



– A Story of Species Survival

Saving Money While Saving The Wildlife

David Mauldin, Electric Underground Operations Coordinator for Concord, North Carolina, was having problems with squirrels and skunks. The squirrels chewed the insulation off of his electrical cables and the skunks were a destructive (and malodorous) problem in their switch boxes... to the tune of tens of thousands of dollars in maintenance and repair costs each year.

That was more than 8 years ago.

According to Mauldin, “Now the squirrels stay out, the skunks stay out-- even fire ants aren’t a problem anymore. The difference can be traced directly to our use of Sniff ‘N’ Stop... and the difference has been remarkable. It’s safe enough to use in residential areas—even the pests aren’t hurt... they just leave our equipment alone.”

The Science Behind The Success

In nature, survival of a species is based on its ability to instinctively deal with and avoid unknown, unfamiliar, or dangerous situations. Fear of the Unknown and the ways it’s dealt with can be the difference between survival and extinction of a species. While humans have the ability to reason and decide on an appropriate course of action, all others must rely on the most primal of all behaviors, their natural *instinct* to survive.

All species, especially non-humans, are well familiar with smells and fragrances that they encounter daily. However, when confronted with unknown smells or combinations of smells they get confused. Scientists have discovered that confusion triggers the Fear of the Unknown that they instinctively try to avoid.

In the early 1950’s scientists put a name to the driving force causing these instinctive responses, they called them *pheromones*. Pheromones are chemical signals that are generally associated with an animal’s highly developed sense of smell. Scientists found that pheromones control all aspects of behavior. Of these, the *Warning Pheromone* is the most powerful as it is released during times of stress or confusion. Warning Pheromones are used to warn others of the same species to stay away from perceived or eminent danger.

Essential oils such as Peppermint, Thyme, and Rosemary, are often associated with fragrances used in health spas where they are used as part of aromatherapy programs. Their fragrances can also be found in kitchens where they are used in the preparation of a healthy meal. ICORP scientists have developed a unique combination of these same natural essential oil fragrances, one that confuses these instinct-driven non-human species, causing them to release a Warning Pheromones and avoid the area.

A History Of Safe, Simple Success

Since Mauldin first experienced freedom from his problem pests 8 years ago, Sniff ‘N’ Stop has continued development, expanding into a broad range of industries—residential, commercial and industrial to name a few—with the same results: most non-human species actively avoid Sniff ‘N’ Stop. Tests have proven its effectiveness against no-see-ums, gnats, flies, fleas, ticks, mosquitoes, moths, roaches, spiders, mice, rats, snakes, pigeons, woodpeckers, raccoons, opossums, horses, porcupines—even bears.

The product is now available in many forms, including paints, putties, caulks, odorant pads, treated sponges, sprays, granules and more for a wide array of industrial, commercial, residential and recreational applications. And since the all-natural essential oils are environmentally safe, it is a preferential alternative to harsh chemical deterrents or harmful traps and barriers.

With Sniff ‘n’ Stop, unwanted pests aren’t hurt or killed. They just stay clear. And that’s good for “everyone” involved.

