

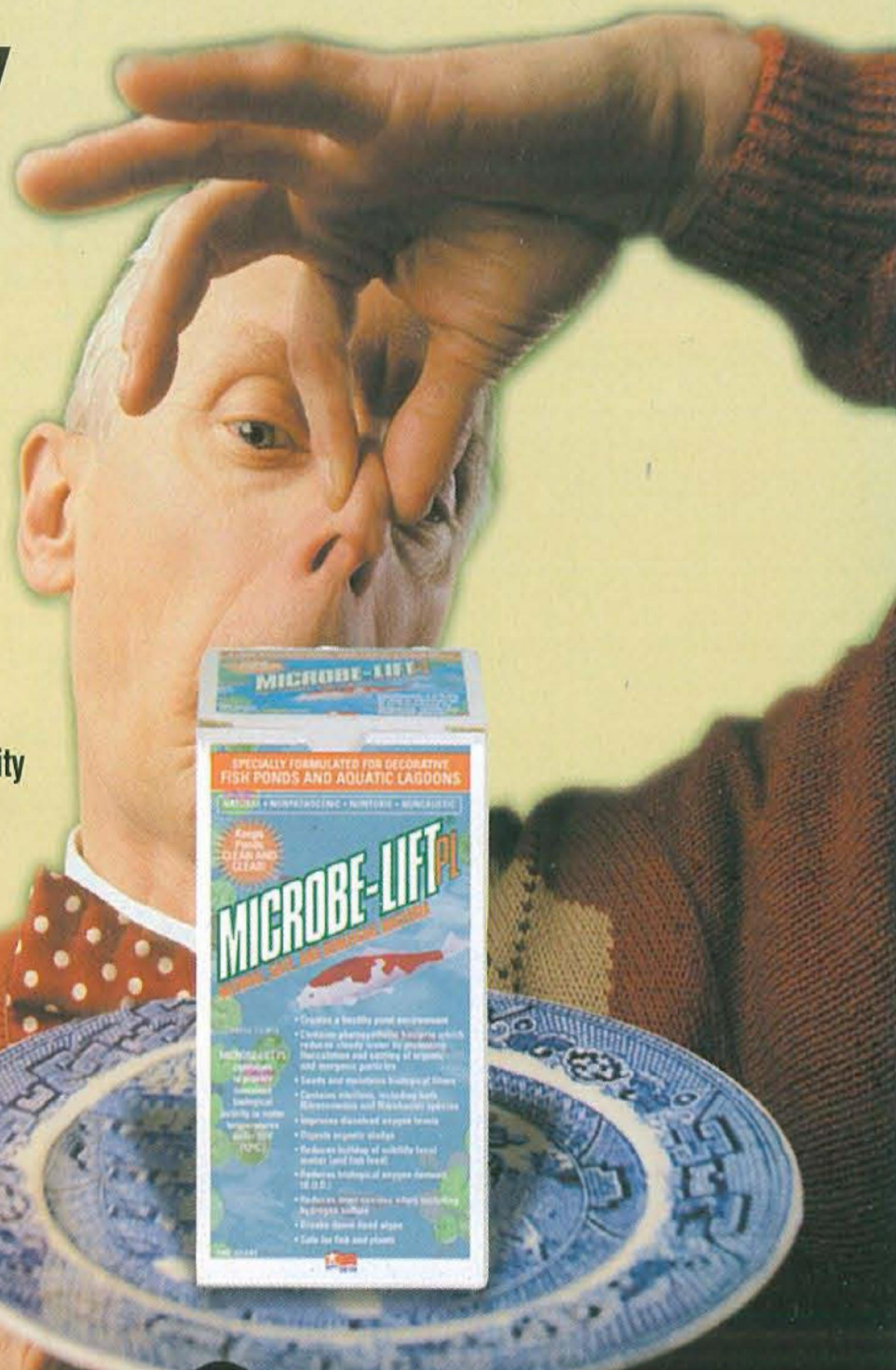
The Stinkin' Truth

About professional jealousy, the smell and the guaranteed effectiveness of MICROBE-LIFT®

by Mark Krupka, Technical Director, Ecological Laboratories

Our success has elicited attacks from many of our competitors who use every opportunity to take cheap shots at us and make statements that they cannot substantiate. We CAN and do scientifically prove and guarantee our claims. They do this for one reason — professional jealousy! In just a short time MICROBE-LIFT has eclipsed the sales and popularity of their products. While the attention our competitors give us is flattering, the blasts they take at us are simply, clearly and completely untrue. Here's why:

