

AMAZING FACTS



Enough Magic Fresh® carpet has been purchased to circle the globe.

72% of all U.S. households own a dog or a cat. That's over 77.4 million pets!



80% of adults believe most homes have a distinctive odor.

Women are born with a better sense of smell than men.



Most people recall smells with 65% accuracy after one year.

AMAZING TESTIMONIALS



"I went to measure a job and noticed a distinct cigarette smell in the air. We installed carpet with Magic Fresh and the cigarette smell went away. I was utterly amazed! My customer said their home never smelled better!"

"After installing Property Management Solutions III carpet the cigarette smell went away. I can say that you have made a believer out of me."

"I have two children, two cats and a very active household, so carpet with Magic Fresh made perfect sense for us. I would definitely recommend this carpet for those who are serious about getting the most out of their carpeting."

"We installed the Solutions II carpet in a studio apartment that had been painted just the day before. After 24 hours, the paint fumes were almost gone."

To find more testimonials, research and information, and to share your doggone amazing Magic Fresh® stories, visit us at magic-fresh.com



Magic Fresh® is exclusively on carpets made by **BEAULIEU® of AMERICA**

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It's Doggone Amazing!





Magic Fresh® is a proprietary formula that is exclusive to Beaulieu of America.

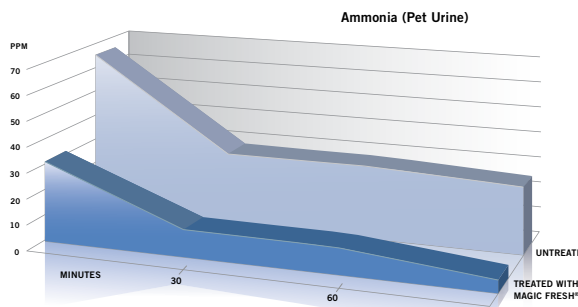
What does Magic Fresh do?

- It neutralizes most common household odors such as pet, cooking and smoking odors
- It's a self-renewing, odor reducing formula that is effective for the life of the carpet
- It's completely safe and natural
- No other carpet has Magic Fresh. It's exclusive to carpets made by Beaulieu

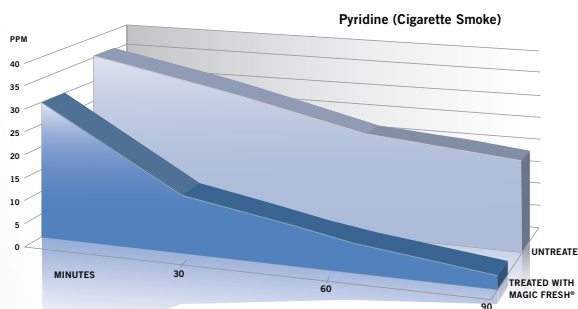
How does Magic Fresh work?

The effectiveness of Magic Fresh is best understood by comparing it to the way baking soda neutralizes odors in your refrigerator, except with Magic Fresh, you don't have to replace the box! Beaulieu uses proprietary and exclusive materials applied to carpet fibers during the manufacturing process to give the carpet its Magic Fresh capabilities. When unpleasant odors come in contact with the carpet fibers, the Magic Fresh application neutralizes the offending odors and releases them as harmless carbon dioxide (CO₂) into the air.

Is there clinical proof? Yes!



Results measured starting at the 7 minute point. After 90 minutes the treated sample showed an 80.8% improvement over the untreated sample.



Results measured starting at the 7 minute point. After 90 minutes the treated sample showed a 90.0% improvement over the untreated sample.

Magic Fresh was tested using the two most common odor complaints in the home – pet urine and cigarette smoke. These charts illustrate the effective odor reduction at 30 minute intervals when comparing a carpet featuring Magic Fresh and a non-treated carpet. After 90 minutes the measured improvement when using Magic Fresh was 80.8% for pet urine and 90.0% for cigarette smoke. Tests performed by Testing Services, Inc., Dalton, GA



You're probably wondering ...

Can I clean my Magic Fresh carpet?

Yes. We recommend professionally cleaning your carpet every 18 to 24 months.

How long does Magic Fresh last?

For the life of your carpet – up to 10 years or up to 5 hot professional extraction cleanings.

Where do the odors go?

They are broken down into simpler, smaller non-odorous components and released into the air.

Will my carpet smell because it is capturing odors?

No. All odors are broken down at a microscopic level. Your nose will not be able to detect any odors.

Will Magic Fresh always eliminate odors?

Magic Fresh works continuously to reduce most common household odors.

Where can I get more information about Magic Fresh?

Visit www.Magic-Fresh.com

