



Caught in the ACT!



How to *Love* your Carpet **AGAIN!**

Our pets don't understand why we make such a big deal of a little urine on the carpet. To animals, urine is an important social tool that is used as a calling card, mate attractant or a territorial warning. Urine lets other members of the species know important information regarding their gender, age and health and is often triggered by new pets, visitors, or unfamiliar smells.

With the holidays just getting over, you might have noticed an increase in pet accidents. This is usually due to the increased stress or anxiety your pets are experiencing due to increased number of visitors in the home, loud noises, changes in their daily routine and even the amount of attention their humans give them.

Animal urine in itself is a rather benign substance. When it leaves a healthy animal it is sterile. In small amounts and low concentration, the odor and appearance may be undetectable. All of that being said, any urine de-

posit on carpet should be treated appropriately and soon as possible.

If you are lucky enough to catch the animal in the act, you can pour salt liberally onto the urine while it is still wet. Use enough salt to completely cover the spot. The salt will absorb and neutralize the urine. Let it dry for 8-12 hours and vacuum it away.

In most cases, the urine is already dry by the time we find it. Applying a neutral carpet cleaning agent, gentle

See "CAUGHT in the ACT" on next page

KleenRite Testimonials

"Always does an amazing job! Shirley Corum (Joey & Daymen)

"It would be impossible to find a company that does a better job! Our carpet problem was assessed and treated quickly, by technicians who were pleasant, helpful, and extremely capable. I can't recommend KleenRite enough!"

- Judy Khazoum (Mike & Gavin)

"The 2 gentlemen who cleaned our sofa were friendly, professional, and did a great job." - Susan Holleman (Mike & Gavin)

"Service was fast, efficient, professional, and really effective!"
- Deb Hedin (Joey & Matthew)

"They did an excellent job and they were prompt they were there right on time." - Jim Hedrick (Matthew & Jordan)

THANKS FOR YOUR REFERRALS

Jeanette Taylor

Kathy Frizzell

Maureen Peterson

Sarah McEvoy

Bonnie Pruett

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agitation and a thorough rinse may be enough to treat light urine deposits. Finish the job by placing a folded white towel on the area. Set a weight, such as phone book on the towel and leave overnight. The remaining moisture and residue will wick into the towel.

You can find hidden urine spots with a blacklight if you smell odor but can't seem to find it. Remember, this often means the urine is deeper and more extensive than expected. Once urine contamination has reached the point that it has penetrated the carpet and the cushion, removal of the odor becomes more difficult. Heavy urine deposits are much more challenging to treat and you will need the help of **Kleenrite**. Why? Because urine undergoes a dramatic chemical change as it ages and DIY cleaning only treats the surface. The water in the urine evaporates and leaves behind organic compounds that become more and more concentrated. Not to mention, residual odor en-

courages pets to urinate there again. Professional treatment removes scent markers completely.

Bacteria begin to consume the urine and break down the proteins, sugars and other organics. During the process of bacterial digestion the bacteria secrete ammonia and a strong, pungent odor becomes apparent. The urine turns from a mild acid to a strong alkali. This strong alkaline deposit attacks the dyes in some carpets. Over time, the dyes can be weakened or removed, causing permanent color-loss.

The adhesives used in the carpet backing can be dissolved, and the carpet can literally fall apart. Permanent damage to wood subfloors will also result from deep penetration of concentrated urine deposits, requiring additional expensive repairs. The most critical action to prevent permanent damage is to act quickly when you notice a urine spot.

Kleenrite has several techniques available to clean and deodorize pet

contamination. In addition, there are different cleaning and deodorizing agents in our arsenal. The decision of which methods and agents to use will depend on several factors; the amount of contamination present, the depth of penetration, the construction of the carpet, the fiber content, the installation method, the sub-floor type and the size of the affected area must all be considered.

There are times when the damage is too severe and the best option is to replace the carpet. In such situations, we can assist by sealing the sub-floor and adjacent materials with a specialized odor-counteracting sealer so that the new carpet does not inherit the old odor problem.

If you have a pet odor problem, the best action is to call **Kleenrite** for a professional assessment of the situation. We are experts at handling difficult odor problems and can help you to choose the solution that is right for you.

The Good Life



Good Clean Funnies

Why did the melons choose not to get married?

Because they cantaloupe!

Why wouldn't the shrimp share his treasure?

Because he was a little shellfish!

How does Darth Vader like his toast? On the dark side!



A delicious crab omelet recipe made with Dungeness, mushrooms, and Swiss cheese.

CRAB and Swiss Omelet

Directions

Melt butter in a large nonstick skillet over medium-high heat. Stir in mushrooms, and cook until tender, about 5 minutes. Using a slotted spoon, transfer mushrooms to a plate. Remove skillet from heat.

In a small bowl, beat egg yolks and milk to blend. In a separate bowl, beat egg whites with a dry beater until soft peaks form. Fold yolk mixture into whites.

Return skillet to medium-high heat. When butter sizzles, pour egg mixture into skillet. Sprinkle mushrooms and crab meat evenly over the top. Cook until omelet begins to set, about 3 minutes. Sprinkle with Swiss cheese. Using a large spatula, fold omelet over, forming semi-circle. Cover skillet; cook until omelet puffs and is cooked through, about 3 minutes. Slide omelet onto a large plate.

Recipe courtesy allrecipes.com



217.351.4930



candy@kleenrite.net



CHILDHOOD Obesity – A GLOBAL Health Crisis



Childhood obesity is not just a cosmetic concern; it is a profound and rapidly escalating global public health crisis, rightly termed a *SILENT EPIDEMIC*.

