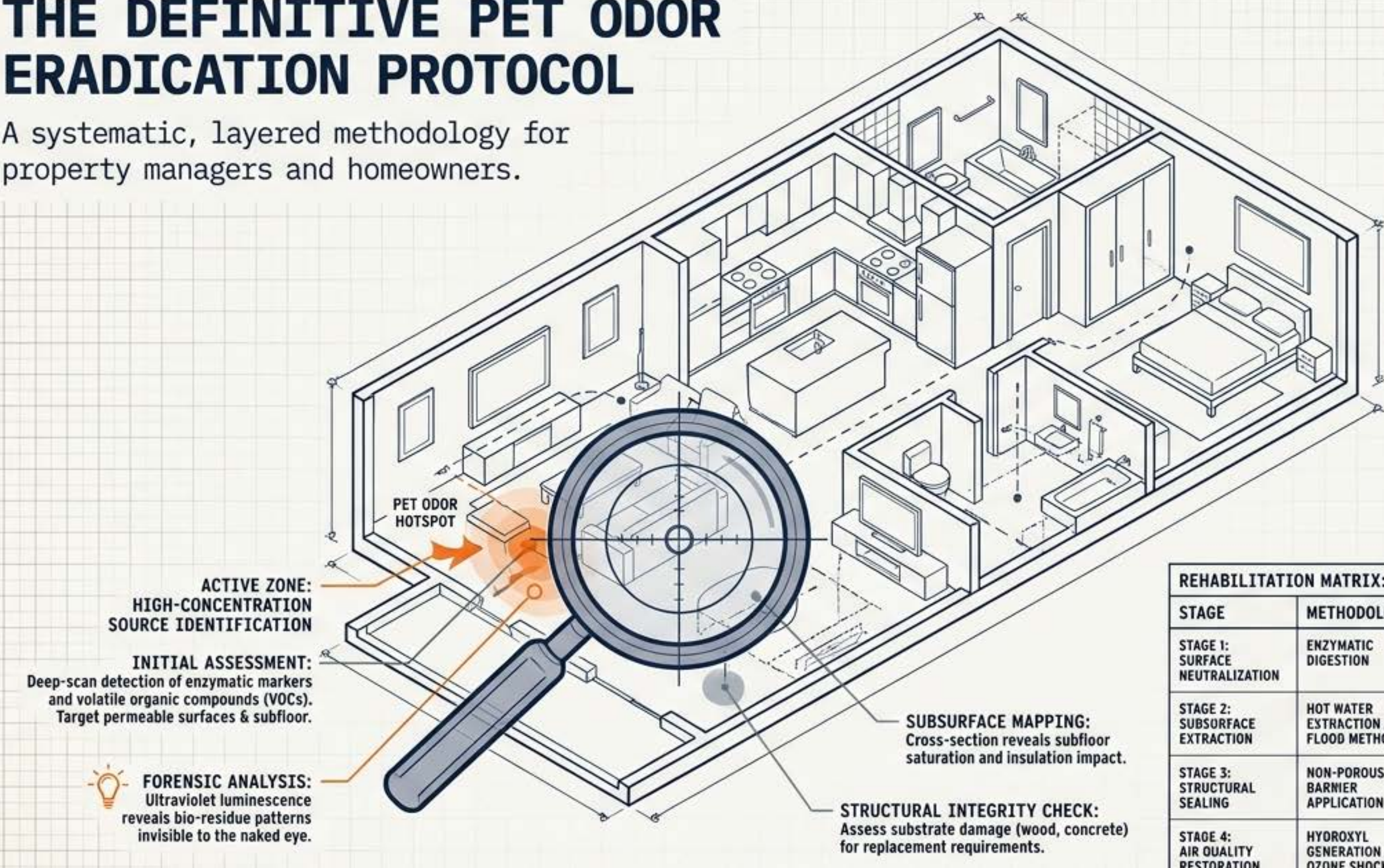


THE DEFINITIVE PET ODOR ERADICATION PROTOCOL

A systematic, layered methodology for property managers and homeowners.

