

PRESS RELEASE



FOR IMMEDIATE RELEASE
JUNE 1, 2007

ATTENTION - **Serious Pet Industry Info**

Everyone who has owned a pet can tell you nothing is more frustrating than a pet soiling in the house. Often they do this in one spot, over and over again. There's a reason your pets do this. **Our pets are attracted to their unique body scent, also known as "Pheromone"**, which is always left behind in every soiling! This is what our pets do naturally, following a keen sense of smell to go where he's gone before, his "marked" potty area. The question is how do we remove the 'pheromone factor' attractant so he stops going in the house?

To stop pets from **house soiling** (repeated marking), pet owners must use more than traditional stain and odor cleaners that neutralize the urine "odor", but do nothing about the 'pheromone' which is also present. **This 'pheromone factor' is what attracts our pets back to the same spot!**

Yes, the urine "odor" can be neutralized with enzymatic & bacterial based cleaners so we humans won't smell it –and our homes "smell" clean- **but our pet's pheromone cannot be neutralized**, not with any cleaner, and therefore must be removed (extracted!) from the soiled area to break the re-soiling "cycle" of behavior.

Finally, there's a quick & easy answer to this longstanding problem! **GET SERIOUS!® Stain, Odor & Pheromone Extractor** is the **ONLY** cleaning solution with the strength and ability to lift the Pheromone out while also removing any associated stains and urine odor. After a speedy 3 minute cleaning process, our pets needless re-soiling pattern of behavior will come to an end!

The primary tragedy caused by this re-soiling behavior is many pet owners become frustrated and give their pets up to a local shelter. **'House soiling' behavior in dogs is the #1 reason for surrender, and #2 for cats.** Millions of sheltered animals are euthanized each year –the true annual number is not systematically trackable, however, agency and organization articles quote from 3-4 million and some quote up to 9 million!

When owners use **GET SERIOUS!®** Stain, Odor & Pheromone Extractor pets are no longer "wrongfully" blamed for repeated inappropriate urination or 'yellowing' that **was never the fault of these innocent animals**, but rather the cause and effect of using cleaners that didn't address the **'Pheromone Factor'**.

For new pet owners tackling the difficult task of house training, it's vital to get out the Pheromone! This will expedite the housebreaking process during the 'delicate transition' to their new home, while also maintaining the new parents sanity, **guaranteeing these pets will not be "surrendered" or "returned" to a shelter!**

AS AN INDUSTRY, it's imperative the issue of sheltered animals is taken 'seriously'. When owners become frustrated to the point of surrendering their pet due to 'unnecessary' re-soiling behavior, they usually will not embrace another. Consider the number of good homes "lost forever" simply because the cleaners being used weren't able to do the "complete" cleaning job, thereby causing pets to "naturally" re-soil!



'AWARENESS' brought to you by **Van Charles Laboratories, Inc.**

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