

FORMULATIONS: Components (also called ingredients), when mixed according to a formula, create a formulation.

Some components impart specific properties to the formulation when it is put into use. For example, certain components are used in formulations to achieve a total removal of a substance and its properties. Some components of a formulation may only be active in particular applications.

A formulation may be created for any of the following purposes:

- \* to achieve effects that cannot be obtained from its components when these are used singly.
- \* to achieve a higher degree of effectiveness.
- \* to improve handling properties and often safety for the user.

\* \* \*

One morning you the reader wake up and decide you want to own your own company. After days of deliberation you pick the pet cleanup category. Now what?

You go on the internet and look for a formulation lab to purchase a urine formula that will work for your new business.

You find Acme Formulations: the phone rings, "Acme Formulation can I help you?"

"Yes," you respond. "I am looking for a pet urine formulation to sell for pet urine removal. Do you have a formulation I can purchase?"

"We do have plenty of urine formulas ranging from six hundred fifty dollars to a million two hundred thousand." The voice on the other end waits for your response.

You utter, "Is the six hundred fifty dollar formula any good?"

The voice says, "All of our formulas are good. We formulate, but it is your job to test the formulation for your purpose. We will gladly send you a few pints of product to test. Once you verify it is what you want then we can discuss your per gallon price if we mix the formula and send you ready to use or concentrated where you add water to make your working solution."

You think for a second what questions to ask, "When you say test the product. How do we test it?"

The voice says, "You find some animal urine and apply the product we send you and determine if it worked to your satisfaction. Do you have a pet?"

"Yes, my wife and I have a cat and a dog." You respond.

"Does your cat and dog pee in the house?"

"I do not think so," you respond. "But I am sure I can find some pee somewhere."

You give the voice your name and address. Four days later a box is delivered with three pints of liquid. All marked with some kind of code. One bottle is filled with a green liquid another with a pink and the third a white haze.

You take your dog outside to pee and when she finishes you pour the pink colored stuff on the pee. Before your eyes the yellowish pee vanishes. "Darn," you say to yourself and your wife that is standing behind you. You both agree the pinkish stuff is a contender. Then you try the other two bottles and determine that the pink stuff is the winner. The next morning you call the voice and tell him your findings.

You wait for him to work out a ready to use price once your artwork is complete. In less than a month you have your urine remover available for sale. You discover that there are two pet trade shows in the U.S. and get the forms to have a booth at both shows. Total cost to have your own urine remover is: Six

hundred fifty dollars for the formula. Per gallon cost is four dollars with bottle, label, cap and box. Per quart size with a sprayer is two dollars and twenty cents. Now you have to come up with a name for your product to send to the lab. After a long weekend you and your wife have it: My Pets Best Friend Stain & Odor Remover.

At the trade shows you stand and swear by your all natural urine remover. You guarantee it is the best product available. It will work when other products fail. It removes pet urine instantly (since it worked for you instantly when you tried it on your dogs urine.)

You have no idea what the formulation is that you bought and are now selling. You have no idea if it is safe, whether it truly removes urine. You have no idea that the pink dye will leave a pink haze on white and beige carpet. Why should you care? At each trade show you get hundreds of orders and you are in business. You never learn that the formulation lab you use has known for forty years that the pink formulation you bought and sell for pet owners does not remove one ounce of animal urine. Or that it creates mold and mildew under the carpet. And you do not care even when you learn these facts.

This is a true story of one companies entry into the stain and odor category. Told to me by a good friend that works for a formulation lab and who taught me how to formulate animal urine formulations and test them scientifically over thirty years ago.

\* \* \*

As a pet owner and product formulator we purchase products often for our pets and study formulations created by others. What frustrates us the most are products that do not work. As a private formulator/manufacturer we take pride in knowing that our products are scientifically proven to work and we do not rely on reviews or reasoning to determine if our products pass the test in the eyes and minds of the public. We know that it is too easy to con and sway the user into believing that a

product works. When in scientific testing under a microscope the product fails completely. It is from this knowledge that we create specialized animal urine removers like AUF.

We love Joe Weiss the founder of the original Nature's Miracle Company because one of his products we purchased in a pet store for three years failed to remove even one ounce of animal urine in our carpet. If not for Joe Weiss and his products failing to remove any dog urine, we would not have spent seven years searching for an animal urine solution that under a microscope would totally remove all the components in animal urine. Our company was born only after creating a animal urine removing formula unlike any other product.

We can proudly say that for over twenty-four years, Life's Great Products, LLC is the only manufacturer selling products for animal urine removal that goes beyond any expectations and solve issues no other company can achieve.

These are statements you see on bottles of products that sell for animal urine removal available in the cleanup category in pet stores and general merchandise stores: Works in two minutes. Works when other products fail. Nature makes it work. You need to ask these questions if you plan to use these products: How does it do any of these things?

What's amazing is that with what many companies state on their own website as the truth, pet wholesale buyers continue to purchase these urine removers that do not remove any form of urine. Thus, this lack of asking questions continue making these junk science products the best selling in the United States.

Perhaps with the truth out in the open, a few buyers will end the bull perpetrated from the birth of so many companies in the cleanup category. It's time to purchase products with active ingredients that are scientifically proven to remove animal urine. Joe Weiss reasoned that using a boost of organic enzymes in his drain opener formula would work on animal urine. We now know he was 100% wrong.

We are Life's Great Products, LLC, the formulator of AUF.