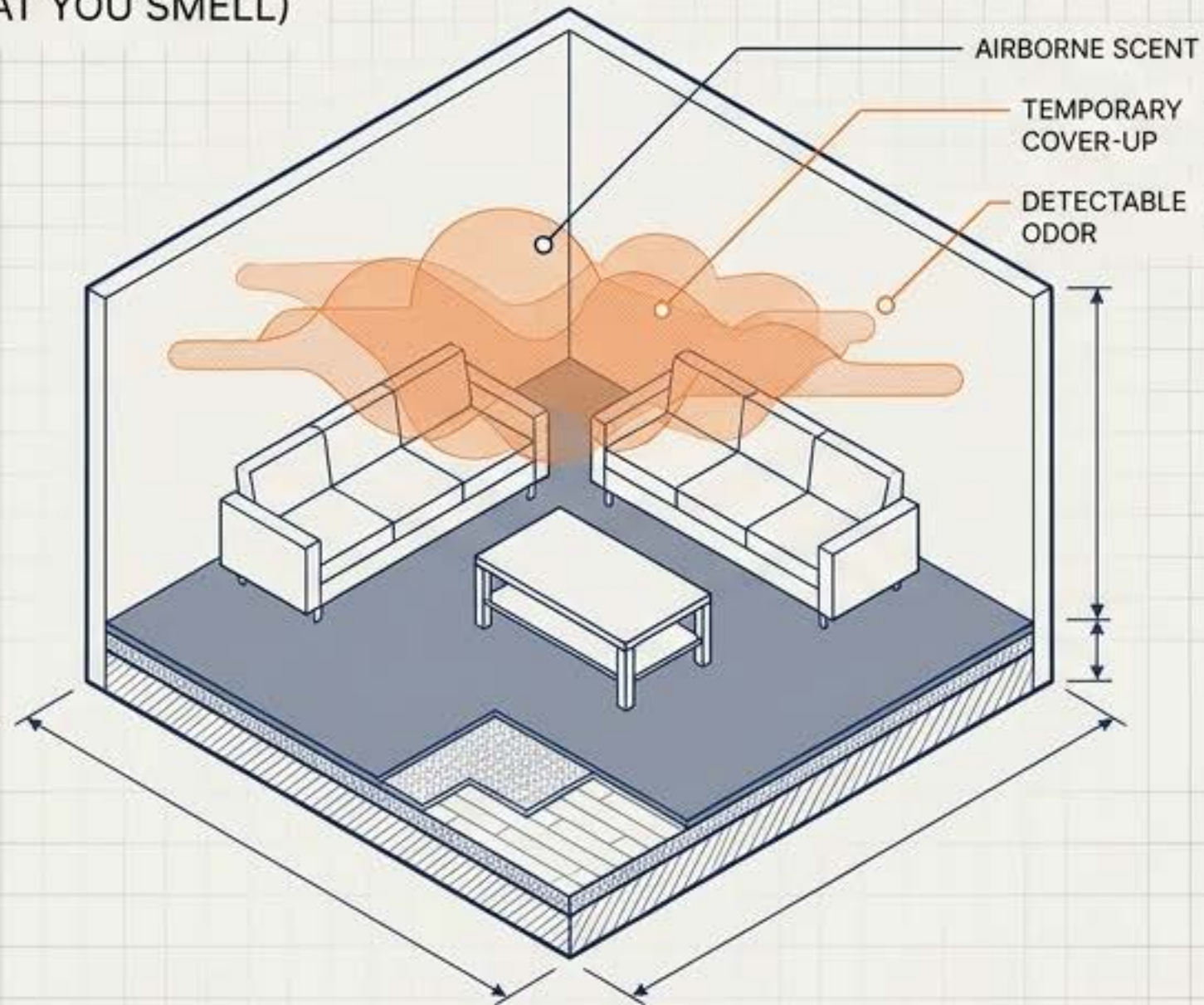


REHABILITATION MATRIX: LAYERED INTERVENTION			
STAGE	METHODOLOGY	AGENT TYPE	TARGET OUTCOME
STAGE 1: SURFACE NEUTRALIZATION	ENZYMATIC DIGESTION	MULTI-STRAIN PROBIOTIC ENZYME COMPLEX	ELIMINATION OF BIO-FILMS, URINE SALTS, & ORGANIC WASTE.
STAGE 2: SUBSURFACE EXTRACTION	HOT WATER EXTRACTION / FLOOD METHOD	OXIDIZING BOOSTERS & NEUTRALIZERS	DEEP CLEANING OF CARPET PADS, SUBFLOORS, & GROUT.
STAGE 3: STRUCTURAL SEALING	NON-POROUS BARRIER APPLICATION	SPECIALIZED ODOR-LOCKING PRIMERS	PERMANENT ENCAPSULATION OF RESIDUAL VOCs.
STAGE 4: AIR QUALITY RESTORATION	HYDROXYL GENERATION / OZONE SHOCK	ADVANCED PHOTOCATALYTIC OXIDATION (PCO)	STERILIZATION OF AIRBORNE PATHOGENS & MOLECULAR ODORS.

