



ECOMATES™ Informational Hotline – (619) 330-9880 – Available 24/7

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Cleaner Than a Hybrid

ECOMATES: And you've experienced that from your past histories as well.

Jerry: Oh, yeah. We ran one car that was, let's see; it was a '94 Honda Civic. It was one of my early cars and we treated the car in 2001, and now that car has never run a tank or an oil change without Ethos. From 2001 to present, it's been on Ethos. The car has 286,000 miles on it --

ECOMATES: (Laughter) Wow.

Jerry: -- it's got the original catalytic converter on it, and probably the original plugs because the people I sold it to I know haven't changed anything.

(Laughter)

But, the interesting thing, we tested the car last year at one of the California smog stations, and it tested cleaner than a brand new Toyota Prius coming off the lot today, that's how clean it is.

ECOMATES: Better than a Prius.

Jerry: Better than a Prius. Had a lower emission footprint than a Prius. And that's a hybrid, you know.

ECOMATES: Yeah.

Jerry: When you say, 'we have less emissions than hybrid cars....' Now, I had it in my truck fleet, we had the same thing. We had brand new trucks coming in, and we checked the opacity, the emissions on the trucks, and they were - we call it blowing, that's just the term - they would be blowing about 7 parts per million, 10 parts per million, which is extremely low compared to some of the older trucks on the road that are blowing 50. But, even at 7 parts per million you still have the emissions. We put it on the Ethos, within 60 days; the truck would blow zero emissions. No reading at all.

ECOMATES: Wow.

Jerry: And that was on new equipment.

ECOMATES: Wow.

Jerry: Imagine what it can do on the old equipment. We've put it in some engines, old engines, and I'm talking now 20 - 30 year old engines, and saw, within 48 hours, a decrease of 60-75% in emissions.

ECOMATES: That's amazing.

Jerry: When you get that kind of emissions, imagine what kind of fuel increase you get, just, immediately.

ECOMATES: Wow.

Jerry: It is an amazing product, it really is!

ECOMATES: (Laughter)

Jerry: I tell everybody the three things you need to know about Ethos: It always works, it always works, and it always works.

ECOMATES: (Laughter)

Jerry: We've put it in motorcycles and racing motorcycles, and have cylinder head temperatures running a hundred degrees lower, and in a motorcycle, in a race, that can mean the difference between your engine blowing up and you finishing the race first.

ECOMATES: Wow.

Jerry: Which, by the way, they have.

ECOMATES: (Laughter) Surprise, surprise.

Carbon: The How, What and Where...

Jerry: I think people are, for a variety of reasons, becoming more educated on what to do to maintain their vehicles and what's best for the environment as well because that's another big part of it.

ECOMATES: One of the things, Jerry, I want to ask you about is - you mentioned about the esters and the cleaning - what happens sometimes when people put this product in to older cars with the carbon build up that's in it, because you see some of those commercials on TV that talk about this additive in that particular fuel and it shows the valves that are all cleaned up. What does this product do? Why does the carbon get in there in the first place?

Jerry: Well, carbon is a petrochemical derivative of the base. When you have unburned fuel or unburned oil or burned oil and burned fuel, when you don't consume it 100%, what's left is - look at it! Take a little bit of oil and burn it and you see what's left, you see it's black. It's carbon and that carbon is unburned fuel. And left in the engine it turns to shellac and starts gumming things up and eventually it'll kill the engine. But, while we're on it, to show you how effective this product is, the FR, when you put it in your oil, I tell people, 'Put this in your car, put it in your oil, and the first oil change, double it. You know, if you're changing your oil every 3000 miles go to at least 6000 before you change it. And then after you change it again, triple it. Now we're at 9000 miles. You've paid for the product twice already with just two oil changes.' Now, I personally change mine at 20,000 miles whether it needs it or not. 20,000 miles.

ECOMATES: (Laughter)

Jerry: I told you when I bought my car it just had its 5th oil change. Now, why would I do that? It's because I've kept records, well I did for 3 years anyway. We do the oil samples, pull them down and look at the oil analysis, and what did the oil analysis tell me? Well, we found out with several vehicles we run, most recently a Ford 350, diesel, the oil was cleaner at 15,000 miles with Ethos than it was at 5,000 miles without Ethos.

