cover up odors; **DooDoo Voodoo** works by literally disintegrating the sources of the odors. In our experience, most users have found the small amount of scent that's sometimes temporarily left to be quite pleasing. If we took out the scent, it would negatively alter **DooDoo Voodoo's** scientific action. Once the **DooDoo Voodoo** completely dries, there should be no remaining scent.

• **Does DooDoo Voodoo really, truly work as well on pet urine odors as you say it does? You're not pulling our legs are you?**

It honestly does. I am not kidding you. Given that most pets who practice indiscriminate urination end up being taken to shelters, where they're summarily euthanized, we take eradicating pet urine odors very seriously. In fact, the main impetus for continuing to work on **DooDoo Voodoo** for nearly 20 years has been to help save pets lives. As we say, from now on pet urine odors are just an inconvenience, not a death sentence™. Now, let's not kid ourselves: nobody likes having a pet who pees in the house, but nobody wants to put their pet to death because of it either. It's just that people get to the ends of their ropes and feel as if their whole world will end if they don't get rid of their &^%\$# pee smell. Unfortunately, when most 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 an issue with indiscriminate urination. Now, if a pet repeatedly returns to the same exact spot to pee dozens of times, the odor may get to a point where perhaps even **DooDoo Voodoo** won't be able to fully eradicate the odor, but this is an extreme circumstance which, luckily, most people will never face. If you get a handle on a pee 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 one of our rescued cats, Gracie (pictured), who receives a very small daily dose of Paxil, the antidepressant medication many humans take, which helps curb her desire to be territorial (if you need a referral where to buy this inexpensively, e-mail us). Now some of her favorite spots to lie in the sun are within a foot of where she once (or twice, or a gazillion times) peed, but no longer pees. 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. If you have doubts about **DooDoo Voodoo's** effectiveness, please read the testimonials on our website at www.doodoovoodoo.com/testimonials.htm.



Our "Founder"

If you have further questions about **DooDoo Voodoo**, feel free to e-mail us at info@doodoovoodoo.com.



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Instructions For Using DooDoo Voodoo With A Carpet Cleaning Machine

Many users simply apply their DooDoo Voodoo by pouring, wiping or spraying, let it air dry and they're finished. Some of us, though, have urine problems that are more widespread and that may benefit from a carpet cleaning machine.

You can put DooDoo Voodoo Concentrate and hot water in your machine in lieu of your regular cleaning solution, or you can apply DooDoo Voodoo with a 2.5-gallon pump sprayer, then extract with your machine. But, we've found that an easier and quicker way to do your treatment is as follows, at least in some cases such as areas larger than a single spot or two. Only you can tell which method is best for your application, and if you're concerned about your subfloor or if you're above the ground floor, this method may not be for you.

We use a 5-gallon bucket & lid we bought at a home improvement store, and a 32-ounce plastic measuring cup such as you might have in your kitchen. We fill the bucket with hot water almost to the top, then add DooDoo Voodoo Concentrate at a rate of two ounces per gallon of water. In this example, we added 10 ounces of DooDoo Voodoo Concentrate to our almost-full 5-gallon bucket. You'll find that if you fill the bucket with water first, then add your DooDoo Voodoo Concentrate, you'll get a lot less foaming than you would if you put your DooDoo Voodoo Concentrate in the bucket first, then filled the bucket with hot water. Stir the mixture to evenly suspend the DooDoo Voodoo Concentrate in the water.

Dip the plastic measuring cup in the 5-gallon bucket, then use it to pour the DooDoo Voodoo on the areas of your carpet that need treatment. Be sure to fully saturate the areas. By pouring the DooDoo Voodoo in this way, you get a lot less aerosolization (misting) than you would if you sprayed it...plus, it would take a LOT of spraying to fully wet the carpet, pad and subfloor of an area this large and urine infiltrated. It's simply much quicker and more thorough to pour the DooDoo Voodoo on the affected areas. (See the other side for an additional method of applying DooDoo Voodoo to a large area.)

Pictures #1 and #2 show areas in our living room where we recently had repeated urination by our housecats. Based on what we saw under the black-light, it looked to us as if they'd peed in these areas about a dozen times. These pictures were taken after I had saturated the areas by pouring DooDoo Voodoo with my plastic measuring cup.