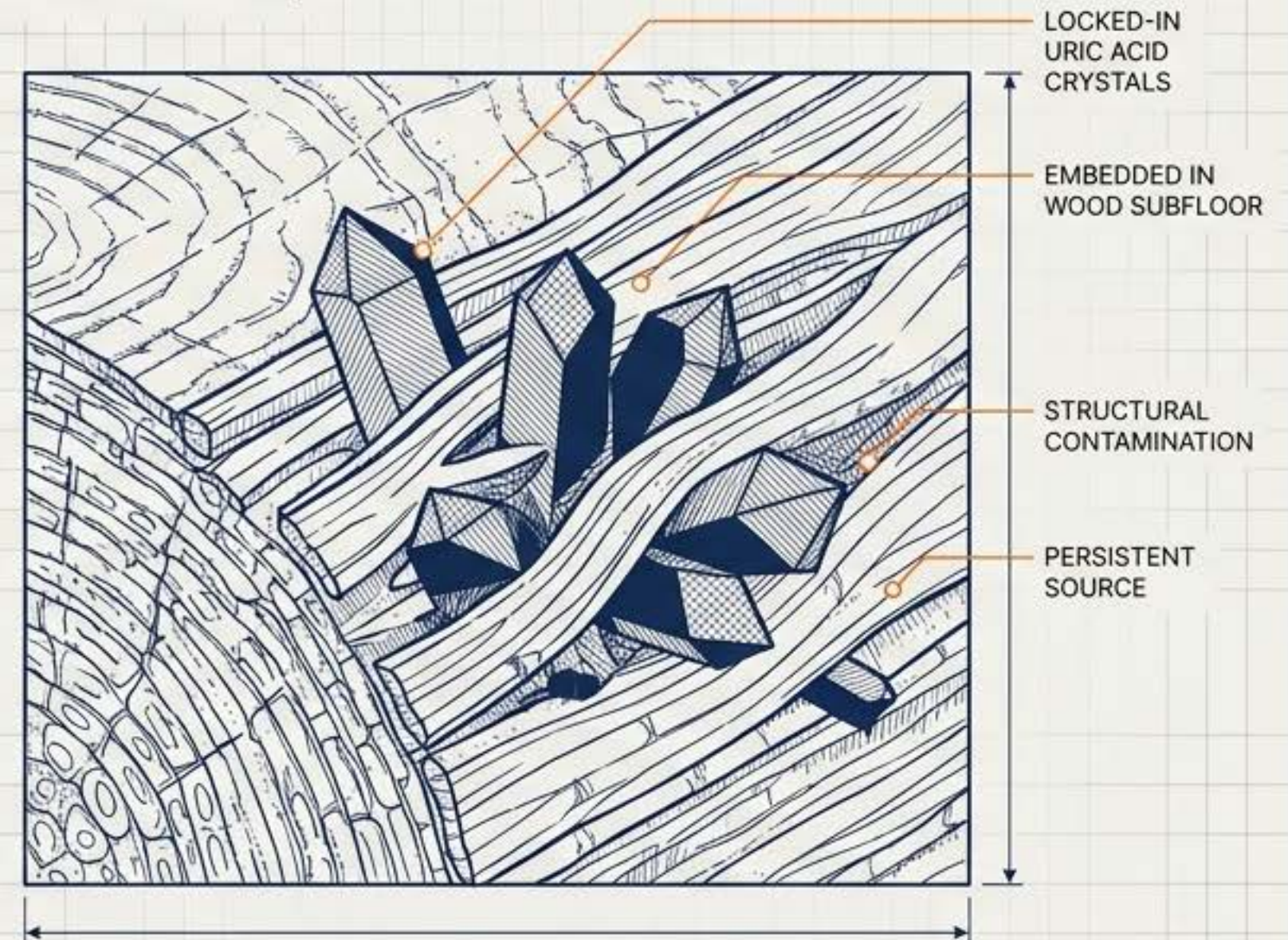
THE INVISIBLE ENEMY

Standard cleaning fails because it treats the air, not the architecture. Masking agents—like plugins, candles, and sprays—only cover up the scent temporarily. Prospective buyers and tenants will smell both the cover-up and the underlying odor, instantly signaling a hidden problem. Complete eradication requires a forensic, layered approach.

THE SYMPTOM (WHAT YOU SMELL)



THE DISEASE (WHERE IT LIVES)



PHASE 1: FORENSIC RECONNAISSANCE

THE \$15 INVESTMENT:

Purchase a UV/blacklight flashlight at any hardware store (\$15–25). Note every glowing spot before beginning treatment.

BASEBOARDS & DRYWALL:

Check lower wall areas where marking occurs.

CARPET & SUBFLOORING:

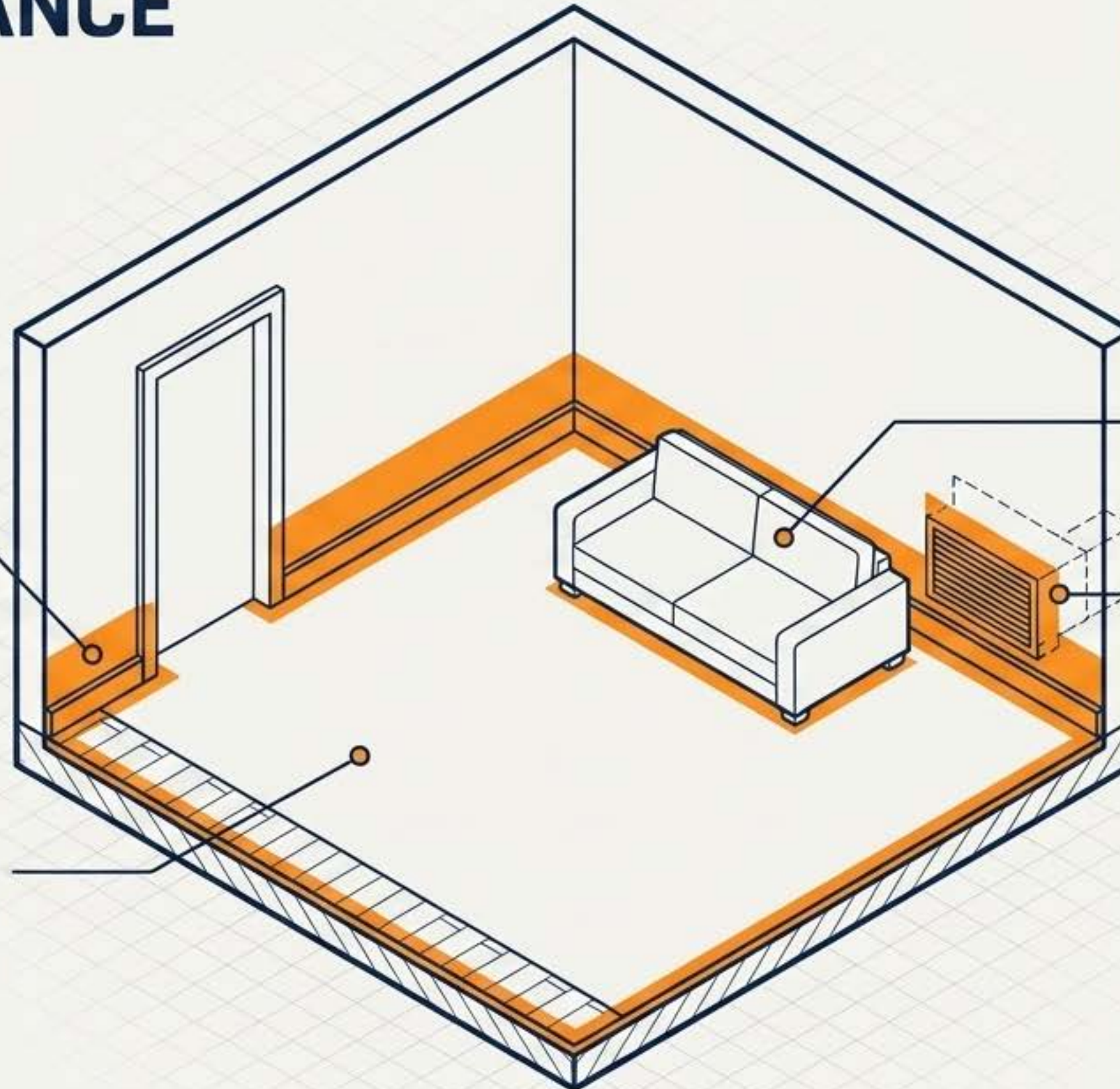
Scan all textiles and the structural layers beneath.

UPHOLSTERY & FIXTURES:

Inspect built-in textiles.

