

How does Magic Fresh[®] Work?

The composition of Magic Fresh[®] has been likened to the alkaline salt sodium bicarbonate, otherwise known as baking soda. Baking soda, such as Arm and Hammer's product, has been used in a wide-variety of products to combat odors for many years. These products include tooth paste, mouthwashes, antiseptics, foot powders, soaps and deodorants, as well as refrigerator odor absorbents.

Sodium bicarbonate, which is considered as an environmentally friendly innocuous "molecular sponge", was formed by volcanic activity millions of years ago. It's this characteristic that allows Magic Fresh[®] to absorb odors, and convert the odor molecules into harmless carbon dioxide (CO₂). This same reaction explains how baking soda, when it reacts to acid compounds used in cooking (vinegar, cocoa, phosphates, buttermilk, etc), causes dough to rise in the oven. It's also a similar reaction to acids that explains why sodium bicarbonate is used to fight heartburn and indigestion. And it's very likely due to the acidic nature of urine and cigarette smoke that allows Magic Fresh[®] to absorb and convert these odors to CO₂. And, rather than emitting volatile organic compounds (VOC's), Magic Fresh[®] also helps eliminate VOC emissions associated with new carpet.

Written by: Mark Johnston
Technical Services Staff: Mark Johnston,
Tammy Smith, Tonya Monk, Greg Raborn