MICROBE-LIFT is a virtual ecosystem in a bottle. It has the greatest diversity of organisms of any product on the market. It fills in gaps and matures a ponds ecosystem like nothing else on the market. MICROBE-LIFT is grown in the container in which it is sold in a multi-stage fermentation that most of our competitors can't even understand.



1 TRUE OR FALSE?

If the product is sealed in a container and smells like hydrogen sulfide (like 'rotten eggs') the bacteria are dead.

FALSE. We perform what are called "standard plate counts", a standard microbiological procedure to enumerate live bacteria in a material. These studies are performed for us by an outside certified laboratory on our products.

In a quart of MICROBE-LIFT there are over 5 billion aerobes, 5 billion anaerobes and 5 million photosynthetic organisms. And we have lab results to back up our claims. In fact our products often exceed spec by 4x.

THE MICROBE-LIFT SATISFACTION GUARANTEE:

If MICROBE-LIFT does not meet the standards as stated in our directions, we will replace the product ABSOLUTELY FREE, to assure success. Send a dated sales receipt, plus our UPC symbol from the bottom of the box. Invalid if acids, caustics or medications are used in your pond, lake or lagoon.

2 TRUE OR FALSE?

There are no such things as "photosynthetic" bacteria.

FALSE. There are such things as photosynthetic bacteria and anyone who ever looked at a Microbiology book would know that. In fact, the photosynthetic bacteria in MICROBE-LIFT are one of the keys that makes it better than other bacterial products on the market. Some other manufacturers claim to have photosynthetic bacteria in their products. Unfortunately, they forget that their products are clear.

If you notice, MICROBE-LIFT has a reddish-purple color. This is not from food coloring or other chemicals we add. It is from pigments produced by the photosynthetic bacteria called "carotenoids". When we start growing the bacteria our media is clear just like our competitors but as the photosynthetic bacteria grow, the product turns colors. You see, anything that is photosynthetic has to be able to absorb light which requires a pigmented material. The carotenoids produced by the photosynthetic bacteria in MICROBE-LIFT allow the photosynthetic bacteria to utilize this solar energy which is abundant in ponds. As for the competitors who claim to have photosynthetic bacteria with clear products, if something is clear it means the light passes through it. Light can't be used for energy if it isn't absorbed.

3 TRUE OR FALSE?

If the product smells like hydrogen sulfide it WILL kill fish.

FALSE. We have had bioassay studies performed on our products with NO toxicity. We have also performed challenge studies adding MICROBE-LIFT at ten times our highest recommended dosage without killing ONE FISH!!!

"If it doesn't smell like MICROBE-LIFT, it doesn't work like MICROBE-LIFT".

THE SCIENCE BEHIND THE SMELL

The odor is there for a good reason. The product is designed to naturally produce hydrogen sulfide to serve two important functions. First, the hydrogen sulfide acts like an anesthesia to put the bacteria to sleep. That's why it has such a long shelf life. When you open the bottle and pour MICROBE-LIFT/PL into your pond, the hydrogen sulfide flashes off and dilutes in the water allowing the bacteria to wake up and become active again.

Another reason to have hydrogen sulfide in the product is so that we can grow sulfide oxidizing bacteria in the product to eliminate any sulfide that can be naturally produced in your pond. To grow sulfide-oxidizing bacteria, you have to have sulfide as an energy source on which they can grow.

Mark Krupka has a degree in Microbiology from Rutgers University and has published numerous articles on environmental microbiology, biological wastewater treatment, strain selection, bioaugmentation and bioremediation. Mark can be reached at our web site: www.microbe-lift.com or email him at markanswerme@aol.com.

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