HVAC VENTS:

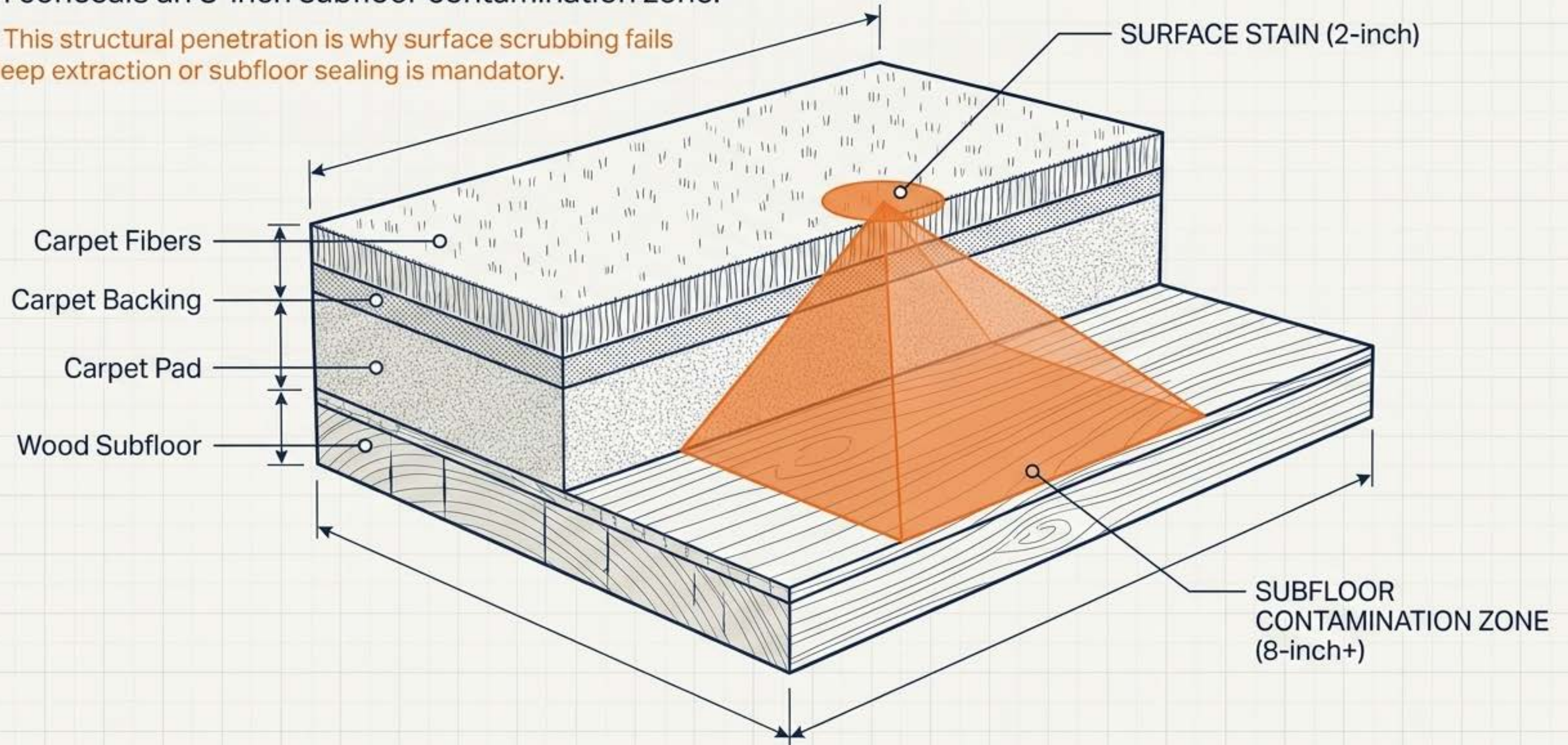
Look for structural contamination points.



THE ANATOMY OF A PET STAIN

Urine spreads outward as it sinks. A 2-inch surface spot often conceals an 8-inch subfloor contamination zone.

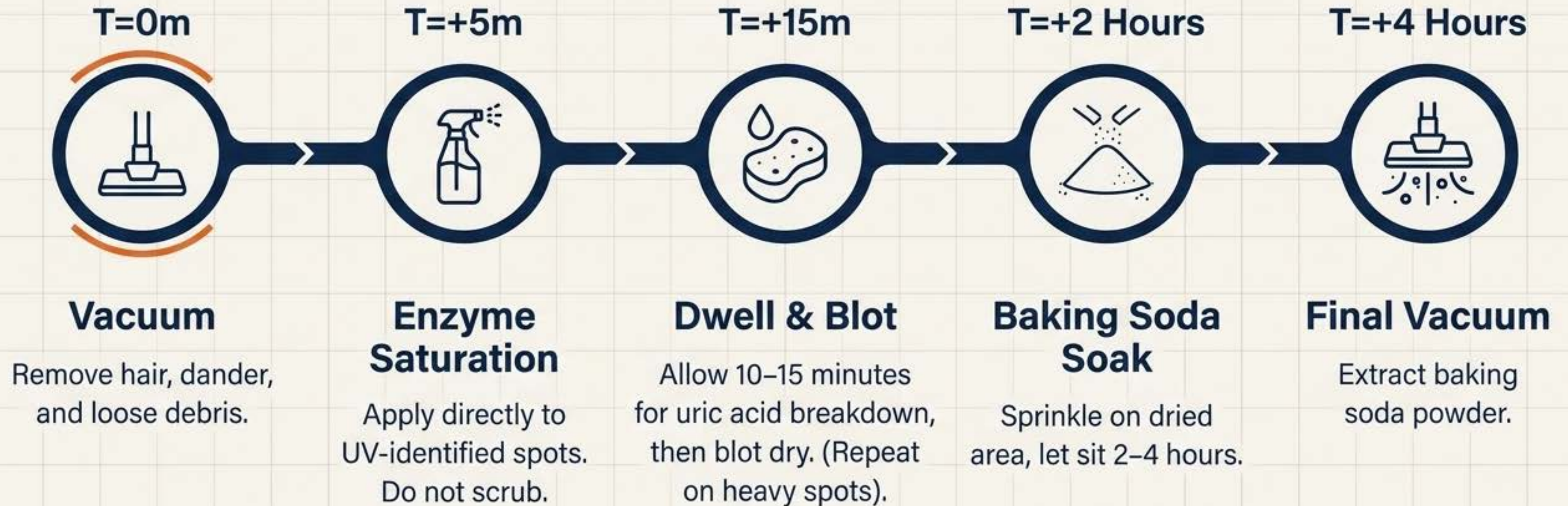
Note: This structural penetration is why surface scrubbing fails and deep extraction or subfloor sealing is mandatory.



