

Modern Day Animal Stain & Odor History

1960: Odormute Produced by Hueter Toledo Inc: Sells a package of enzyme powder that is mixed with water to create a working solution. They are the first company to state the dirty secret truth about enzymes.

Instructions: Any Organic Odor - Basic Solution using powdered enzymes.

Mix at a ratio of 1 tablespoon to one gallon of warm water.

Mix Odormute™ with warm water until completely dissolved. For best results, dissolve Odormute™ in a pint of warm water. Allow 5 - 10 minutes, mixing occasionally, to make sure all powder is dissolved. Then, add this solution to the rest of the water.

Enzymes are activated by adding warm water. Once activated, enzymes must be used within 4 hours for best results.

Water temperature must be between 45 degrees F to 140 degrees F, with the optimum temperature between 70 degrees F and 90 degrees F. Freezing will not harm enzymes, however, temperatures above 140 degrees F will destroy them.

Remove all excess moisture and allow the carpet to dry. Failure to do so may produce mildew or ammonia odors. Suggestion: you may use towels, a hair dryer or fan to speed drying.

Proctor & Gamble begin to use powdered fat/starch/enzymes in laundry detergent to boost its cleaning capabilities. Washing machine water over 140 degrees kills enzymes.

1978: Bramton begins to sell Simple Solution a concentrated product where the user must mix the product with water to make a working solution. For three years the owner builds his company in the pet industry. After the introduction of Nature's Miracle Ready to Use enzyme products into pet stores, Bramton CEO will not make a Ready to Use product because he knows it will not work by the time it reaches the consumers use. Finally, after three years he gives into the need to make a RTU to stay competitive in the pet industry.

The downside for enzymes is their stability (shelf life) that is short shelf life and susceptible to pH changes that will destroy the enzyme but upside is that they start working fast. Bacterial products need about 20 minutes to multiply and produce enzymes but they are more stable (longer shelf life) and less susceptible to chemical and pH changes. Leaving enzyme products under carpet wet for two weeks causes mold and mildew to grow spores between the carpet backing and padding.

This information is never made public. Carpet layers discover this issue when replacing carpet in homes that used enzyme based stain and odor products.

1981: Bramton begins to make bacterial based products. This process is more stable than enzymes and works better to remove pet issues.

1981: Joe Weiss meets the owner of Venus Laboratories an Illinois re-packager of chemicals. They discuss Venus Laboratories making a classroom cleaner using a ready to use enzyme technology that contains Isopropyl Alcohol, enzymes and a citrus fragrance. Venus will package, warehouse and ship for Joe Weiss. Joe Weiss calls his product, Nature's Miracle because of the fact it uses enzymes the same as nature uses to digest plants and leaves. The enzyme used is protein eating based. Joe Weiss is never told about what is inside the bottles of his products. He has no information about how sensitive enzymes are and that they lose their effectiveness after four hours. He ships his products all over the world and distributors store the product in warehouses that reach temperatures above 140 degrees. He has no idea that under the carpet mold and mildew are a side effect of using his miracle product.

1981-2003: Nature's Miracle and Simple Solution brands continue to dominate the category. Joe Weiss's company is sold to Eight and One in 2003 for an undisclosed amount of money. They proudly place this story on their website:

Our Story as told by Marcia Weiss daughter of Joe Weiss founder of Nature's Miracle. From the Ilovenaturesmiracle.com website: This is current 2011.

Sometimes, lightning really does strike twice. And when it does, it's truly one of Nature's Miracles.

Take the story of – well, Nature's Miracle. What's now known as a line of surefire cures for all types of pet messes began in 1981 as a humble clean up product created for preschools by founder Joe Weiss. One evening, one of Joe's preschool customers found herself with a pet emergency: her dog lost his lunch all over her brand-new carpet. Understandably dismayed, she turned to the best resource she had: the product that so reliably cleaned up messes at her school. Nature's Miracle worked perfectly, and her very expensive flooring was restored to its pristine state. Pleased, she called Joe Weiss to inform him of his product's diversity; quick to recognize opportunity, Joe's company produced 24 bottles of Nature's Miracle, repackaged as "Pet Mess Easy Clean-Up." The "new" cleaner sold out in 48 hours!

