



## Retail Store Owners

"I tested *Freshwater StartSmart* in a 20 gallon tank filled with Gourami's and Tetra's and within 24 hours my tank was completely cycled. I am now a huge fan of *StartSmart* and I know my customers are going to love it as much as I do. It's nice to know that there is finally a product on the market that does what it says it will."

**John Rodriguez: Animal Pantry, Jamaica, NY**

"The reason I bought *StartSmart* is because it tested great. I tested it with Ammonia Chloride instead of adding fish. In just a few hours the ammonia was gone."

**John Bender: Petland, Fort Walton, FL**

## Tested by Professionals

"At the request of my good friend Steve Richmond, the owner of Lovely Pets in Quincy, MA, I tested **StartSmart** for cycling a new aquarium. I am frequently asked to test and review new products and I have a working fish room with about 85 tanks."

"I took a new 20 gallon aquarium and added the recommended dose of **StartSmart** along with 4 Orandas, 4 Skunk Corys, and 4 Red Tail Black Sharks. I tested every other day for NH<sub>3</sub>, NO<sub>2</sub>, and NO<sub>3</sub>. Over the two weeks of testing, I never had any ammonia reading. Nitrite peaked at 1.0, and went to 0. Immediately, nitrates were measured from the first day after the tank was set up, which tells me the bacteria were working, since there was no ammonia or nitrite--they had been converted immediately to nitrates by the **StartSmart** bacteria."

"**My Conclusion from this test is that StartSmart is an excellent product.** It worked as advertised and provided the bacteria for the Nitrogen Cycle to work from the moment it was introduced to the tank. I especially like the fact that the **StartSmart** bacteria DO NOT have to be refrigerated, so there is no problem with the product being shipped to stores or being on the shelf. **StartSmart** should be used by anyone setting up a new tank--especially by folks who are starting their first tank. Getting the Nitrogen Cycle established is key to success with an aquarium, and **StartSmart** gets the cycle going instantly!"

## David Lass-Fish Expert

David A. Lass has been keeping tropical fish since he was 12 years old, which is many years ago. He currently wholesales fish to retail stores in New England. In addition to the tanks for his business, David keeps a number of large planted tanks, including a 300 gallon with altum angels, discus, rummy noses and many catfish.

"I have tested *StartSmart* in some of our store tanks that were having problems and were very pleased with how well the product worked. The tanks were clear the next day! This is the first product I have used that worked overnight, in fact it may be the first bacterial product I have ever used that works as claimed. I even had a customer use *StartSmart* in a turtle tank that had high ammonia and odors, and the product cleared up the odor problem."

**Greg Vanderveer: Aquatic Dog, Denver, CO**

"We really love **StartSmart**. We used it to cycle our own tanks and it worked great! Our customers keep buying it for their new tank set-ups. Thank you for having a product that works for us and our customers."

**Tom Sadowski: Pet City, Seabrook, NH**

These are only a sample of the Testimonials we have received over the years from the users of StartSmart!

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"**StartSmart** is an excellent product. Our customers have told us that it works in 24 hours like the product claims. It has also been safe for fish. We then advise our customers to use the **TLC Optimizer** to maintain the results. Our customers are using **StartSmart** correctly with our guidance and will complain when we run out of **TLC products** because it works so well."

**Dan Yaich: Jim Thorpe Pet Center, Jim Thorpe, PA**

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"After reading the specs on **StartSmart**, I gave my customer a bottle to try while setting up a 100 gallon tank with \$1000 worth of coral. I told him that if **StartSmart** didn't work and he loses his coral, I would cover the \$1000. Well, **StartSmart** was absolutely excellent. My customer was able to introduce all his expensive coral in his new tank in less than 7 days and was very pleased with this product. He wants to purchase more so he can have it handy in case he has any issues in the future. I will be recommending **StartSmart** to every customer who is starting a tank.

**Neil Dempsey: Saltwater World, Pearl, MS**

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"I tried your **StartSmart** in my 166 gallon system. I added 200 fish and in only a day or two it was completely cycled. The water was crystal clear and all the fish were totally healthy."

**Roy Regensburger: Fish Factory, Bristol, PA**

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"I have been in the fish business for a very long time and I think **StartSmart** is a wonderful product! I tested **StartSmart** in two different tanks, 20 and 29 gallons. I added 250 Goldfish to the 20 gallon tank and 1,000 Goldfish to the 29 gallon tank. I put new filters into each tank and within 12 hours both tanks were at 1 part per million. I went home for the night and when I came back the next day; both tanks were completely cycled. I was amazed! In all the years of being in the fish hobby, I have never seen fish tanks cycle that fast!"

**Ron Steckley: Steckley's Pet Center, Newport, PA**

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"I love **StartSmart**! I tested **Freshwater StartSmart** in my feeder Goldfish tank that had a huge ammonia spike due to the massive amount of fish added and **StartSmart** cycled my feeder tank in 15 hours. There was no trace of ammonia or nitrite when I tested my tank the next day. **StartSmart** is an amazing product!"

**Gailynn Clements: Tropical Fish n More, Belen, NM**

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"I tested **StartSmart** on a food grade coldwater lobster system for the Beau Rivage-Biloxi Hotel and Casino and was impressed. The system had 4 tanks with 100 gallons each and contained 75 lobsters. **StartSmart** worked great and the ammonia levels dropped quickly."

**Brian Klein: Legs, Fins & More, Biloxi, MS**

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"I tested saltwater **StartSmart** in one of my 29 gallon Bio Cube tanks with a heavy fish load and was able to cycle the tank within 48 hours of dosing only one time. Over the last year or so, I have tested other products like **StartSmart** and clearly there is no comparison. **StartSmart** is the champion in my store."

**Cathy Billings: Blue Reef Exotic Fish, Humble, TX**

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"I used **StartSmart** in my system that had many upsets that caused fish loss. One **StartSmart** dose into my system brought down my ammonia count to safe levels and we experienced no fish loss whatsoever. Thank you for a product that works."

**Fay Glover: Jolly's Reef Shack, Jacksonville, FL**

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"I know **StartSmart** works because we recently moved and I restarted my salt tanks with **StartSmart**. It worked very fast without fish loss and no lost time. I am very pleased with **StartSmart** and I will be ordering your product."

**Bill Doerfler: Tanks A Lot, Ocala, FL**