THE CHEMISTRY OF ERADICATION

	ENZYME CLEANERS 	STANDARD SHAMPOOS 	MASKING AGENTS 
MECHANISM OF ACTION	Actively breaks down uric acid crystals.	Lathers and coats.	Coats olfactory receptors.
RISK FACTOR	Safe.	Soap residue reactivates odor in high humidity.	Creates a highly suspicious mixed odor.
APPROVED BRANDS / TOOLS	Rocco & Roxie Professional Strength, Nature's Miracle Advanced, Zout, BioKleen Bac-Out.	N/A.	Avoid prior to property showings.

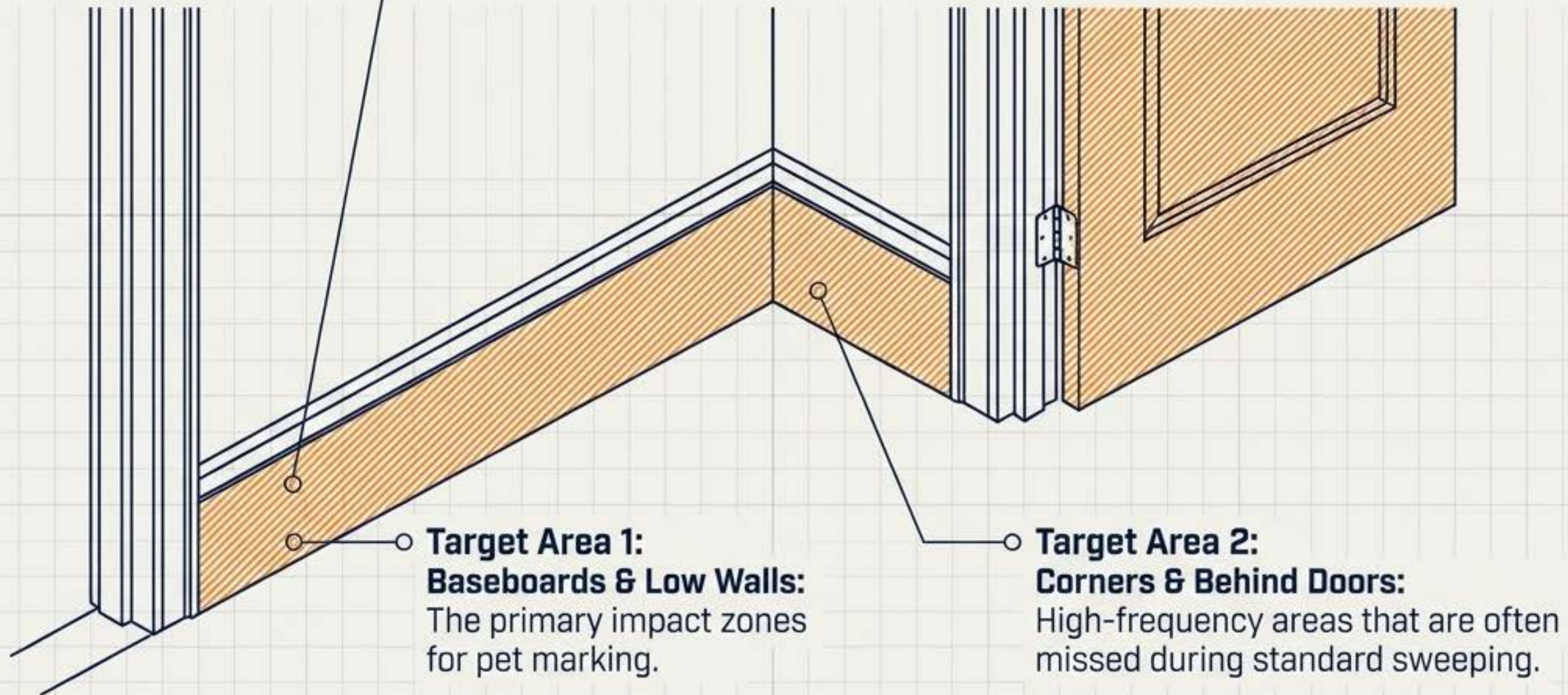
PHASE 2: SURFACE TACTICS & DWELL TIMES



HARD SURFACES & STRATEGIC MARKING ZONES

The Formulation:

Wipe down surfaces with a 1:1 solution of white vinegar and water, or a dedicated enzyme cleaner.



PHASE 3: DEEP STRUCTURAL ERADICATION

HOT WATER EXTRACTION (STEAM)