After you pour enough DooDoo Voodoo on the areas needing treatment, it's time to gently help the DooDoo Voodoo spread out in the pad and subfloor by tamping it down with your foot. This is necessary because carpet pad is a dense material comprised of millions of tiny cells. By gently pushing your foot down all over the areas where you poured DooDoo Voodoo, you're helping drive the DooDoo Voodoo deep into the cellular structure of the carpet pad, as well as helping force the DooDoo Voodoo down through the pad to the subfloor, which is where long-term odor-causing urine lingers. **Picture #3** is a wide shot of the same two areas shown above after I tamped them with my sneaker. Lying on the back of the couch and supervising my work is Georgette, one of the two guilty parties. The red machine is a portable, commercial-grade carpet extractor I use. Your machine may be an upright, which is fine; the concept for removal is the same. You may not need to soak the area quite as much as I did, either.

Once you've tamped the areas down with your foot, let the DooDoo Voodoo dwell (remain) on the areas for *at least* a half hour (up to two hours is okay, but you don't want the surface of the carpet to dry) before extracting the areas with your carpet cleaning machine. When you do your extraction, it is a good practice to extract the areas three times in alternating directions. For instance, first extract parallel to the wall, then extract perpendicular to the wall, then do a final extraction parallel to the wall again.



Instructions For Using DooDoo Voodoo With A Carpet Cleaning Machine

Picture #4 was shot while I was doing my second pass with the 4" extraction wand. You can see that my first pass was parallel to the wall, and that my second pass is perpendicular to the wall.

After you do your final extraction pass, spray the areas with enough DooDoo Voodoo to pretty thoroughly wet the areas you just cleaned. In my case, I had an empty bottle that had previously been filled with ready-to-use DooDoo Voodoo, so I simply stuck the bottle down in the 5-gallon bucket to fill it. **Picture #5** was taken after I'd done my final extraction pass (which you can see was parallel to the wall) and sprayed the areas (including the walls up to about 18") with DooDoo Voodoo I had mixed in my 5-gallon bucket.

The surface of your carpet will dry first, then it can take 2-4 days, and sometimes more if you really soaked the area, for the pad and subfloor to completely dry, after which time you'll likely be odor-free. If you aren't, either your pad & subfloor haven't fully dried, your ratio wasn't strong enough for your particular odors or the DooDoo Voodoo you poured didn't get to all the areas where the urine was. This could be because you didn't treat a wide enough area, or because you didn't tamp the areas enough to drive the DooDoo Voodoo deep enough into the cells of your carpet pad and through to your subfloor. As we've noted on our literature and our website, based on the physics of odor remediation, what urine DooDoo Voodoo touches, it absolutely eradicates, so make sure you get DooDoo Voodoo in contact with ALL your urine.

If you flood the area in this way and you have light-colored carpet like we do, you may notice some yellowing of the carpet over the next week or two. This isn't DooDoo Voodoo discoloring your carpet; it's wicking (surfacing from below) of the urine & other contaminants that were deep down in your carpet pad or, more likely, subflooring. If this occurs, you can treat the surface of your carpet with DooDoo Voodoo, then re-extract the area with your carpet cleaning machine, which is what we did a couple weeks after the pictures on the previous page were shot. There was no odor left in the area; just a bit of yellowing due to wicking from our subfloor.

Speaking of subfloor, if your problem is severe or you're not in the mood to clean the carpet yourself, you might want to locate a professional in your area who uses the WaterClaw®, a patented device that pulls moisture & contaminants from the carpet, pad and subfloor. We use multiple WaterClaws with our professional carpet cleaning machines and have found the combination of the WaterClaw and DooDoo Voodoo to be absolutely phenomenal. To locate a carpet equipment distributor in your area who can refer you to a local carpet cleaner who uses the WaterClaw, visit http://www.hydroforce.com/distrib_locator.html.

