

TOP TIPS FOR

GETTING TOUGH ON PET STAINS AND ODORS

A STEP-BY-STEP GUIDE TO CLEANING TOUGH PET MESSSES

by

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an E-book by



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CHAPTER 1

6 TIPS FOR GETTING RID OF PET STAINS

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CHAPTER 1:

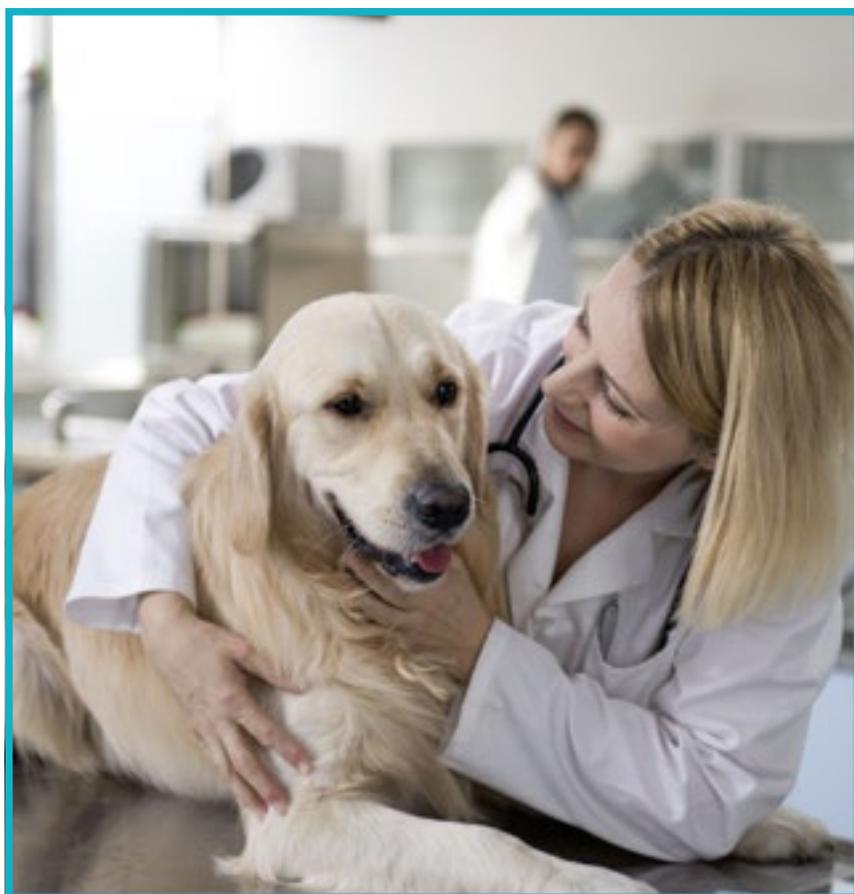
6 TIPS FOR GETTING RID OF PET STAINS

Your nose is the first to alert you. Your cat has urinated on your carpet, on your cushions, or even in your bed. Or your dog has pooped in your home. Or maybe it is your eyes that alert you—to a pile of pet vomit.

These types of “accidents” can happen when you have a dog or cat in the family and being prepared for them—and dealing with them—is all part of being a good pet parent.

The first thing you will want to do is visit your vet for a kitty or pooch check-up. You want to make sure they don't have any health problems that are causing them to make a mess in the home.

Then it is time to tackle the pet stains and odors themselves. What's the best way to get rid of them? We asked Scott Plasek, the pet stain and odor expert with [Simple Solution](#), who spends his days testing formulas and delivery systems to find the best ones for eliminating stains and discouraging repeated marking. What follows are Scott's tips and tricks for getting rid of pet stains.



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1. Buy the right product for the job. There are [products on the market](#) formulated specifically for stains, for odors, for both stain and odors, and even just for urine. There are also products formulated for dogs, cats and both dogs and cats. Using a dog or cat specific product is best, however, using a product that is formulated for both, will work, although you might need to use more on cat stains. Scott tells us:

- [Oxygen-activated \(Oxy\) formulas](#) are best for removing tough stains.
- For **urine stains and odors**, use a product with a [urine-specific formula](#).
- To tackle **stains and odors deep in carpets**, use a shampoo formulated for carpet cleaning machines.
- If you have **stains and odors on hard surfaces** such as hardwood, tile and concrete, in addition to carpet, choose a multi-surface cleaner.