As luck would have it, not long after the Weiss family had its own pet mishap: their cat urinated on the carpet for the first and only time in its life. Joe's wife picked up a stain & odor remover from the pet store, but alas, the scent remained – never a good thing as

animals tend to resoil areas they can smell. Forgive the extra cliché, but necessity is, indeed, the mother of invention.

A Weiss family friend, who happened to be a chemist, suggested they soup up a nontoxic formula designed for cleaning drains. Joe reasoned that since the formula contained enzymes and other organically-based substances, it just might work on an organic urine stain. Sure enough, it worked perfectly, liquefying the enzymes in the urine stain and neutralizing the smell. The aforementioned lightning re-struck, and, to the delight of pet parents everywhere, Nature's Miracle Stain & Odor Remover was created.

And so it went. Nature's Miracle original formula and Nature's Miracle Stain & Odor Remover were immediate hits because there was nothing else like them on the market: nontoxic, organic, and undeniably effective and removing stains AND smells, so that pets are less likely to repeat their accidents. From there, the Nature's Miracle team developed more safe and effective products just for pets and their parents: training aids, cat litter, and more.

In 2003, the Weiss family sold Nature's Miracle to Eight in One Pet Products, which brought a century-old tradition of pet product quality to continue the good work they'd begun.

In one swipe of a pen, Venus Laboratories (Now: Petastic) lost millions of dollars of business. Marcia Weiss sold her fathers company and the New Nature's Miracle was born. Only it is still called: Nature's Miracle even though the liquid is not the original formula. Eight and One says on their website that they are 100% dedicated to enzyme technology for their products.

Let's first study the facts as stated above. ONE person used the original product and found it worked for them for their pet issue. Joe Weiss called Venus Laboratories and ordered them to make the new packaging. From its first bottle for a preschool class room cleanup to its last bottle for Stain & Odor remover, every product made for the Weiss family used the original formula that Venus Laboratories bought and filled at their factory. Urine is not organic matter. The only substance in enzyme products that can be removed from urine is the proteins, or blood waste.

Joe Weiss never invented Nature's Miracle, he never scientifically tested to see if his product actually removed urine. The original formula used blood/fat/protein enzymes. Before the sale to Eight and One the product was the same in every product made by Venus Laboratories. Every bottle for nearly twenty-five years said to leave the area wet for two weeks. Since the product contains Isopropyl Alcohol, it is a solvent-based

product and not “green.”

If a customer contacted Joe Weiss and told him the product did not work, he had a stock answer,” You need to use more product,” a pause in his voice, “Our product is the most effective product for removing stains and odors. And it’s the number one selling product in pet stores. The only reason it fails is you did not keep the area wet for two weeks!” Based on Odormute experience, this will cause the back of the carpet to become mildewed and moldy. Leaving black mold on the back of the carpet and releasing mold into the air as people walk on the carpet.

We know this to be a fact, because we called Nature’s Miracle in 1987 after discovering that our home stank of urine after using nearly a gallon of his product every month for two years. The carpet layers pulled up our Nature’s Miracle treated carpet and black mold and mildew covered the jute backing.

1987-2005: Life’s Great Products, LLC. Conducts blind studies in Veterinarian offices in the San Diego area. Pet owners with urine issues are asked to test a new product for their pet urine issues. Dog owners are sent home with a number-marked bottle if their dogs will not stop urinating inside the home. They are asked to wait three months after using the product to determine whether their dog stops urinating and goes outside. This was also done for puppies that will not housebreak.

Cat owners that have cats not using the litter box are sent home with the same marked type of bottles to see if the product will get the cat back to using the litter box.