Notes:

1. This pour-then-extract method is only intended for use on wall-to-wall carpeting with pad underneath it. If you have, for example, an oriental rug, you can apply DooDoo Voodoo in the conventional method with your carpet cleaning machine.
2. If you desire to put DooDoo Voodoo in your carpet cleaning machine in lieu of your regular solution, we've found that 1-2 oz. per gallon of water works well. Based on your particular machine's capabilities, your mixture might need to be weaker or stronger. Either add hot water or, if your machine has heating ability, allow the machine to heat the mixture before application. Rinse machine thoroughly after use, including hoses, tanks, nozzles, etc.!
3. If you desire, you can agitate the areas by hand once you've applied the DooDoo Voodoo. This can be especially useful if you have a lot of staining.* When we do this, we use a plastic scrub brush we bought at the local "super mart" for less than two bucks. Be careful not to damage your carpet fibers by scrubbing too hard.
4. You can also use a gardener's sprinkling can (new and clean, of course) to pour DooDoo Voodoo on a large affected area. Our sprinkling can is shown alongside the 32-ounce plastic measuring cup we dip into our 5-gallon bucket.
5. If DooDoo Voodoo "foams" when used with your carpet cleaner, add some de-foamer to your recovery tank. De-foamer is available wherever you rent or buy carpet cleaning supplies and equipment.
6. Note that as with *any* liquid, leaving an area too wet for too long without much light or airflow can encourage mold growth, so be judicious in your application and use common sense. Ventilation and air movers are recommended in such situations.
7. Some consumer-grade carpet cleaning machine manufacturers are now advising against using other brands of cleaner with their machines. Since we have not had the opportunity to test DooDoo Voodoo with all brands and models of carpet cleaning machine, both consumer and professional, we assume no liability connected with your use of DooDoo Voodoo.



★ For more tips and answers to frequently asked questions, visit www.doodoovoodoo.com. ★

*Remember that while DooDoo Voodoo removes most stains, we do not guarantee its ability to do so.

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WHY CATS FAIL TO USE THE LITTER BOX

by Eric Smith, Founder, Four On The Floor Pet Products, Inc.

We're not veterinarians, nor are we certified animal behaviorists. That said, though, we've certainly fought our way through most of the common cat behavior issues over the last quarter century. We've cared for and found homes for many hundreds of animals over the years. We've also read extensively about litter box habits and have attended numerous conferences on cat behavior, so as they say, we have QBE ("qualified by experience") degrees in cat litter box habits. Over the years, we've had our share of litter box debacles, too, and have managed to work through them in one way or another, so we hope our brief discussion here will offer you some hope about dealing with the issues you're going through.

Causes Of Poor Litter Box Behavior

When a cat chooses not to go potty in the place we want him or her to—the litter box—the first thing we think is that there must be a medical cause. Unfortunately—or fortunately, depending on how you look at it—it has been documented that in over 90% of cats, this is not the case.

Certainly some cats do get cystitis or Feline Urological Syndrome (FUS, which is the formation of crystals or sludge, generally in the bladder, which causes irritation, bleeding and sometimes blockage of the urethra or ureter, making it difficult or impossible for a cat to urinate), so a medical cause should always be ruled out. If a cat is going to the litter box frequently or, once there, is spending a long time squatting in the box—and perhaps is crying while in the box—a trip to the vet is definitely needed. Frequent & large-volume urination can be a sign of diabetes; squatting for a long time, straining & crying can signal FUS. Either of these maladies can be quite serious and should be checked out promptly by your veterinarian.

But what if the cat isn't exhibiting either of these characteristics? This is where common sense and psychology come into play.

The Litter Box Itself

Cats are quite finicky (duh), so any small change in their litter box environment can be enough to deter them from using the box. Have you changed the box's location? Have you switched brands of litter? Have you begun using perfumed powders in the box, or have you begun using plastic liners? Have you thrown out the old litter box and replaced it with a new one? If you did implement a new box, is it covered or uncovered...and is this different from the old one? Have you been too busy lately to keep the box as clean as your cat would like?

Cats' sense of smell is estimated by scientists to be 1000 times stronger than that of humans. As such, they're much more attune to changes in appearance and scent than we are, which can sometimes be the cause of a change of litter box habits. Cats have sometimes been known to exhibit poor litter box compliance because of a new smell in their home, on their owner or on a new visitor.

