

## ELIMINATING THE SOURCE OF ODORS

### Eatoils' SUPERFRESH™ technology controls odors by addressing their cause

What is produced - 1) by cats, dogs, and most animals? 2) in the greasy aftermath of fast-food preparation? 3) rises in waves from trash dumpsters and garbage pails? and 4) in places where people congregate? **Odors.** Odors of ammonia. Odors of decay. Odors of stale tobacco and odors of perspiration.

New technology (now available in Canada) promises to clear the air. Known as SUPERFRESH™, the new technology from EATOILS™ combats odors by addressing their chemical and biological sources. How? The root causes of odor are the production of chemical and biological by-products which emit negative odors, such as ammonia from urine, vomitus, and excrement; sulfides from rotting vegetables and eggs; and volatile fatty acids from perspiration, grease and rancid oils. Odors are then perceived when the odor-causing molecules become airborne and interact with the olfactory receptors in the nose. In the case of pet lovers, that interaction is produced by urine. For restaurateurs & facility managers, the common culprits are liquid and food spills, while those in the sanitation field are all too familiar with the pervasive smell of smoke, perspiration, and body odors.

Until biological technology became available, the only ways to control these common industrial, institutional and household odors were by either masking the negative odor with a more appealing fragrance, thereby introducing a second layer of "odor" or by introducing a chemical into the air that actually *deadens* the receptors in the nasal passages so they temporarily no longer function. (Which means, if any good odors come your way, you can't smell those either!). But odor-masking perfumes and chemicals that deaden receptors in the nose wear off, and **the odor returns because its cause persists.**

A departure from these earlier odor-control methods, SUPERFRESH™ technology acts in a unique and revolutionary way. It actually acts to *destroy* odors, not mask them. This action is accomplished in two ways. First, a fast-acting neutralizer binds with the odor-causing molecules, preventing the molecules from being vaporized and producing odor, providing immediate relief. Then the real active ingredient kicks in, a proprietary microbial blend degrades the odor-causing molecules, destroying them and converting them into harmless microbial cell components, carbon dioxide and water. This combined chemical and microbial effect makes SUPERFRESH™ technology powerful, yet safe and environmentally friendly.

### FROM CATS TO CIGARETTES

Your nose knows what smells bad – and what smells better. But laboratory tests clearly demonstrate the effectiveness of SUPERFRESH™ technology in reducing a variety of odors. While results vary depending upon the application, tests have shown that overall SUPERFRESH™ technology outperforms the leading odor-control brand by 18 per cent.

For example, cat urine treated in the lab with SUPERFRESH™ technology and incubated at 20 degrees Celsius for five days ranked one on a scale of one to six in severity of odor. Similar tests with cat urine treated by an odor-masking product ranked 4.2, and when treated with water ranked 4.5 (See Fig. 1)

What was learned in the laboratory was confirmed at home when the new owner of a 220-year-old farmhouse in Denmark used the product in a room long inhabited by numerous cats, unfortunately without a litter box. With the use of SUPERFRESH™ technology – to eliminate malodors absorbed into floors and surfaces, along with introducing fresh air – the room is "beginning to smell normal again," according to the homeowner.

Other uses for SUPERFRESH™ technology include controlling tobacco and smoke odors on walls and other surfaces. In tests for odor control, SUPERFRESH™ ranked 1.8 out of six in severity of odor when used to neutralize tobacco odors, while the leading national brand ranked 2.8, followed by water at 4.3.

SUPERFRESH™ technology from EATOILS™ is available worldwide through janitorial supply companies. A special formulation is available for the Canadian market that contains components that are listed on the Canadian Domestic Substances List. The Canadian formulation has been reviewed and accepted for use in registered establishments by the Canadian Food Inspection Agency.

To learn more, ask your janitorial supplier, or call 1 866 8244 or visit [www.eatoils.com](http://www.eatoils.com)

### NO MORE HOLDING YOUR NOSE

Odors can come from many sources, but SUPERFRESH™ technology is versatile enough for use in multiple applications, including:

- ⌚ Cat urine in litter boxes, and dog urine in kennels.
- ⌚ Grease and fatty acids in restaurant floor grout & cracks.
- ⌚ Urine in washroom tiles & grout
- ⌚ Garbage in dumpsters & trash pick up trucks.
- ⌚ Perspiration and human waste odors in locker rooms & public restrooms.
- ⌚ Smoke & tobacco odors & stains on all surfaces.