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- 2. Use paper towels to pick up the mess and then soak up any liquid.** Then rinse the stain once with cold water. If you're dealing with pet feces, use a pet waste pick-up bag to dispose of it.
- 3. Douse the soiled area with pet stain remover.** For carpets, Scott says pet urine leaks down into the backing and spreads for several inches, so it is best to spray a ring several inches outside the stain area and then flood the inside with the stain remover. Make sure you spray enough liquid on the stain. Keep spraying until it is really wet—but not saturated, which could cause mold.
- 4. Let it dry.** Then vacuum.
- 5. Treat old stains differently than new stains.** You need to use more stain remover and let it stay wet for longer.
- 6. Clean stained bedding, pet beds and other fabrics in the washing machine.** Use an Oxy product, let it sit for an hour or two, then wash in warm water if the fabric label says it allows this temperature.



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THE ANATOMY ^{OF}/_A PET STAIN

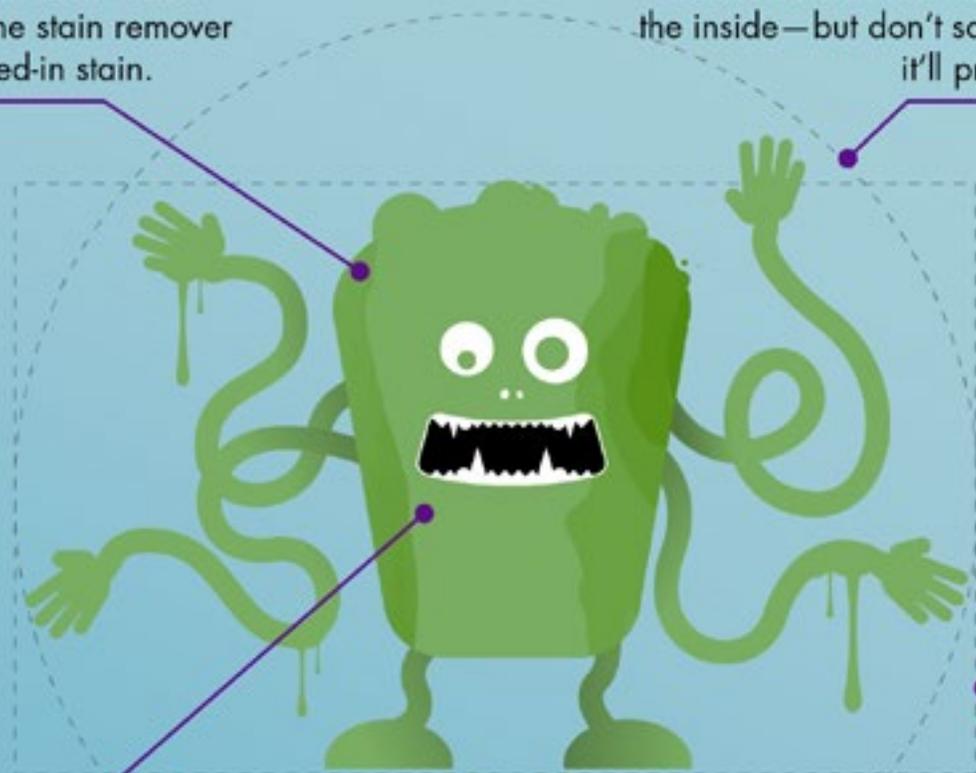
the first step to defeating your enemy, is knowing your enemy.

TYPE

Liquids and solids leave their own unique messes. Use paper towels to pick up the mess and soak up any liquid, then rinse with cold water. Our goal is to get the stain remover right up to the soaked-in stain.

WIDTH

The stain you can see is just the tip of the iceberg. Under the surface is a wider area of stain saturation. Spray a ring several inches outside the visible area, then flood the inside—but don't saturate too heavily or it'll promote mold growth.



TOUGHNESS

Stains and odors vary in toughness, depending on how long it's been set in and where it came from. Oxygen-activated formulas (often labeled "OXY") are best for removing tough stains.

DEPTH

Stains sink deep into the fibers of carpet or furniture, so you should use a product with a continuous power spray. We're not trying to convince the stain to move out, we're using force. And that requires penetrating into fibers to reach the source.

