

PAUL'S CARPET & FURNITURE CLEANING, INC.

*The Most Thorough Cleaning Ever -
Or it's Free!*

FEBRUARY, 2010

HEALTHY HOME NEWS

Why Does Love Inspire Works of Art?

Recent science points to a possible answer.

Last year psychologists in the Netherlands reported on a study where they asked a group of young men and women to imagine taking a long walk with their beloved (those without a partner imagined taking a walk with an "ideal one").

Thinking about a romantic partner stimulated "global processing" mechanisms in the brain, which increased long-term focus and improved creativity. Feelings of love can boost levels of dopamine, a neuro-chemical associated with creativity.

These chemical links may have evolved for an important purpose: increasing the likelihood of sexual reproduction. In ancestral days, creative individuals may have used their inventiveness to attract future mates. Thoughts of love could pay off in the form of children—the ultimate measure of survival.



While we no longer use cave drawings to attract our partners, you can still take advantage of this evolutionary link. Daydreaming about your sweet-heart may boost inventiveness and help you come up with creative ideas.

Our Guarantees

Most Thorough Cleaning Ever Guarantee: If you feel that it could be cleaner we'll do it again for free-Satisfaction Guaranteed Or Your Money Back.

Gone Forever Guarantee: If any spot returns we will too, absolutely free up to 30 days after cleaning.

Stay Clean Guarantee: If you get a spot your carpets within 5 days and can't get it out, we will for free.

Honest price Guarantee: The price quoted with our free In Home Carpet Audit is the price you pay. No surprises.

"Grandma's" Guarantee: We take extra steps to assure your property is safe. We'll protect your walls with corner guards, wear booties over our shoes.

"Miss Manners" Guarantee: You will be treated with courtesy and respect. If not, call me immediately.

Owners Guarantee: I will speak with you anytime, good news or bad news. Please call me. 262-966-0600

We love our pets, but sometimes they stink!

Offensive pet odors are one of the most frequent problems faced by our technicians. The most important aspect of pet odor removal is understanding the science behind urine contamination and removing its source. It is not possible to simply mask the odor, it has to be completely removed from the carpeting for the decontamination to be successful.

The extent of the cleaning effort and method used depends heavily on the saturation in the carpet. Lightly soiled carpets can usually be treated by simply being cleaned, rinsed, and sprayed. As the contamination gets heavier, though, both effort and method become more involved. There are rare circumstances where it is better to replace the carpet and padding than cleaning it. This usually occurs when continued soiling has allowed the urine to seep through.

For less severe cases, the key is to kill the bacteria. We use an enzyme pre-spray then inject a disinfectant into the carpet backing followed by an enzyme based deodorizer and possibly treat the area with a fragrant deodorizer.

Paul's Carpet & Furniture Cleaning

262-966-0600

877-799-4900

www.paulscarpetcleaning.com

Paul Starr, President

Linda Starr, Vice President

Jeff Daniels, Technician

Never Pay for Carpet Cleaning Again!

Please spread the word about our services. When your referrals become paying clients of ours, we will give you a special referral reward—carpet bucks!

Tell your friends to mention your name when they call us and we will give you \$15 in carpet bucks. Use these bucks towards your next cleaning, there is no limit to the number of referral bucks that you can collect!

Feel free to pass along our toll-free, 24-hour consumer guide hotline for important information on choosing a carpet cleaning company:

888-825-9344

Paul's Carpet & Furniture Cleaning
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Simple Thoughts of Inspiration

"Looking 50 is great, if you're 60." **Joan Rivers**

"If you want a happy ending, that depends of course, on where you stop your story." **Orson Welles**

"A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one." **Mary Kay Ash**

"Yesterday is not ours to recover, but tomorrow is ours to win or to lose."
Lyndon B. Johnson

"Often you just have to rely on your intuition." **Bill Gates**

Prsrt Std
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Oconomowoc, WI
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Return Service Requested

Look for us on the web...

paulscarpetcleaning.com



\$20 Discount

Expires 03/31/10

\$100 minimum service charge after the discount.

Not valid with any other offers.

Proverbs by Larry the Cable Guy

A day without Sunshine is like night.

OK, so what's the speed of dark?

When everything is coming your way, you're in the wrong lane.

Why do psychics have to ask your name?

How much deeper would the ocean be without sponges?

On the other hand, you have different fingers.

42% of all statistics are made up on the spot.