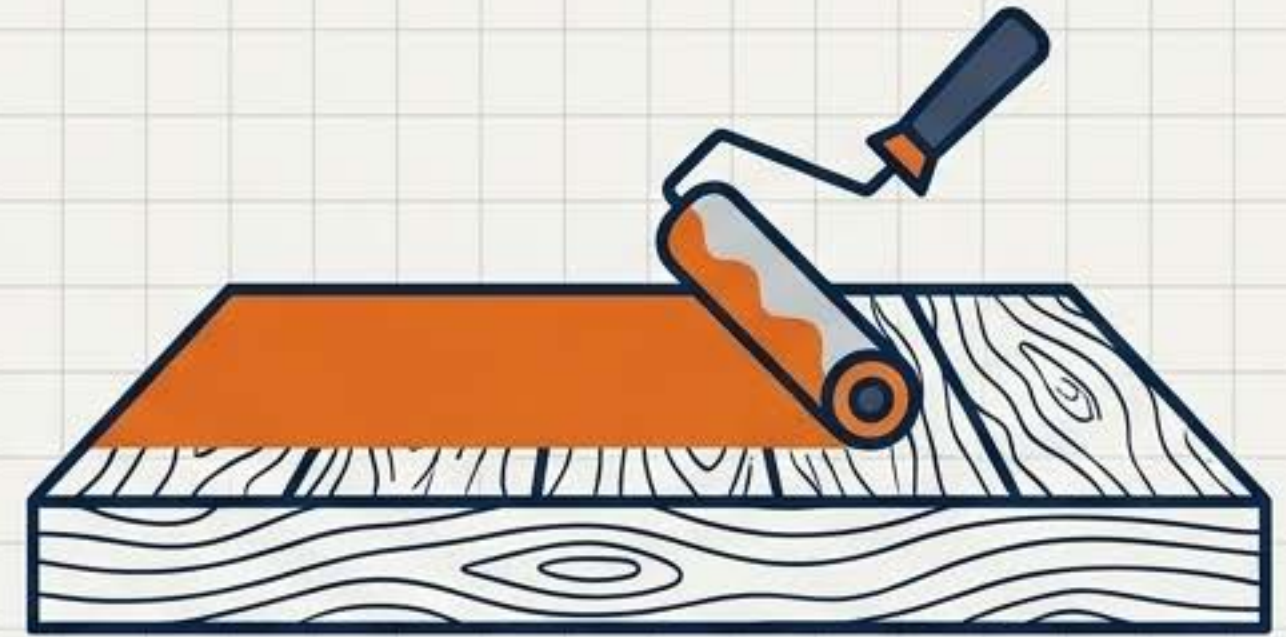


- Add enzyme additive (e.g., Nature's Miracle) to the machine's solution tank.

→ **Warning:** Never use standard carpet shampoo.

- **Escalation:** Utilize a truck-mounted professional system for severe cases.

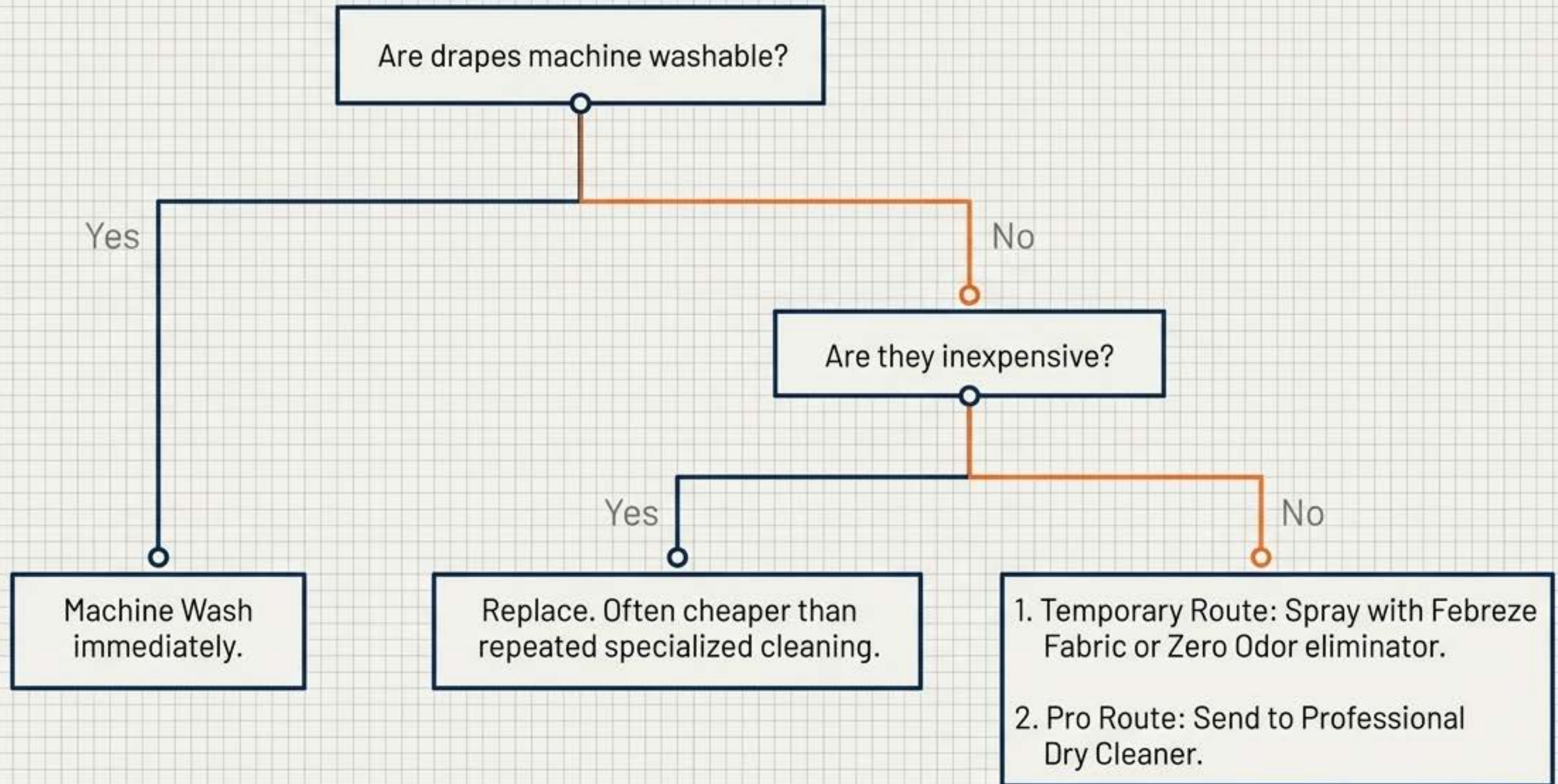
SUBFLOOR SEALING



If strong odor persists from the bare wood subfloor upon pulling back the carpet, it must be sealed before re-carpeting. Skipping this means new carpet will immediately absorb old odors.