In 2024, 35 million children under age five were classified overweight. Understanding this crisis requires moving beyond the simple "eat less, move more" and researching the genetic, environmental, social, and psychological factors that contribute to this disease is crucial.

1. Dietary and Nutritional Shifts: The consumption of fast food and the increase in dining out contribute to larger portion sizes and higher caloric intake than traditionally prepared home-cooked meals.

2. The Sedentary Lifestyle and Physical Inactivity: Children today are spending their leisure time being sedentary, replacing active play, sports, and outdoor activities with screen time.

3. Environmental and Socioeconomic Factors: A child's weight is influenced by the social and built environments in which they live.

A lack of safe sidewalks, parks, and recreational facilities in a neighborhood limits opportunities for outdoor activity, while numerous fast-food outlets nearby makes healthy eating almost impossible.

4. Genetics, Prenatal Factors, and Family Influence:

Studies have demonstrated a strong correlation between parent's weight and a child's risk of being overweight or obese, and the influence of shared genes and shared family habits.

5. Sleep, Stress, and Mental Health:

Poor sleep patterns, caused by excessive screen time, are linked to hormonal changes that increase hunger and cravings for high-calorie foods. Family stress can elevate cortisol levels, a hormone that promotes fat storage and increases appetite.

The future well-being of our children hinges on our collective commitment today to create an environment where healthy growth is not a difficult choice but the natural path forward.

Take the NO-SPEND Challenge and Break BAD Habits



No-spend challenges can last from a week to 30 days, can be full or partial – choosing what to cut back on – and can be taken on within a community or on your own. **Use the following tips to tackle habits you're unhappy with.**

1. Save More Money - One of the best things to come out of this challenge will be the extra money in your savings account. Even if you only commit to the challenge for a week, choosing to save instead of spend can have a huge impact on your budget.

2. Identify Triggers and Bad Habits - A no-spending challenge can help you identify bad habits and triggers as well. For instance, if sale items and psychological pricing tempt you to spend your cash, you can take a step back and recognize these marketing tactics.

3. Share Your Goals with Your Loved Ones - Keep yourself accountable by letting

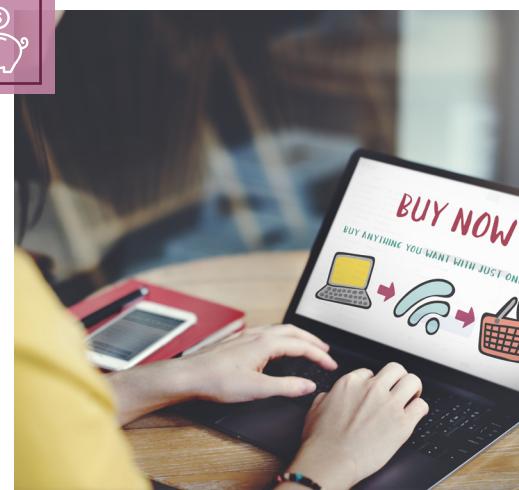
your family and friends know about the challenge. Better yet, invite them to join you!

4. Delete Saved Payment Information

If you frequent certain sites that store your payment information, delete your profile or remove your credit card from your account during the challenge.

5. Make Game Plans for Social Events - Create a small discretionary budget for dining and entertainment. Keeping this budget in cash can help you hit a hard limit when you might otherwise be tempted to overspend.

6. Track Spending and Urges - Another great way to discourage spending is to keep track of everything you purchase during the challenge. Write your expenses down in a journal or use an app or spreadsheet to gain a better understanding of where and how you shop.



Are you an impulse spender? It turns out you're not the only one. Millions of Americans make unnecessary purchases every day.



BEWARE - When NOT to be POLITE at Work



One World Trade Center in New York City, has a security system that cost \$20 million to purchase and install in 2008.

Nonetheless, in 2016 a New Jersey teenager managed to get in and roam about for two hours. Everyone knows the security dangers in that scenario.

Maintaining secure areas is a problem because people are so nice. They let their colleagues into the building, even when they are not sure they know the person.

The most common causes of unauthorized entry into a building are piggybacking or tailgating.

Tailgating and piggybacking - Tailgating occurs when one person properly enters a secure door but another follows, unbeknownst to the first person.

Piggybacking is different because the

piggybacker gets permission. The piggybacker actually asks for access (Hey! Hold the door!). Sometimes, people just hold the door for the person coming behind them.

The habit of courtesy - Holding the door for someone is a deeply ingrained habit. If that person is carrying something large, like computer equipment, it is virtually seen as a requirement to hold the door. But that is a typical ruse.

Have you ever used your access card to get into a building, then held the door open so someone who looked like he might work there can enter? You have actually participated in a security breach. REMEMBER... the best access control systems in the world can be defeated by exploiting the fact that people are nice and will allow others to follow them through doors.

Simple courtesy seems benign but it puts everyone at risk.





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Get FREE Carpet Cleaning! Seriously... It's FREE...

For existing KleenRite clients – Refer a friend and they get a free room of carpets cleaned the KleenRite way! Plus, when your friend becomes a KleenRite client, we'll send you a \$10 gift card to use toward your next cleaning. Why would we do this? Because we know that word of mouth is the best advertising in the world! It's a win-win-win!

For new customers – Call KleenRite for a free in-home carpet evaluation. While we're there, we will clean one room of carpet up to 200 sq. feet absolutely FREE! This is the best way for you to experience the KleenRite difference with no strings attached and risk-free! We'll give you an exact quote on the rest of your carpets too. Again, there is no obligation, small print or purchase requirement. It's just... FREE.

Offer valid only for addressee.