Only Life’s Great Products knows the bottles contain various brands of products not made by Life’s Great Products, LLC. Pet owners reported that the white bottled new product failed to work. Their homes still smelled of urine and their pets bad behavior continued. On response cards pet owners were asked what product they felt worked better than the new product they tested. In many cases the pet owner unknowing used the same product that they said worked for them. Simple Solution users claimed that the white bottle product did not work as well as Simple Solution. The white bottle contained Simple Solution, Anti Icky Poo, Nature’s Miracle, Get Serious, Urine Off, Urine Gone, 0 zero, Rug Doctor and many others were given to pet owners in white bottles. Not one product was reported to work as prescribed by the Vets.

Life’s Great Products, LLC. Completes it formulations and begins testing its products in white numbered bottles. Almost immediately pet owners return to the Vets office to announce their pet issues are gone. Their dogs have stopped peeing in certain places in the home and cats have gone back to their litter box.

1994: Life's Great Products, LLC. Introduces after seven years of formulating and testing a product to get cats back to using the litter box. Later in the year, Poop-Off Bird Poop Remover is made available for bird owners no longer wanting to scrape with a metal brush dried bird droppings. A new bird category is created. A dog stain and odor remover is made available that is three hundred times more effective than the name brands and does not cause mold or mildew under the carpet. All three products are proven to work in scientific testing.

2011: There are now over twelve thousand products sold around the world in the stain & odor category.

Everyday a new product seems to arrive that has a better approach or gimmick to removing urine and stains. In the last few years products formulated with: yeast, Co2, oxidation, encapsulation, oxy (Color safe bleach), Fizzies, 100% water, orange fragrance, Lemon fragrance, cherry fragrance, Organic eating bacteria, Organic eating enzymes, Solvents, soap, detergents, plant extracts, plant enzymes, nano probes, nano cleaners, carpet cleaners, extractors and the list goes on and on. Even the Dog Whisperer has come out with an entire line of products private labeled by the same folks that own the category. United Pet Group that owns Nature's Miracle bought Littermaid automatic litter boxes and now has a urine remove under this brand that contains the same ingredients as Nature's Miracle and this stuff is old at Target Stores. So now Targets pet owners can look forward to having mold and mildew under their carpets. Just lovely!

As soon as a new product gets a foothold in a pet store, fifty knock-offs arrive. And they all claim to be better than the originator. Trade dress labeling is copied and distributors are told that they now have a product to compete against a Life's Great Products top selling item. Our lab tests this new wonder product and usually finds it contains the same product as all the copy cats other products. None of our products cause mold and mildew issues.

We have never had anyone in purchasing ask us this question. To say we are speechless would be wrong since we would like to tell you why you should not be carrying the brands that are currently on your shelves. The normal request is to never discuss your competitor's products. The truth without.....is just too juicy to resist.

Answer: Any stain and odor product that says it works in ten minutes or less to remove urine and odors. Any product that causes mold and mildew spore growth under the carpet and on top of padding. Nearly all natures' or natural enzyme products will allow mold and mildew growth after it application if the area stays wet. This is the dirty little secret of enzymes.

As of the end of 2011 there are over twelve-thousand-five-hundred stain and odor removers on the market worldwide. They all claim to be the best on the market. What's interesting is that ninety-nine percent of them use chemistry/formulas that were never intended for use on urine. The term "implied results" is why this category grows by five hundred new products every year. If it comes with a money back guarantee, then it must work! If it is cheaper than Nature's Miracle then it should sell just as well.

The two main stain and odor companies own history tells why their products have been sold under an umbrella of stretching the truth as to what their products can do to remove pet urine issue. (See Modern day history of Stain and Odor Products).

Simple Solution and Nature's Miracle the two main brands sold in pet stores in the United States claim to work in ten minutes or less with nearly all of their products. Based on their chemistry/formulas this feat is nearly impossible. Whether they use enzymes, bacteria or Orange and oxy agents, ten minutes is not enough time for the products digesting or cleaning components to come active and remove urine or its byproducts. Our dog product, Poop-Off Superior & AUF uses the latest in Bio technology and contains three hundred times more digesters than the name brands and it could never work in ten minutes or less to remove urine or odors. These ten minute or less companies are addressing what customers want to hear. Knowing fair well that their products cannot work per their label instructions. Urine odors caused by, dried urea crystals, urine, Pheromones, proteins and sticky mucous can never be removed by any product in ten minutes or less. When a customer follows their label directions, the product is guaranteed to fail.