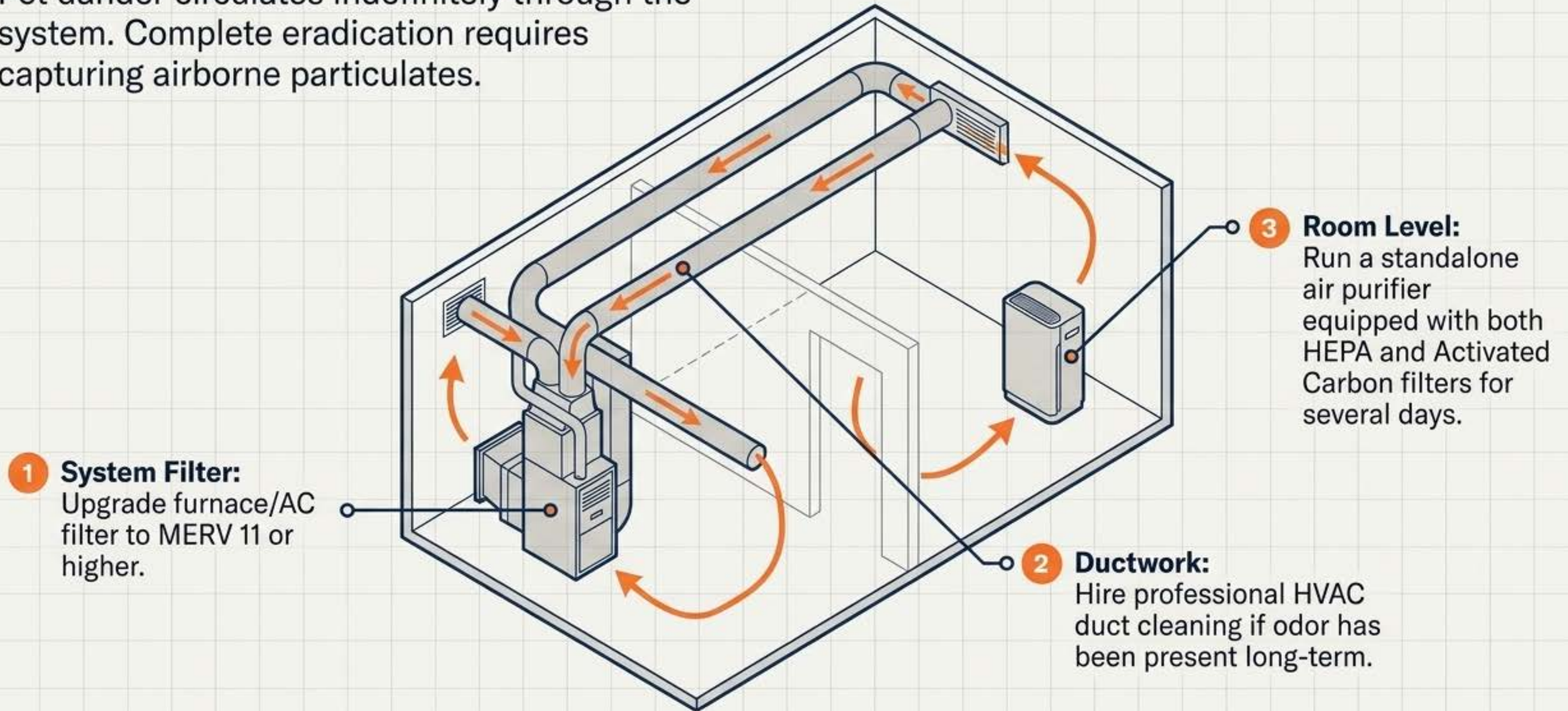
- **Approved Primers:** **Kilz Original** (oil-based) or **Zinsser BIN** (shellac-based).

PHASE 4: TEXTILE DIAGNOSTICS



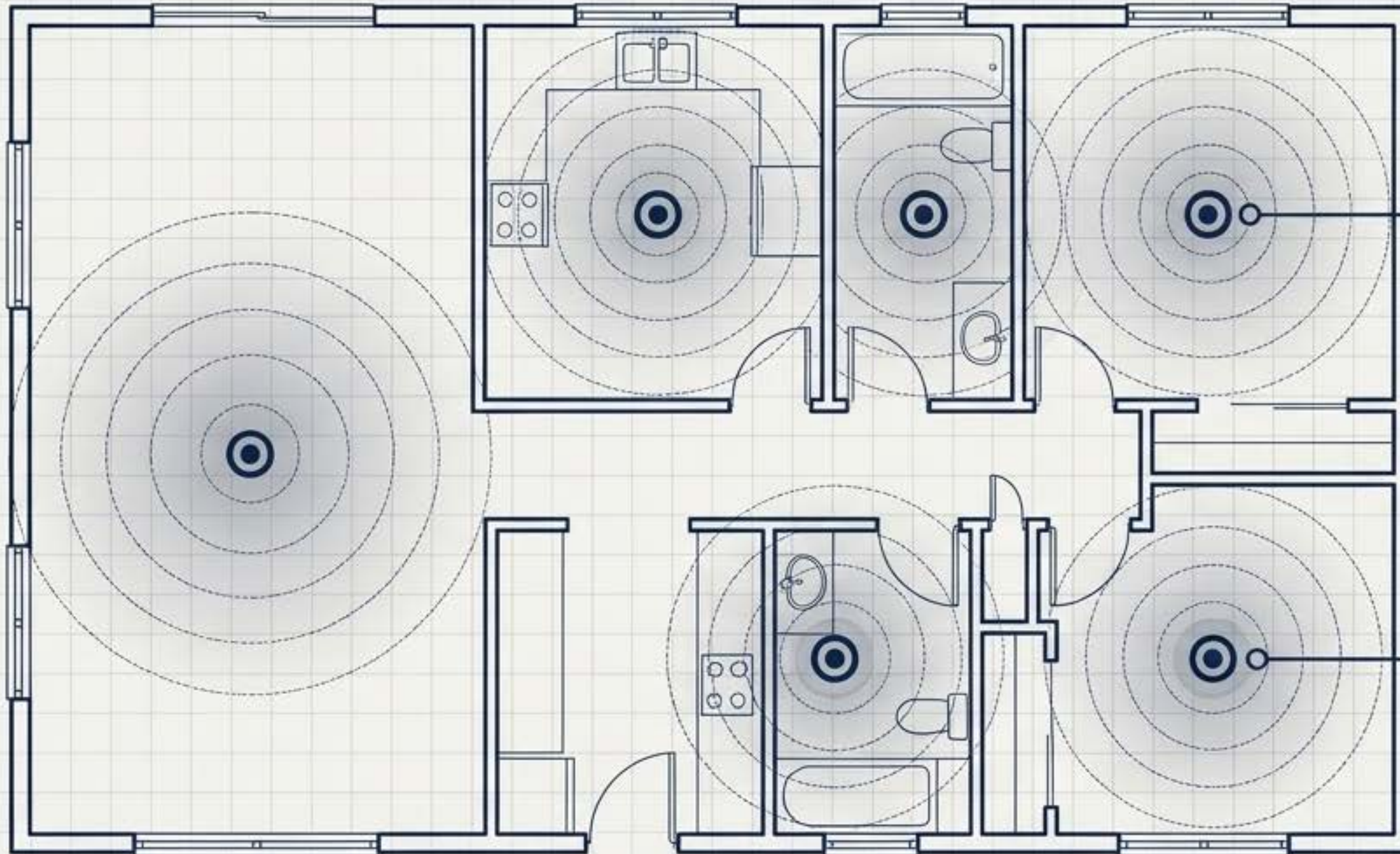
PHASE 5: ATMOSPHERIC FILTRATION

Pet dander circulates indefinitely through the system. Complete eradication requires capturing airborne particulates.