As is evidenced by our cats' behavior when inclement weather is approaching or an earthquake is imminent, they're also much more sensitive to vibration than we are. Think about it. Have you ever seen a cat "freak out" when the furnace comes on for the first time in the fall? Cats spend most of their time on the floor, where they're much more likely to feel the rumble of the furnace than we are "all the way up here." What does this have to do with litter box habits? Plenty, as far as some cats are concerned.

Many folks place their litter boxes in the basement, often near the furnace or washing machine. Over the years, we've heard of cats who wouldn't use the litter box if it was too near the furnace or washer due to all the vibration and racket these machines can cause. We've also seen cats who would use the box in that location for awhile, then one day simply decide they were tired of the lousy bathroom ambiance and fail to use the box any more. So, pay attention to where your litter box is...*from your cat's perspective*. How would it seem to you if *you* were the kitty?

Cats can also be skittish (duh #2) and are prone to feeling trapped, so experts recommend that the litter box be positioned in such a way as to offer more than one approach and/or escape route. This is especially important if your household contains more than one cat, as none of us wants to be sneaked up on while we're going potty. (I know I personally hate it when that happens!) Putting the box in a far away corner that leaves your cat no options is a no-no, especially if one of your cats tends to bully the other(s). The litter box needs to feel like a safe place to your cat.

The surface that the box rests on also seems to be key to some cats. Experts have found that some cats prefer the box to be on a hard surface, while some appear to prefer it on a soft surface. As we all know, some cats have been known to go potty far away from the litter box on the hardwood floor in the dining room, while others have been known to go potty in the corner of the carpeted living room. Most of the times when cats do this, they're trying to tell us that there's something wrong with their litter box setup.

Outside Influences

A greatly underrated cause of a change of litter box habits is jealousy of an outside animal. As you can well imagine, if your friend were to come by and bring her cat with her, you wouldn't expect your cat to be too thrilled. Cats like to have what they perceive as their own territory, so if a strange cat comes into that territory, the strange cat—no matter its breed, size, coloring or temperament—is going to be perceived as a nemesis and poor litter box habits might result. But this isn't the type of outside influence I'm mainly speaking of. I mean literally outside.

Most of us have cats who love to hang around by the window watching the world go by. This is by and large fine...until another cat, a dog, a groundhog, a squirrel, a large bird or another small animal comes into view. Then, our cats feel threatened and act as if their territories have been invaded. Even though we as humans can differentiate between *inside* the house and *outside* the house, to our cats the "intruder" is just feet away and is perceived as a substantial threat. Experience has shown us that cats seem unable to understand the concept of glass as a *barrier*.

If a strange cat comes by once and then never again, your housecat will likely not begin exhibiting poor litter box behavior. However, if the cat prowls by every night, sooner or later your cat is probably going to get fed up and may show this displeasure in an undesirable way. Experts we've heard speak have recounted quite a few stories of cats whose poor litter box behavior was traced to outside animals intruding into the cats' perceived territories. When the owners built tall fences, called Animal Control to come pick up the stray cats or convinced their neighbors to keep their cats (or dogs) in their houses where they belong, the bad behavior subsided. Some owners have noticed their problems disappear when they added on to their homes, thus occluding certain views from their cats. A home with high windows a cat couldn't see out of might be perceived by us humans as boring for the cat, but I can pretty much guarantee that the cat wouldn't ever exhibit poor litter box behavior due to outside influences.

Types Of Cat Litter

The odd "ground up corn cobs mixed with pea gravel and marinated with flax oil" types of alternative litters aside, most of us have two litter choices: conventional and clumping. There are some newfangled types of litter on the market now which may seem cool to the pet owner, but which may not be well accepted by the cat.

Conventional litter is less expensive to buy, but it quickly gets urine soaked and must be thrown away every few days, lest your home begin to smell like an outhouse.