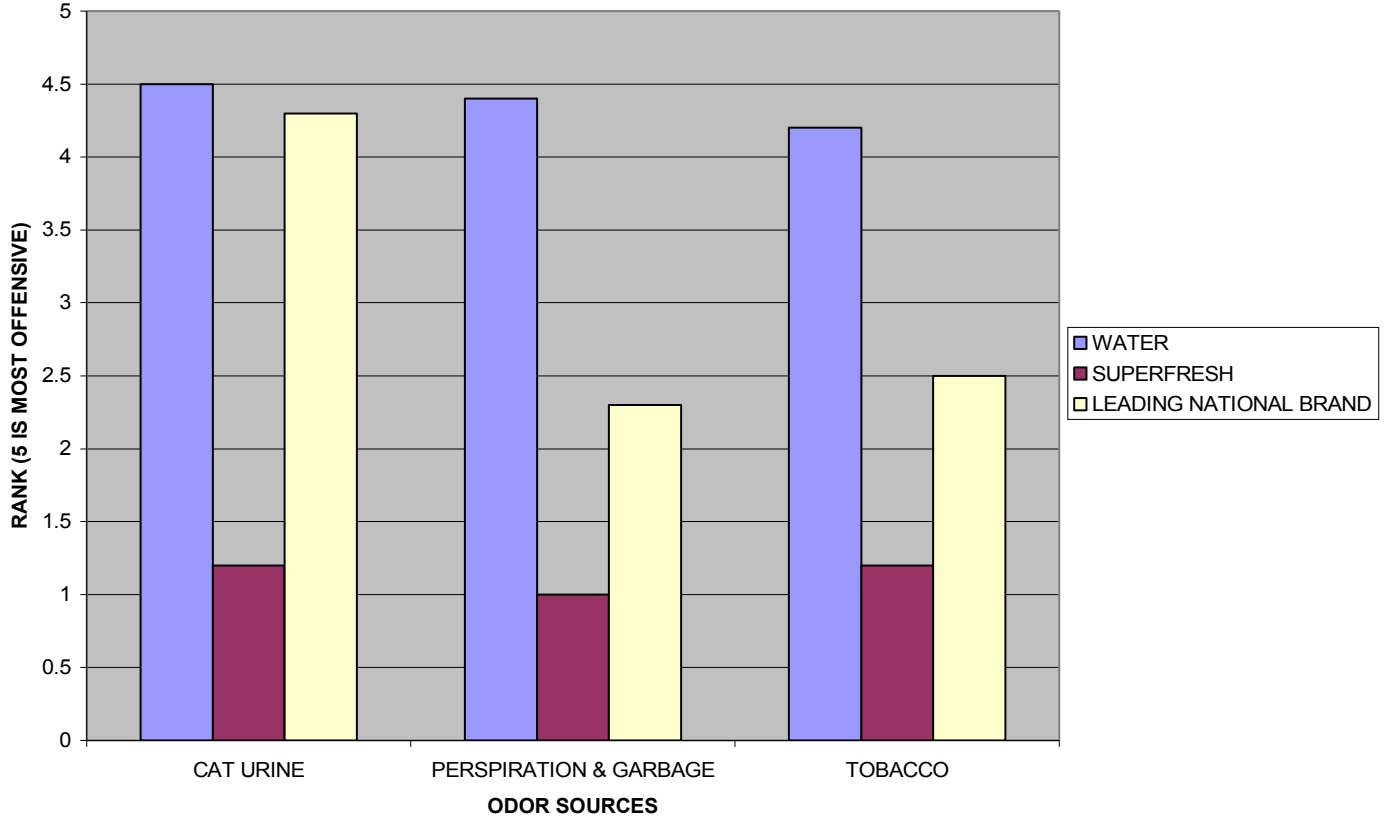
SUPERFRESH™ is CFIA and GREENER-CHOICE™ APPROVED.

Reprinted from Sanitation Canada September/October, 2003, Revised October, 2014.

EATOILS™ products are available from WorldWare Enterprises Ltd. For information call toll free: 1 866 621 8244 or on the internet at [www.eatoils.com](http://www.eatoils.com)

**FIGURE 1**

**ODOR PERSISTENCE OVER TIME (5 DAYS)**



**SUPERFRESH™ SHOWS THE GREATEST REDUCTION OF ODOR OVER TIME.**