FINAL ODOR NEUTRALIZATION

Passive extraction of lingering atmospheric odors.



Action Plan:

Place activated charcoal bags or Zep Commercial odor eliminators in every affected room.

Dwell Time:

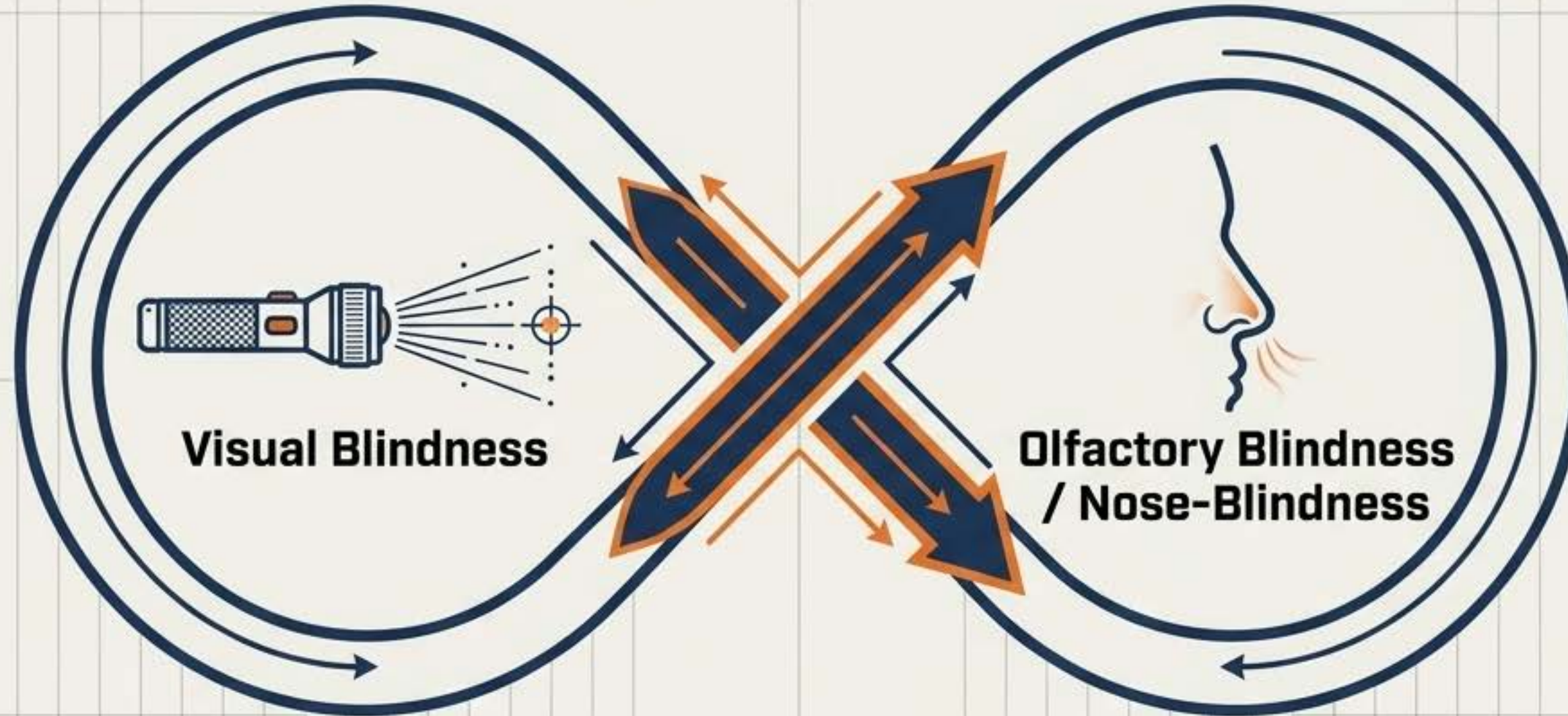
Allow 24–48 hours of undisturbed neutralization.

⚠ Warning:

Do not use plugins, scented candles, or masking sprays.

THE PROTOCOL LOOP: THE 48-HOUR SNIFF TEST

The eradication protocol is fundamentally about bypassing human sensory limits. Just as the UV light was required to see the invisible, a third-party is required to smell the undetectable.



Pro-Tip for Listings: You will quickly go nose-blind to the property. After all treatments are complete, bring in someone who has not been in the home to **perform a cold, honest sniff test** before showing the property.

THE FIELD ERADICATION CHECKLIST

SURFACE & CHEM

- 1 Recon:** UV light scan of all carpets, baseboards, drywall, and vents.
- 2 Chemistry:** Procure Rocco & Roxie, Nature's Miracle, or similar enzyme.
- 3 Surface Wipe:** 1:1 Vinegar/Water on hard surfaces, baseboards, doors.
- 4 Carpet Tactics:** Enzyme dwell (15m) -> Blot -> Baking soda (2-4h) -> Vacuum.

STRUCTURAL

- 5 Deep Extraction:** Hot water extraction (w/ enzyme additive, NO shampoo).
- 6 Textiles:** Wash, dry clean, or replace drapes.
- 7 Subfloor Seal:** Apply Kilz Original or Zinsser BIN if odor persists under carpet.

ATMOSPHERIC

- 8 Air Quality:** Install MERV 11 filter + run HEPA/Carbon purifier.
- 9 Final Clear:** 24-48 hours of Activated Charcoal / Zep Commercial. 3rd-party sniff test.