Clumping litter (from a Latin phrase meaning "better for us lazy tightwads") is the type that forms into a ball when the cat urinates. This type is inherently cleaner because we just scoop out the feces and urine balls, throw them in the trash (NEVER flush clumping litter) and the box is, in theory at least, as clean as it ever was. Not only that, because we're not tossing all the litter every few days, we're saving money and helping the environment. Clumping litter may be perceived as being more expensive than conventional litter, but once you figure that you're not throwing the baby out with the bathwater, so to speak, you'll realize that it's actually a lot less expensive.

In addition, clumping litter offers a benefit that is important to talk about in a discussion of litter box habits: it is significantly softer under a cat's paws and feels more like the earth he's used to "in the wild" (even if he's been an inside cat all his life, he's got eons of "in the wild" in his genes). Studies have shown that, given a choice, most cats—especially declawed cats—prefer clumping litter to conventional litter—both for its texture and for its inherently increased degree of cleanliness. If you've had some outside-the-litter-box activity lately, perhaps you should give clumping litter a try.

Even the best clumping litter can get gnarly after months of use, so even if you only have one cat in your household, dump all the litter if your nose or your cat tells you to and disinfect the litter box. Your cat will thank you for it. We dump our DooDoo Voodoo Clumping Cat Litter (available through our website) twice a year—but we have lots of cats in our rescue facility, many with special needs.

Other Factors That Can Influence Your Cat

Some cats have been shown to be quite persnickety about their owners' habits. Changes in occupation (do you smell different?), changes in schedule (did you switch from working days to working nights?) and changes in behavior (did you used to come home every night and brush your kitty, but now your friends come over to play poker?) can all trigger a change in litter box habits. Did you used to let your cat sleep with you, but now you throw him out of the bedroom and close the door? All these can affect your cat's litter box habits, not to mention his personality as a whole. And let's not forget...anyone who's read a women's magazine has heard how a girl's cat "doesn't like" her new friend/boyfriend and has turned into a demon. So, again, think like your cat and you'll realize how your actions may be perceived as hostile.

Call Me Mr. Obvious

It probably goes without saying...but here goes anyway. If you have brought home a new pet and introduced it to your cat in the wrong way, you're more than likely going to be cleaning up your share of messes around the house. If introduced to each other properly, cats can become friends MUCH more quickly than you would ever assume they would. If you're thinking of getting another cat to add to your household, please take the time to consider this change carefully and also read our article *How To Introduce A New Kitty To Your Household*, which is available on our website at www.doodoovoodoo.com. Collected from nearly two decades of trial and error, reading, speaking with vets & discussing the issues involved with behaviorists, this short article has helped a lot of people introduce new cats to their homes without all the trauma normally associated with putting strange cats together. Please check it out when you have a chance, and feel free to share it with others you think might benefit from it.

In our house (not our rescue facility), our Alpha Cat (the cat all the others acknowledge as being dominant and in charge) is a gray female DSH (domestic shorthair) named Gracie. Gray DSH females have a reputation for being dominant, and Gracie, although generally sweet, does her best to live up to her reputation. For a while it was just Gracie, Heidi (our rescued Terrier/Chihuahua mix who was rescued from the middle of a busy intersection during Friday evening rush hour traffic the day after Thanksgiving) and Simon (a frail, very feral white male we would see streak past once a week or so) and everything was fine as far as Gracie was concerned. But then we rescued some other cats who ended up living with us, two of whom were perceived by Gracie as being dominant types. Even though we KNOW the right way to introduce new cats and really tried to shower Gracie with praise and affection, she took offense and urinated outside the litter box, then one of the new cats did so, too, and the peeing contest had officially begun. What to do.....

We began paying even more attention to Gracie than we had been. We started her on a tiny dose of Paxil®, a human antidepressant medication that also is useful for animals. We closed off the rooms of the house where she'd done her business—except the living room, which was impossible to restrict access to. This was back before we perfected DooDoo Voodoo's formula, so in the rooms we could close off we pulled the carpet back, cleaned the areas with strong mixtures of readily-available household cleaners, sealed the subflooring, replaced the carpet pad & tack strips, then had the carpet professionally steam cleaned on both sides. In these areas, we applied our odor neutralizer, the formula of which didn't work nearly as well as DooDoo Voodoo now does, then reapplied it, then reapplied it. After a while, the urine odor was gone and all that remained was a faint aroma of the odor neutralizer. Our technique worked so well, as it has for many people we've advised over the years, that for the last few years we've given the cats access to the previously-soiled areas and they no longer urinate there. (You can see pictures of some of the soiled areas in our brochure and on our website.) Visitors to our home have no idea that there has ever been urination on our carpet. They don't see it, and they don't smell it. Luckily, now that DooDoo Voodoo's formula has been perfected, all the work we went through isn't necessary for most folks.

