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## **TAPS™ ODOR COUNTERVAILANT™ FORMULA**

### **FOR A BROAD SPECTRUM OF ODORS**

The sophisticated chemistry of this product makes it the most fail-safe formula we offer. It is supplied as a concentrated liquid, and has a mild "soapy" smell in diluted form. Dilution rates are dictated by odor intensity. Start at 150:1, water to product, and adjust from there. We have included the next paragraph for those of you who are interested in the technical story behind this product.

- *Malodorous molecules contain one or more chemically reactive groups called osmophores. Countervailing reactions with these groups are varied, but are most commonly electrostatic and/or polymeric. The worst odors have the strongest negative charges, which are drawn to the positive charges of the Countervailant chemistry. The union either facilitates a chemical reaction or creates a large molecule of low vapor pressure. A homo-polymer lattice forms around reacted or absorbed molecules and osmophoric activity ceases.*

The price per gallon of this formula and the neutralizing product is two or three times that of masking agents (perfumes). Masking agents try to drown out a bad smell with a good one. Their dilution rates are much lower so the cost to you is about the same - maybe higher. There is an additional benefit.

**Taps™ products actually work!**