

How did drain cleaner become the best-selling solution for pet urine?

According to its product website, this top selling formula contains organically-based substances. It should work on organic urine stain believed Joe Weiss its founder. He came up with a great name and the rest is history. Nature's Miracle enzyme formula is made for organic issues like drain cleaning and not urine. The problem is that urine is made up of 95% water and less than 1% organic substance and 4% inorganic substances. How does Nature's Miracle get rid of inorganic substances? Good question!

Inorganic substances make up the majority of animal urine markings. This one fact was never known by the founder or the millions and millions of purchasers of this brand. Under a microscope the inorganic substances remain and this miracle formula is proven under a microscope to not remove animal urine. It is the inorganic matter that cause odors, marking scent and scent confusion for pets.

So, back to the original question. How did a drain opener become the best-selling stain and odor remover? Joe Weiss pitched his ready to use formula at pet trade shows and buyers bought into his pitch. Nature' made it work! If enough people believe something to be true, then it must be true.

Enzymes are considered today in the cleanup category to be the De-facto formulation solution to pet related urine issues. Nearly every wholesale buyer believes enzymes' work. And this is what they sell to pet stores.

Nearly every pet store buyer, owner and consumer believes they work. So, with so many people believing that enzyme-based drain openers work for pet urine, then they must work. Science says otherwise.

Every day we hear about new and old established products that have been debunked by Consumer Reports, the EPA, the FTC and the FDA. Millions of buyers of these debunked products defend the reports for being flawed.

Con. upon Con. are carried out on consumers and the con is so perfected, that no one knows or will admit they were a con victim. Too many people have "Faith" in their purchase.

Normally one person stands alone to bring attention to a con. Few believe the accusation of the accuser. Years can go by (35 as of 2016) as the con continues and millions of dollars are made by everyone in the supply chain.

Such is the pet cleanup category. There are more than thirteen thousand products for stain, urine and odor removal. It is estimated that more than 99.9% of these products do not work. The reason is their formulations are made to remove only organic substances. All Urine is mostly inorganic and

water soluble. Urine is dissolved but is not removed with these loved products.

If you give Nature's Miracle and the thousands of copycat formulas a two, three, four or five star review, then congratulations, for you are another victim of a con! If you use an enzyme product today and give it five stars, then congratulations, for you have been a victim of a con. Read the one star reviews from folks that have not been a victim of the drain cleaning con.

Do yourself a favor and do not purchase a single product made by companies that say their product will work in minutes to remove animal urine. Unless you want to be a victim of a Con that many of these companies admit to on their websites!