



**the remedy for urine odor**

## ADVANCED BIOTECHNOLOGY FOR DEODORIZING

SHIPP CHEMICAL CO., INC. has spent a considerable amount of laboratory hours in research and development to create one of the most comprehensive bacterial/enzyme products in today's market.

When selecting a bacterial/enzyme/deodorizing product, it is important that overemphasis is not given to bacterial counts. Although SHIPP CHEMICAL's bacterial product, UrineRx, contains high counts of bacteria, over 200 billion per gallon, it is important to realize that enzymatic production is the most important factor. SHIPP's bacteria are specially selected to be very fast growing, they will multiply very rapidly, and the numbers of bacteria present will quickly exceed the initial dose. Thus, the number of bacteria in the initial dose quickly becomes irrelevant. Bacteria "fitness" is imperative so the superior cleaning results are achieved with the quick and healthy production of protease, lipase, amylase, cellulase, and uriaze enzymes.

The bacterial population, however, cannot increase forever. At some point the food source will be depleted, or some other change in the environment will occur, causing the population to level off or decrease. These changes could be pH, temperature or oxygen content of the environment. Reintroduction of new Bio-Enzymes into the system is then required to maintain the desired level of organic waste degradation.

Enzymes are chemical catalysts that break up long, complex, waste molecules into smaller, simpler pieces. The smaller compounds can be digested directly into the bacteria. Enzymes are not living things, and they cannot grow or reproduce themselves. They are chemical catalysts that are manufactured and used by the bacteria spores in order to aid in the digestion of waste. The growing bacteria will start to produce and use their own enzymes, thus keeping the cycle going.

The following types of enzymes are incorporated in our digestant product, UrineRx:

LIPASE:	Breaks down fats and grease
PROTEASE:	Breaks down proteins, i.e. urine acid proteins
CELLULASE:	Breaks down cellulose
AMYLASE:	Breaks down carbohydrates and starches
URIAZE:	Breaks down uric salts

SHIPP CHEMICAL CO., INC. offers high counts, superb bacteria fitness, elevated conditional resistance, and pricing advantages to ensure quality and competitiveness with our microbiological supported bacterial/enzyme products.



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# FACTS ABOUT UrineRx

## THE NEW STANDARD IN URINE ODOR REMOVAL

**Q.: What makes UrineRx different from other urine odor removers?**

**A.:** **UrineRx** is simply the best. At 200 billion bacteria count per gallon, **UrineRx** is the most powerful urine remover on the market. The enzymatic production is the most important factor in the success of **UrineRx**. **UrineRx**'s bacteria are specially selected to be the fastest growing bacteria, multiplying very rapidly, quickly exceeding the initial dose.

**Q.: Why is UrineRx unique?**

**A.:** There is not just one, but five different Bacillus spore strains. Each produce enzymes for specific food sources within the urine and other organic substances that may be causing foul odors.

**Q.: What are Bacterial Enzymes?**

**A.:** Bacterial Enzymes are the catalysts that assist the bacteria in breaking down organic matter. Bacterial Enzymes are produced by specially cultured bacterial strains designed to degrade organic matter via the production specific types of enzymes when activated. The production of these specific types of enzymes only occurs when the bacterial spores come in contact with their food source. The bacterial spores multiply then produce more enzymes which speeds the rate of the chemical reaction that breaks down the organic matter.

**Q.: How do Enzymes work?**

**A.:** Enzymes work very much like a lock and key. A key is usually made to fit only one lock. The key can be inserted into different locks, but nothing will happen. Only when the key is used on the specific lock that it was intended for does the lock open. Each specific enzyme is used on a specific food source. That is all that enzyme will break down.

**Q.: Are Enzymes safe?**

**A.:** The fact that enzymes are specific in the type of molecule they react with is one of the reasons that enzymes are considered safe to use. Enzymes will not affect anything for which they were not designed. Every living thing produces enzymes. The human body uses over 5000 enzymes to carry out its activities. Major markets for enzymes have been food preparation (such as cheese), beverages, pharmaceutical and textile.

**Q.: What type of enzymes are used in UrineRx?**

**A.:** **UrineRx** enzymes fall into the following classes:

1. Protease enzyme.....Dissolve Protein Compounds
2. Uriase enzymes.....Dissolve Uric Salts
3. Amylase enzymes.....Split Starches
4. Lipase enzymes.....Attack Grease and Fats
5. Cellulase enzymes.....Liquify Fiber

**Q.: How much should I apply?**

**A.:** The Bacterial Cultures have to come in contact with the food source to digest it. The affected area needs to be thoroughly saturated to ensure contact. A single application should be enough. However, if the odor persists, reapplication may be necessary.

**Q.: How fast will UrineRx work?**

**A.:** Enzymatic reaction would naturally take place within the urine cell, but at a very slow rate. An example is the decay of leaves. If left unaided by enzymes, the leaves would eventually decompose, but at a rate so slow that it would take a very long time. Bacterial Enzymes act as a catalyst, with its role being to dramatically "speed up" the reaction. The **UrineRx** bacterial spores can multiply at such a rate that they can double in 15 minutes. In extreme foul odor cases, such as skunk odor, the reapplication time may be increased to give even faster results.

**Q.: How should I apply UrineRx to carpet?**

**A.:** **UrineRx** has to come in contact with the urine to break it down. Once you have found the spot, liberally apply **UrineRx** just as the urine was applied. The urine may have soaked through the carpet to the carpet pad, then to the sub-floor. Work the **UrineRx** into the carpet as you would shampoo on your hair. Do not blot, leaving the wet spot of **UrineRx** to do its job. If you are cleaning your carpet, clean the carpet first, and apply **UrineRx** later after the carpet is dry. Always apply **UrineRx** directly on the affected area.

**Q.: How should I apply UrineRx to furniture?**

**A.:** Upholstered furniture has a thin layer of fabric stretched over an inches-thick layer of pad or cushion. The urine may have penetrated through the fabric into the pad and cushion. Cushion can be made of foam, holding the urine within the "cell" of the foam like a sponge. Squeeze the **UrineRx** into the cushion for better results.

**Q.: How should I apply UrineRx to clothes?**

**A.:** Pour the **UrineRx** onto the clothes only on the affected areas so as not to waste the product. Let the **UrineRx** sit on the clothes for up to 30 minutes, then wash as usual.

**Q.: Will UrineRx damage fabric?**

**A.:** No; however, very often urine does. Urine has an acid pH and can lighten or darken colors, leaving a stain all its own. **UrineRx** is not promoted as a stain remover for this reason. However, very often **UrineRx** can remove urine stains especially if used quickly on the affected area.

It is very important, of course, to blot up as much of the urine on fresh spots as quickly as possible. Then apply **UrineRx**.

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