ECOMATES: Really?

Jerry: Really. What people don't understand about oil - oil does not wear out, oil does get contaminated, and if you get it contaminated it will carry a lot of things in the engine and it brings the soot level up and the soot levels rise and rise and that's very bad, because that's acid and it starts eating in to the metals of the car. If I can reduce that soot level, then I can prevent all kinds of nasty things from happening, and the soot level is 50% less with Ethos. Like I said, 15,000 miles it was 50% less than non-Ethos at 5,000 miles.

Computer Recalibration of New Exhaust

ECOMATES: Jerry, you know, you mentioned something earlier that happens with newer cars. Tell us a little bit about that and then tell us why sometimes it takes the 4th and 5th tank for the computer to readjust itself. Can you go in to more detail about that?

Jerry: Well, the sensors are reading the exhaust gasses coming down the pipe, and when you change those exhaust gasses, the computer knows only one of two things: either 'give it more fuel' or 'give it less fuel.' It's programmed to see a certain footprint and when the footprint changes, it will make changes either way. And when it changes to the point where it gets cleaner, the computer interprets clean as lean, and lean means it needs more fuel, so it will actually start putting more fuel in it. Most recently, a friend of mine who had a virtually brand new Acura - brand new, he had less than 2,000 miles on it - and we treated his vehicle and I gotta tell you, he was scared.

(Laughter)

'Oh my God, you promise me this won't hurt my car?!' We assured him that it wouldn't and we treated it. He called me, oh gosh, I guess it was a couple weeks later, and he said 'You know, nothing's happening. Nothings happening! I'm not gaining any miles; in fact I lost a mile to the gallon. Nothing's happening.' And I said, 'Well, let me ask you. Can you feel any difference?' He said, 'Well, you know what, I do.' He said, 'It feels more responsive.' He said 'I think I feel it, but I just don't see it.' And so [I asked], 'How many tanks have you gone through?' and he said 'Four tanks.' I said, 'Well, you know, you may have to run six. Get back with me.' And, literally, four days later I got a call and he was, 'Oh my gosh! I gained 8 miles to the gallon!' What had happened was the computer, after a while, re-calibrates. And once it re-calibrates, it's looking at this lean exhaust and says 'That now has become normal, so now I can save a little more fuel.' And it will readjust itself.

ECOMATES: So it does that adjustment, and that's typical, people will see that with either overdosing or the initial dose, especially with those sensors. So, it will have a tendency, your experience has shown, that after a period of time it says, 'OK, here's our new baseline' as a computer and it does adjust the fuel burn.

Jerry: Yes, yes.

ECOMATES: Awesome.

Jerry: I know, it took us a while to figure out what was happening ourselves, because the first time we encountered this in the field, we thought, 'We know the product works. Why aren't we seeing the results here?' Well, it's funny, the results were there we just didn't know it because the computer wasn't showing it to us. Now, I talk about this like it's a very common thing, and yet it's not. This may happen one out of fifty brand new cars, and don't ask me why. I can have two brand new cars coming off the lot, they're totally identical, one shows immediate results and the other one takes six tanks to show it. It's crazy. And, I can't even point out which ones are which. It's more the exception than the rule, I can tell you that. In most cases, it's immediate and you see it on your first tank.

How to Explain Our Products

ECOMATES: One of the questions is that people call the office here and they're saying, 'I'm just not sure how to explain it. Jerry does such a great job and I try to explain it and I really can't get it, I don't understand the combustion cycle and the...' What's an easy way for somebody to explain why emissions go away and what happens?

Jerry: Well, you know, the best way to sell this product, 'Hey, I use this product and it worked for me. I know it works because it worked for me.' That's the way I start. And then 'Oh, by the way, here's all these test results that prove why it works for me, And, I'm not a big reader and I don't like going in to these reports, so here's some highlights.

But, you know what? I believe this because I feel the product because it works for me.' And I think that's the best way to sell it. And if you're talking to a friend, and your friend says 'I want to do you a favor as a friend. Try this stuff, because you're going to save money...' And, let me talk a little about how to sell it as far as cost. When I was on the other end, when I'm the buyer now, when I was the General Manager, and we started talking about Ethos, I didn't ask 'How much does Ethos cost?' I said, 'How much is it going to cost me per gallon to use this product?' And, that's the way I still sell. That, if I charge you 12 cents a gallon to use my product, but for the 12 cents, I'm going to give you back 30 cents, would you use it? Well, duh!