Fresh urine is water soluble. Plain water will dilute the urine and reduce its ammonia smells until it dries. Dried urine is a completely different compound. Urine salts, uric acid, Pheromones, marking mucous becomes nearly impossible to remove with over the counter cleaning solutions.

Modern day carpet manufacturing processes make removing urine in the manner as printed on the ninety-nine percent of product bottles impossible. Dried urine is one of the most difficult substances on earth to remove. Liquid enzymes, organic eating bacteria or color safe bleach (Oxy) just does not have enough punch to remove dog urine. Calling an enzyme product extreme, advanced, powerful, Urine Destroyer, super concentrated, miracle, nature's answer, the best, the most effective just does not stand up to the reality that these chemistries do nothing to remove urine and the odors they cause. These types of products never worked when introduced more than thirty years ago and still fail to work today. After their use they create an unhealthy environment for pets and people. Every time carpet is stepped on it will release into the air micro spores of mold and mildew and this enters pets, and humans lungs.

Both Bramton's Simple Solution and Eight and One's Nature's Miracle stain and odor products prior to 2003-05, stated to keep the area wet for two weeks after application. After 2005, the instructions changed to five minutes before blotting up the product. You should ask these companies what they did to the product that makes it work in five minutes now instead of two weeks? Did they add a magic miracle additive? Did somebody bless the product and give it simple and amazing capabilities? Now nearly all products sold in pet stores say they work in ten minutes or less.

All products that contain enzymes and bacteria require the pH level to reach a point for the dormant state of the digesters to come active. Less than ten minutes for guaranteed results is just a full out pandering to the customer.

Humans have five million smell cells. Dogs have more than three hundred million smell cells. Long after humans believe odors are gone, dogs still smell urine and continue to urinate because of scent confusion. Dog urine is sticky. It is this sticky substance that stays on fire hydrants even after a heavy rain. Even power washing does not remove the sticky substance in dog urine.

A few pet stains can be removed in ten minutes or less on carpet or flooring. This depends on the cause of the stain. Just because a product can remove stains, does not mean it works to remove urine and odors. Every company claims to have millions of satisfied users and a spiffy slogan. Yet when put to a scientific study, only one percent of product made in the pet stain and odor categories actually work removing urine and odors!

Products in the stain and odor category fit into a few categories. Digesters based and non-digester based. Non Digester-based work by cleaning with detergents, solvents, dissolving and covering up odors. Ingredients that have Isopropyl Alcohol and orange oil can fit in either category depending if they also contain digesters. The third area is: Gimmick products. This category has been entering the stain and odor category for a few years now.

Urine will resist nearly all of these products. Digesters based have digesters, soaps and surfactant that make water work better. They remove urine by digesting and breaking down the urine and converting the byproducts into a non odorous form. Not all digesters work at removing urine. Just because a product contains bacteria or enzyme digesters, does not mean they are the right type of digester to remove urine or its other components. A bottle that contains one billion digesters that work on organic matter may sound like a lot, but since were talking microscopic size digesters it's really a small number of digesters. A second product that contains three-hundred -billion digesters that target urine will blow the other product away.

Since 2003, Nature's Miracle (NM) and Bramton have flooded the pet industry with new products. The consumer is confused with all the choices. Why would a customer buy the cheapest NM product when they have so many new products that say, "Advanced or Urine Destroyer?" This is telling the customer that if you buy our low-cost product it will not work. You need the more expensive product. Based on our reverse engineering NM products, the expensive formula contains the same product as the cheapest.

Nearly every large company entering the stain and odor market is now flooding the market with new products. Enough is enough of this tactic that is designed to confuse the consumer. If these companies actually made products that performed as stated on their bottles, then fine, sell them.