



PROFESSIONAL GRADE  
ODOR CONTROL

# TRUE ODOR NEUTRALIZERS IN UNDILUTED FORM & ENCAPSULATED IN MILLIONS OF MICROCELLS



## RX 17 SELF-STICK ODOR COUNTERACTANTS

RX 17 odor counteractants truly erase foul odors and freshen the air, and they do so for weeks. They are not just perfume, and do not just mask foul odors with a stronger odor. They contain *AIRICIDE*® (the proprietary odor counteractant in all Airx products), that erases bad odors by merging with odorous in the air to change their size and shape - causing the olfactory nerve to per-

ceive the odor as different, and more pleasant than it would have been. The *AIRICIDE*® is encapsulated in millions of microscopic size cells for steady release. The capsules will not spill as will liquids, nor will they shrink or skim over to reduce effectiveness as do gels and they need no cabinets. Each aerodynamically molded microcell is in its own easy-open, easy-close canister.



Capsules are attractive enough to sit in the open. Or...



to use as a "stick-up," peel cover from tab on bottom and...



press capsule firmly to a clean, dry, out-of-the way surface.



RX 17 capsules can be re-closed to conserve odor neutralizers.

# RX 17 MICROCELL - SELF-STICK ODOR COUNTERACTANT

## DESCRIPTION

RX 17 is a true odor counteractant in pure, undiluted form that has been encapsulated in millions of micro-cells and molded into compact holders with self-stick adhesive backing. The aerodynamic shape and capillary action work round the clock bringing *AIRICIDE*® to the surface of the cells, and steadily and uniformly releases it to neutralize malodors. Eliminates foul odors from bacterial growth, oxidation reduction, chemicals, etc., yet will not erase pleasant odors or safety odors.

## USES

Erases malodors from bacterial growth, oxidation reduction, chemicals, paint, solvents, fire, smoke, sickness, incontinence, etc. in hospitals, nursing homes, hotels, motels, schools, clubs, restaurants, offices, laboratories, kennels, airplanes, automobiles, homes, etc.

## DIRECTIONS

It's simple. The microcells are in their own easy-open, easy-close capsules. There's no special cabinet, no fan, no batteries required.

**FOR GENERAL USE** - Place where there is good air flow, but not by an open window.

**TO STICK-UP** - Be sure receiving surface is clean, smooth and dry. **DO NOT APPLY TO WALLPAPER.** Remove paper cover on self-stick tab. Press capsule to surface firmly.

## SPECIFICATIONS

TYPE .....compressed microcells  
 ODOR COUNTERACTANT .....pure *AIRICIDE*®  
 RELEASE OF COUNTERACTANT .....Appx. 30 days  
 OLFATORY DESENSITIZERS .....none  
 PETROLEUM DISTILLATES .....none  
 STICK-ON TABS .....yes  
 TOXIC .....no  
 EFFECT ON METALS .....non-corrosive  
 COLOR .....white, non-staining  
 FREEZE-THAW STABILITY .....no degradation  
 HEAT STABILITY .....no degradation  
 SHELF LIFE .....min 1 year, closed  
 DRYING CHARACTERISTICS .....no shrinking, no skinning  
 VERSATILITY .....neutralizes odors from bacterial growth, oxidation reduction, chemicals, etc.

## BENEFITS

THE MODERN ALTERNATIVE TO:

**WICK BOTTLES.** Unlike most wick bottles, RX 17 contains no petroleum distillates that can be poisonous if swallowed and damaging to paints and furniture if spilled.

**GELS** are affected by humidity and they crust over to quickly reduce their effectiveness.

**AEROSOLS.** RX 17 microcells work constantly and consistently without buttons to push or failures to contend with.

**PURE *AIRICIDE*®.** No propellant, no carrier, no extender, but 100% *AIRICIDE*® the proprietary odor counteractant based on the scientifically accepted concept that by changing the size and shape of the odor molecule in the air, the olfactory nerve will no longer perceive the odor as unpleasant, as it would have originally.

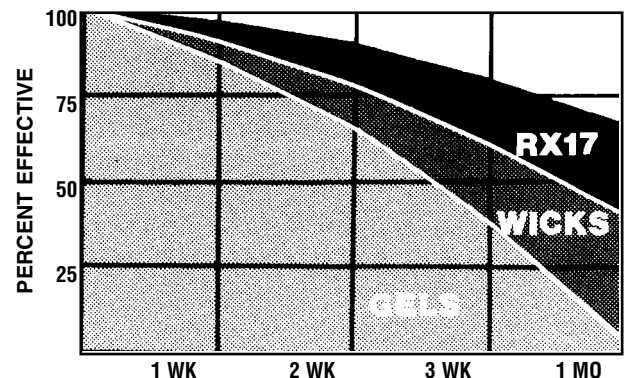
**SHAPE** - Aerodynamically designed to provide maximum desired surface for release and flow of *AIRICIDE*® odor counteractant.

**IT'S AZEOTROPIC** - Capillary action in the millions of microscopic size cells of RX 17 releases the *AIRICIDE*® Odor Counteractant steadily - 24 hours a day, day after day.

**STICK-ON** - Pressure sensitive tabs allow you to stick RX 17 capsules under sinks, cabinets, under toilets and in other hidden spots.

**RECLOSABLE** - Just opening many competitive products is about the end of them because they can't be reclosed. RX 17's last longer when in use, and they can also be closed when not needed to further extend their effectiveness.

EFFECTIVENESS



The graph indicates the relative effectiveness of RX 17s compared with competitive products. All are relatively equal the first few days, but where as RX 17s continues to release *AIRICIDE*® gradually and steadily, competitive products lose their equality quickly.

**LIQUID & WICK BOTTLES:** Effectiveness decreases as the liquid evaporates. Can also damage surfaces if spilled.

**GELS:** Effectiveness decreases as the gel develops a skin or crust.

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