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EXPERT TIPS

USE A U.V. LIGHT

Some types of stains, like urine, are invisible in normal light. Use an ultraviolet light to spot hidden stains.

LET IT DRY FULLY

Let the stain remover fully dry before vacuuming the stain area. This ensures it does its work.

FOLLOW THE DIRECTIONS

Simple Solution has put significant research and development behind their products. For best results, also read and follow the directions.

CHAPTER 2

5 TIPS FOR DESTROYING PET ODORS

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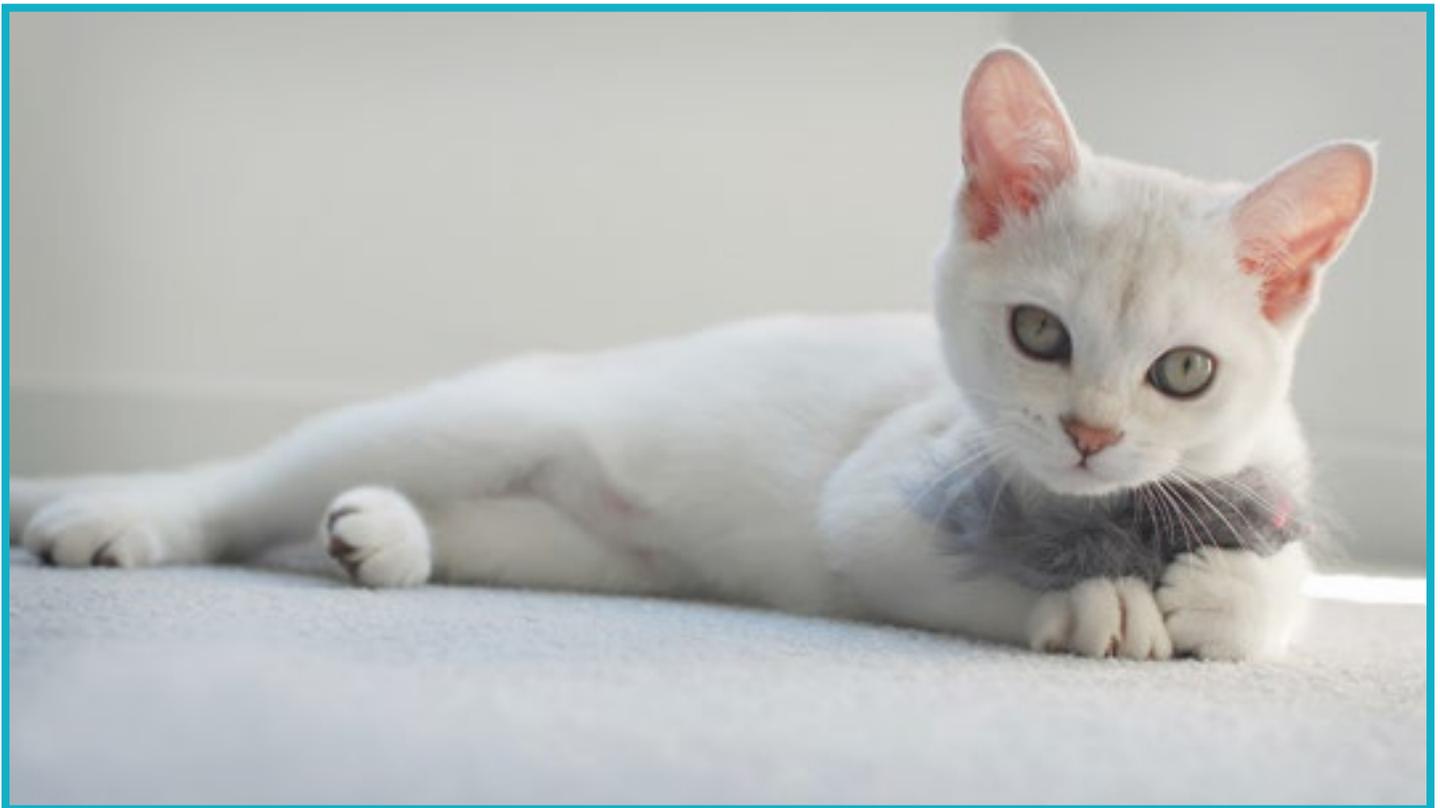
Pet parents can be divided over which is worse: messy pet stains or smelly pet odors. Here at Simple Solution, our vote goes to pet odors. But we know our pets are not doing it to annoy us. They might have a urine infection or other illness, be anxious about something (like a new family member), or need more potty breaks outside.