Years have passed and, largely due to the way we make it a point to interact with Gracie and the other cat who's still living in the house with us, the cats have not re-soiled the areas, and they all now get along great. Gracie and the other female, Wendy, are now quite good friends and often curl up together arm-in-arm; Gracie has convinced Wendy that she is, indeed, the Alpha Cat and Wendy has agreed to her terms and conditions (I actually think I heard her say, "Yeah...Whatever."). Whereas many people would've relinquished or euthanized Gracie and possibly some of the other cats, we stuck it out, showered Gracie with kindness, cleaned up the messes to the best of our abilities and, lo and behold, everything turned out as well as it possibly could have. Never give up.

Backed Up Against The Wall

We once had a cat named Edison who was the first ever of our rescued cats to urinate outside the litter box. Once, while Edison was still alive (he passed away a few years ago after having lived through a dramatic reconstructive renal surgery and many years of highly managed kidney failure), Julie gave me a birthday card that showed a bunch of cats at a party, standing like people on their hind legs and waiting in line to use the restroom. One of the cats was obviously stepping out of line and heading the other direction, so Julie drew an arrow to him labeling him "Edison," added a balloon above his head and in it wrote, "I'll just use the wall."

Unfortunately, there are some cats—and not all of them are male—who will just seem to consistently go potty outside the litter box. When this occurs, it's our opinion that one of a few things is happening. (1) Either the cat lives in a multi-cat household and will forever WANT to be the Alpha Cat even though he or she ISN'T the Alpha Cat, or (2) one of the other stimuli talked about in this article is having an effect, or (3) there was another animal—most likely a cat—in the house before and the current cat can still smell the previous cat's scent (sometimes this could be urine-related, but it doesn't have to be). In our highly cleanable rescue facility, we have two males who to this day continue to urinate outside the litter box in what is, quite literally, a peeing contest. One has been with us for over 16 years and has kidney failure, heart disease and diabetes, so we've just gotten used to cleaning up after him. The other is younger and you'd never guess he'd so badly want to be the Alpha Cat, but he does. If we were to place him up for adoption and find him a good, single-cat home where he could be the king, we'd bet you dollars to doughnuts that he'd give up his undesirable behavior. (Note: after writing this article, we did find him a home, and he never again exhibited his behavior. Unfortunately, the adopter lost her job and made the decision to move cross-country, so she brought JimBob back to us, where he now, again, pees outside the litter box. She absolutely swears he did NOT do this at her house. We pushed and pushed her to see if she was telling the truth, and she swears he did not pee.)

The Recap

Medical problems can certainly cause a cat to exhibit a change in its litter box habits, so never poo poo (pun intended) your cat's changed behavior; something serious could be occurring. But, if you get the cat checked over and the vet pronounces him or her fit as a fiddle, look to other changes in the cat's environment as possible causes. Chances are that once you really get to looking around and thinking about it, you'll come up with more than a few things that might be causing your kitty to exhibit poor litter box behavior. One at a time, try to alter the stimuli and I'll bet you'll finally figure out what's been making your cat so disagreeable.

If you've tried everything you can think of and you're still having no luck, we urge you to set up an appointment with a certified animal behaviorist. Their fresh perspective and training can sometimes lead them to a solution you've never dreamed of.

An Additional Resource

Many owners put their cats on medicines such as Paxil® to help calm their cats' need/desire to mark with indiscriminate urination. We did this with Gracie and our other kitty, and they both tolerated it well, but we opt for natural solutions whenever possible. You may have this sensibility, too, so we wanted to mention an awesome product to you: Calming Treats by Pet Naturals of Vermont. We've used these in our rescue facility and had fantastic results.