ECOMATES: (Laughter)

Jerry: 'That's a 200% return on investment, I think I'll use it!' Because that's the way to sell the product. You know you're going to get your 10% improvement. You take whatever the pump price is, and the pump price out in California right now is \$3 and here it's \$2.70, \$2.60, pick a day, but whatever it is, just take 10%. So, 10% of \$3 is 30 cents a gallon. I'm gonna cost you 12 cents or 13 cents or 14, break it out, depending on what you're selling it for on a per ounce basis. So, if I'm going to sell it to you for 12 cents a gallon, treated, and you're going to get back 30, do you want to do this? Because then it becomes so simple for people to see it. 'And, oh, by the way, on your oil change? Don't do your oil change. Push that out, so that 35, 40 dollar oil change you did, you just paid for the product because now you're pushing out twice as far.'

ECOMATES: Wow.

Jerry: It sells itself. It's a 200%+ return on investment. Now that means for every dollar I spend, I get back two. That's pretty simple math.

ECOMATES: Yeah, that beats some computer trading programs I've seen out there. (Laughter)

Jerry: When we dealt with customers, commercial customers all over the country, the report we give them back after their testing, is always based on net return of investment.

Forever Eliminate Emissions

ECOMATES: One of the things that excites me about the company is that when somebody uses this product, either as a customer or as a wholesale buyer or as a business builder, the neat thing is, and tell me if I'm wrong, but every time somebody uses this, if emissions... if they consume a gallon of gas with the Ethos product in there, the EthosFR+, that emissions that would have gone out into the atmosphere is now consumed in the engine, but it's gone forever. I mean, it's eliminated from the environment forever.

Jerry: Correct. Exactly correct. And the way you just stated it is exactly right. If I save 10%, 15%, 20% in my fuel savings, I've contaminated the atmosphere that much less. I've protected the atmosphere.

ECOMATES: Wow.

Jerry: And a lot of people outside California [say], 'Oh, I don't care about that,' but they do care about it. When you really talk to them, they understand. And it's so simple. And I was a big fan of getting the application bottles, they call them the tailpipe kits for now, I think they're just calling the dispenser bottles. But I'm a big advocate of that, everybody needs a dispenser bottle. For a lot of reasons. But the biggest reason why I love the dispenser bottle? My wife uses Ethos now.

Both: (Laughter)

Jerry: Because it's easy enough that she can put it in and it doesn't bother her. Before that, she always had to tell me to go do it for her.

You Can Feel It Before You Can See It

ECOMATES: Why does the product work so fast, Jerry? How come they can feel it in 15 miles or 10 miles? Why does that happen?

Jerry: It goes back there again to the EthosFR+. It takes about 5 miles from when you treat a tank for that fuel, the treated fuel to get up through the injectors and in to the engine. As soon as that happens, the compression cycle is now becoming much more efficient, and so once the new product hits those cylinders, and you get that much quicker... You know, talking about a quicker burn, when I discussed [with] the scientist who actually holds the patent on our product, I asked him, I said, 'Explain to me in detail exactly how this works so I have a better understanding.' And, of course, he went in to great detail. But the one thing he was really excited about, was he said, 'We actually reduce the compression cycle, the firing cycle, by 15,000 nanoseconds.'

(Laughter)

Wow, that's a lot, 15,000 nanoseconds, you can't even think that quick! On the other hand, the compression explosion, it's in the hundredths of thousandths of a second that explosion happens. So, if you can increase that explosion time, you actually get more power, and that's what it does. It actually increases the explosion force and it gives you the power, which, that's what you feel in the response of the vehicle. I would have never believed me - until this product came along I wouldn't have thought it possible. Now, the EthosFR, that we used for years, and you still can by the way, comes at it from a different angle. It operates by cooling, and you get a better combustion by cooling, but it did not increase horsepower. This product, the new product is really something. It's exciting.