These are some of Scott's expert tips for eliminating pet odors completely and stopping pets from urinating in the same spot again:

- 1. Don't let the nasty smell defeat you.** While the smell of pet urine – particularly from cats – might make you want to pull up your carpet and buy a new one, this is really a last resort. By using the right product and following a few easy steps, you can make your carpet, rug or upholstery odor-free again.
- 2. Find the source.** If you can smell urine but are not sure where it is located – most urine is invisible under normal light – shine an [ultraviolet urine detector](#) all over your carpet, rug or upholstery. The light will illuminate any stains, so you will know what areas need attention.



- 3. Buy a product formulated specifically for treating and removing pet odors.** Unlike stain removers, which use oxygen-activated formulas, you will need to use a product formulated with enzymes and “good” bacteria. These will break down the “bad” bacteria in pet stains and neutralize odors.
- 4. Use a product with a continuous power spray.** Products with a trigger spray can only reach a small area, therefore try aerosols with a continuous power spray which can penetrate deep into the carpet fibers to reach the source of the odor.
- 5. Saturate the area with the odor remover.** Saturate, blot and let dry. For carpets, because urine leaks down into backing and spreads for several inches, make extra sure to saturate a wide area. You may have to treat the area more than once if it is an old stain.



CHAPTER 3

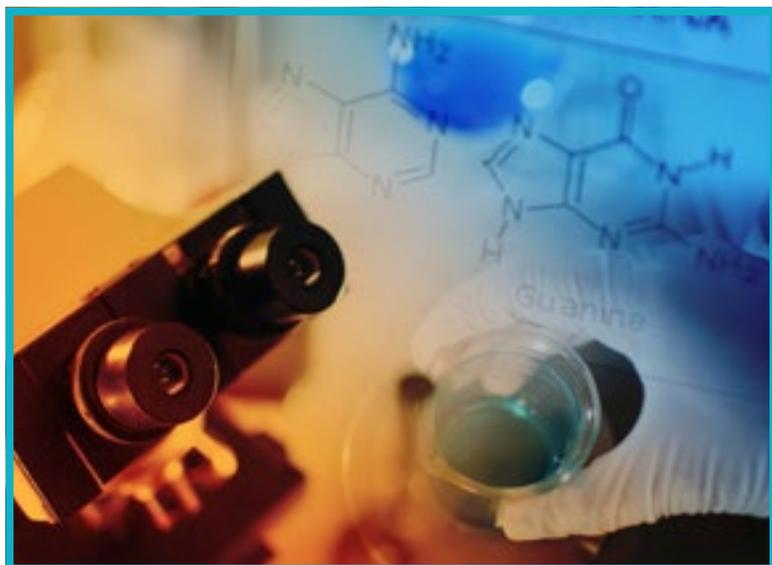
THE SCIENCE BEHIND CLEANING PET STAINS & ODORS

CHAPTER 3:

THE SCIENCE BEHIND CLEANING PET STAINS & ODORS

After walking through cleaning pet messes and particularly bad odors, now we want to talk to you about the science behind cleaning; it really does take a lab coat to create some truly innovative stain- and odor-destroying products. We talked with Scott to learn how a stain and odor product is tested and produced:

Scott Plasek: First, as you can imagine, we do a lot of stuff that is smelly and messy! We build formulations that are designed to remove the nasty stuff your dog or cat leaves behind, so we handle things that most people don't want to. Second, we deal with a lot of science, such as breaking down organic waste materials to base-level science so we can figure out how to remove them from surfaces. And third, we have to be knowledgeable about the properties of all surfaces that could receive pet stain and odors to make sure we build formulations that will not harm them.



How do you find the right formula for your products?

Scott: We always start with the science of the waste product that we need to remove. By breaking down the waste compounds, we can build a base formulation that will work effectively at removing the problem area. Then we test, we test again, and then test some more until we get the results that make the best formula.

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What's the difference between liquid and foam when it comes to pet stain and odor removers?

Scott: Contrary to belief, foam is not always the best solution to a waste problem. In terms of stains, foam does tend to lift dirt and other materials from fibers in carpet, but does not work well when it comes to odors, when contact time is key. For odors, longer contact time is always better, so more liquid and less foam is best.