You can't think of these as food; you have to think of them as medicine. The point being that you don't want to give your kitty (or dog; they also make Calming Treats for dogs) too many of them. More is not better, just as with prescription medications.

We have cats in our rescue population who were about to tear each other's heads off, but now that we give certain cats a Calming Treat once or twice a day, they lie together and even drink from the water dish at the same time without incident. The treats work so well for us that we spread the word about them whenever we get the chance.

Visit them at www.petnaturals.com for more info. The specific page for the Calming Treats For Cats is http://www.petnaturals.com/vitamins_supplements/calming-support-softchews-cats.php.

A Final Word Of Encouragement

Please, if you truly love your companion animal, DON'T give up and relinquish your animal to a shelter, a stranger or the pound. To do so is more than likely sentencing your cat to, at best, a ton more unfriendly stimuli that won't improve your pet's quality of life and, at worst, euthanasia or torture. Stick it out. Work to give your companion the environment and the life he or she deserves—and even expects from you. You'll get paid back in more ways than you can imagine.

We at Four On The Floor appreciate your willingness to do the right thing. You're to be commended for not taking the easy way out at the expense of your pet. Thank you.

Eric and Julie Smith are the founders of two federally-licensed animal charities and for some time operated a nonprofit, low-cost, feline-only spay/neuter clinic in Indianapolis. They have lectured on feral cat management and early-age spay/neuter at a statewide veterinary conference held at the Purdue School of Veterinary Medicine and were the founders of the Indy Pets ALIVE coalition. Because of their work on behalf of animals, they have been featured many times in newspapers and magazines, and on television and radio. They founded Four On The Floor Pet Products, Inc., in 1988. Up to the limit allowed by law, profit from the sale of Four On The Floor's products is funneled back into work on behalf of needy animals.



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Blacklight Instructions

For a blacklight to work correctly, you should use it in a darkened room. Nighttime is best, but depending on your window treatments, you might be able to successfully use your blacklight during the day if your treatments block enough light. You can also temporarily tape up black trashbags over your windows.

A good blacklight will show all sorts of organic materials, both human and animal. A blacklight also will show dust particles.

Some cats will stand on a piece of furniture and spray, so if you've got couches, tables, etc., up against the wall, be sure to shine your blacklight at the wall at about the 4' height. Look for the characteristic streaks running down your wall. You might see urine that has crept along the top of your baseboard after it ran down the wall.

Sometimes the angle at which you hold the blacklight can make a big difference in how well it shows the soiled areas. Depending on the physiology of the animal whose urine you're locating, you might find that the blacklight fluoresces the urine better when the light is held closer to, or farther from, the urine.

Be sure to check down in your HVAC ducts, as many animals have a tendency to urinate down the registers.



To make using your blacklight as easy as possible, we suggest you buy a heavy-duty, 3-prong extension cord 25' long. This allows you to travel around most rooms without having to keep unplugging and replugging the blacklight. For safety in wet areas (always use common sense and caution), it's important that the extension cord be of the 3-prong (grounded) type. If you're using a blacklight around wet carpet that's been cleaned or treated with DooDoo Voodoo, be sure to wear rubber-soled shoes and use common sense regarding shock hazards. Our company disclaims all liability.

Your blacklight might show you areas which your nose tells you don't stink. These could be from spilled food, body fluids, previous homeowners' pets, baby barf, etc. The important thing is that you sniff all the spots the blacklight shows you so you can be sure you're treating all your odor-causing spots with DooDoo Voodoo.

For additional example photos of what your blacklight may show you, see the Case Studies page of our website.

If you have any questions about using your DooDoo Voodoo blacklight, feel free to e-mail us.

Thanks for your order!



Indianapolis IN USA 46219

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MATERIAL SAFETY DATA SHEET

Note: The data contained herein pertain to the properties of the full-strength manufactured mixture, not the product as typically diluted and used, the values for which, if measured, could be assumed to be lessened.