Technical Discussion

ECOMATES: Jerry, there's going to be some people who want to listen to the technical side of this, So, lets go from either the product entering the gas tank and what it does and reformulates, or in to the combustion chamber, but I'm going to let you take the lead on this and let's give the technical side of this. This will be its own separate link for those that want to lean it and listen to it, but give us that technical version that goes right over most people's heads. And the good news is that somebody knows it - they don't have to, but you share with us what you know from a technical side.

Jerry: OK, first we'll start with the base product which is EthosFR. And the FR, what does FR mean? Friction Reduction, because that's what it does. So the FR is the first product. Now EthosFR has three components. One is called the carrier, and the carrier of the product is mineral oil. It's the same mineral oil that you use in Johnson's Baby Oil. I mean it's the same oil. Now, because it's a mineral oil, it's non-toxic, non-hazardous, non-flammable, you know it's all these wonderful 'non-' things. But the beautiful thing of it is, when you burn it off, when it burns off, it leaves virtually zero ash. So there's no contaminates left behind upon ignition. Now you go to the two ingredients, are esters. Esters are the tiniest molecules in nature that were synthesized back in the 50's by DuPont, and the first thing they did with an ester molecule when they synthesized it, was they mated it up to a polymer molecule and they made a fabric called polyester. And from that time forward, esters have been in everything. They use esters in soap, they use esters in beer and different food products, and what esters do is they make things smooth. And there it goes, back to lubrication. And there's thousands and thousands of esters. I think the family of esters there are over 10,000 now that they can synthetically manufacture. Some do wonderful things, like lubricating, and others do things like cleaning. And when they say cleaning, they actually get underneath particles of build up - dirt and carbon, shellac - in your engine and lift that off and carry it away. Now it doesn't happen overnight, it's very subtle. But the beautiful thing is the longer you use the product the more efficient becomes. You can take an older car, or diesel engine, or anything, and continuous use of the product will give you a growing benefit for a period of six months. Now we know that because we tracked our vehicles - we did all the readings on them for 7 years, really - but we noticed for six consecutive months, everything kept improving, everything kept improving. And we realized those were the cleaning esters doing their work and then at the end of the six month level, everything kind of peaked and leveled out and stayed there. Interestingly enough when you quit using this product, everything goes the opposite direction again, so it's very noticeable when you quit using it. So there's your base product, the EthosFR. You should use FR in anything mechanical, period. Use it in your power steering, use it in your transmissions, use it in the differentials, use it in hydraulics, use it in lawn mowers, use it in weed eaters, use it everywhere.

The newest product now is EthosFR with an extra additive, and that's why we call it EthosFR+, it's got plus one more additive. That being the hydrocarbon I described earlier. It's a hydrocarbon derived from orange peel. And that hydrocarbon links itself to the fuel molecules, and as I said, gives this greater shearing when it goes in to the

injection chamber. Imagine you have a garden hose, and you're spraying this garden hose in to a chamber and that's then going to be burned. You've worked with some fuels maybe, maybe you see lighter fluid, or anything. But when you burn something, you can burn a liquid very easily. But imagine how much better it burns when it's a gas. Gasses burn much better than liquids, I think everybody knows that. So a gas explosion, you get a tremendous amount of power, and you get it immediately. So that's what we turn, we turn the fuel going in to that chamber from a stream, from a liquid stream, to almost a gas which is then ignited, and that's where you get your power. The beautiful thing about this product, and I want to keep going back to this, non-petrochemical. A very good friend in the industry that I work with, he came up with a saying, and it's absolutely true, 'You can not solve a petrochemical problem with a petrochemical product.' Ethos, when it's totally consumed, has a zero carbon footprint. There's nothing left. There's nothing left to get in your engine and gum it up. Nothing left to get caught in your catalytic converter and stop it up, like they do. So, this is huge. When you say it burns 100% ashless, or actually 99.999% ashless, and it's a non-hydrocarbon product, that's huge. There's probably a thousand additives on the market today that are all petrochemical-based, and there are probably two that are not petrochemical-based. Some of the most famous, I can tell you, and I won't name names here, but some of the famous products out there on the market actually harm your car and they do the wrong things to them. But yet, they're the biggest sellers because they get the most advertising.

ECOMATES: Wow.