What can you tell our readers about the machine that tests your products on carpets?

Scott: We love our machine! We use it to test for a number of things, such as removal of pet waste material by weight. The machine measures the carpet or surface and lets us know if, when cleaned with our Simple Solution formulas, the items will return to their original brightness or color.

What are the hardest pet stains for you to test?

Scott: Blood is always the hardest stain to remove from anything, especially once set. Simple Solution products are designed to work effectively on blood stains, new or old. For new stains, blot with a cloth to remove excess, saturate the spot, blot some more. For old stains, thoroughly saturate the stain and let sit. After the stain starts to loosen from the surface, saturate again and start to blot. When dry, vacuum. For severe blood stains, it may take multiple applications.

What happens when the "good" bacteria in your products fight the "bad" bacteria that cause pet odors?

Scott: Bacteria live all around us, constantly. Normal pet waste contains bacteria that help make an odor that people do not like. We engineer the bacteria in the Simple Solution products to find these odor-causing bacteria and they become the food for the good bacteria. The most important part to know is that bacteria must have moisture to live and thrive, so to help these "good" bacteria win out, you must thoroughly saturate the area and let it sit.

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Have you ever met a pet stain or odor that defeated you?

Scott: Not yet. In pet stain and odor, the main issue for pet parents is not using enough product. A good rule of thumb is this: a normal size dog's urine spot on the carpet will require at least a quarter of the bottle (8 oz.) of Simple Solution product to remove the new spot. This will ensure that there are enough good bacteria to thrive and consume the bad bacteria. For stains, spray and wait for the formula to work as per the instructions. Many people spray and remove immediately, which is not the right way. Spray and let the product work and you will see great results.



What's the difference between cat and dog stains and odors?

Scott: Cat urine is more highly processed due to the fact that a cat's overall digestive and absorption capability is much more complex than a dog's. Dogs eat and drink then pass through the materials very quickly. As a result, their pH is variable day to day, even hour to hour. A cat's system breaks down things more slowly and efficiently and their pH is more controlled and potent. This includes both male and female cats.

To remove cat urine, it's really about two issues: time and amount of product.

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In terms of “time,” getting to the spot quickly helps a lot when it comes to cat urine stains and odor. The usual amount of S&O will work great for new spots. For old spots, it’s about multiple treatments. One treatment will not usually do the work, since the bacteria will lose moisture before all the organics can be consumed by the bacteria. A second and sometimes third treatment is necessary.

As for “amount,” just like treating urine spots for dogs, using the proper amount is required. However, unlike dog spots, it not about large amounts over big areas, it’s more about a lot of material in the small area. To work properly, the bacteria in the cleaner needs moisture to live and eat. When they lose the moisture, they die. When using the stain and odor remover – whether using the trigger sprayer or removing it and pouring it onto the spot directly – you must make sure to start from the outside of the spot (this pushes urine toward the center, not away from the center of the spot) and work inward to the center. Make sure the center of the spot is thoroughly saturated. Again, multiple treatments may be necessary.

Certain types of materials are very hard, if not impossible, to get cat urine odor cleaned or removed from. These include leather, silk and certain types of wool. If these have been sprayed or urinated on, it’s best to seek out a cleaning professional for help.

Do you have any insider tips from your lab that you can share with our readers?

Scott: Yes, I would be happy to:

1. Read the product’s directions and follow them.
2. Apply the right amount of product; using less than what is needed will not get the results you want.
3. Use the right product for your needs. Oxy products work great on stains and not so good on odors, while bacteria products work great on odor-causing areas and not as great on stains.

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EVERYDAY PET MESSSES?

STAIN & ODOR REMOVER

ENZYME FORMULA

Eliminates organic
pet messes

Helps prevent
repeat marking

TOUGH STAINS?

OXY CHARGED

OXYGEN ACTIVATED FORMULA

Oxy formula powers out
the toughest stains

For pet messes, blood,
mud, grass and more

URINE TROUBLE?

URINE DESTROYER

URINE SPECIFIC ENZYME FORMULA

Designed to break down urine
proteins and remove the toughest
urine odors and stains

Helps prevent repeat marking

TOUGH ODORS?

EXTREME

PRO-BACTERIA FORMULA

Eliminates tough
organic pet messes

Helps prevent
repeat marking

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