Four On The Floor Pet Products, Inc.
702 N. Shortridge Road
Indianapolis IN USA 46219

Emergency Phone: 317-356-6733
Date Prepared: 12-31-04

Product Identification

Product Name: DooDoo Voodoo
CAS Number: Mixture
Product Use: Deodorizer/Sanitizer/Water Soluble Cleaner
TDG Classification: N/A
WHIMS Classification: D2B

Physical & Chemical Characteristics

Boiling Point (°C): ~100
Melting and Freezing Points: N/A
Vapor Pressure: .00001
Vapor Density: N/A
Specific Gravity: .99
Evaporation Rate: N/A
Solubility Rate (20°C): 100% in water
Ph (1%): 7.9
Physical State: Liquid
Appearance: Clear Liquid (may cloud without affecting product performance)
Odor: Citrus

Fire & Explosion Hazard Data

Conditions Of Flammability: Requires a source of ignition
Means Of Extinction: Water, CO₂, Foam Or Halones
Special Firefighting Procedure: None
Auto-Ignition Temperature: N/A
Flash Point: N/A
Flammable Explosive Limits (% by volume): Upper-N/A Lower-N/A
Explosion Data-Sensitivity To Impact: N/A
Explosion Data-Sensitivity To Static: N/A
Hazardous Combustion Products: Carbon Dioxide, Toxic Gases

Reactivity Data

Chemical Stability: Stable Under Normal Conditions
Materials To Avoid: Strong Oxidizers, Acids
Hazardous Polymerization: N/A
Hazardous Decomposition: Carbon Dioxide

Health Hazard Data

Effects Of Acute Exposure:
Skin Contact: Irritation, Redness, Cracking, Drying. Moisturizing Cream May Be Applied. If Irritation Persists, Consult Physician.
Skin Absorption: N/A
Eyes: May Cause Irritation, Tearing, Burning
Inhalation: If Misted, May Cause Irritation Of Mucous Membrane; High Levels May Cause Headache And Nausea
Ingestion: If Swallowed, Causes Irritation Of Mucous Membrane; High Levels May Cause Headache And Nausea
Effects Of Chronic Exposure:
Skin Contact: Irritation, Dryness, Cracking. Moisturizing Cream May Be Applied. If Irritation Persists, Consult Physician.
Skin Absorption: N/A
Inhalation: N/A
Exposure Limits: N/A
Irritancy Of Product: Skin: Irritating Eye: Irritating Lung: Irritating
Sensitization To Material: No Evidence To Indicate Sensitizer
Carcinogenicity: N/A
Mutagenicity: N/A
Teratogenicity: N/A
Toxicological Synergistic Products: N/A

First-Aid Measures

Skin Contact: Remove Contaminated Clothing, Wipe Off Mechanically And Wash Affected Areas Thoroughly With Soap And Water
Eye Contact: Rinse Carefully And Thoroughly With Water For 15 Minutes, Holding Lids Apart To Ensure Complete Irrigation, And Seek Medical Attention
Inhalation: Remove To Fresh Air; If Not Breathing, Give Mouth-To-Mouth Respiration; If Breathing Is Difficult, Give Oxygen And Seek Medical Attention
Ingestion: Do Not Induce Vomiting If Unconscious; If Conscious, Give Large Volume Of Milk Or Water And Call Physician.

Preventative Measures

Personal Protective Equipment: Chemical-Resistant Protective Clothing and Gloves (PVC/Neoprene)
Engineering Controls: Adequate Ventilation Provided By Local Exhaust Is Acceptable
Handling Spills Or Leaks: Cover Small Spills With Absorbent Material (sawdust/sand); For Large Spills, Dike If Necessary To Prevent Material Entering Sewer Or Drains, Diluting With Water If Possible. Using Absorbent Material, Transfer To Waste Container And Dispose Of As Required
Waste Disposal: Biodegradable Product. Dispose Of In Landfill Or Incinerate In Accordance With Local, State & Federal Regulations
Handling Procedures & Equipment: Avoid Prolonged Or Frequent Contact. Avoid Breathing Mist Or Vapors. Use Personal Protective Equipment Where Required.
Storage & Handling: Keep Separate From Food Products; Keep Properly Classified, Described and Marked To Conform To Regulations

Hazardous Ingredients*

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