

THE SOLUTION

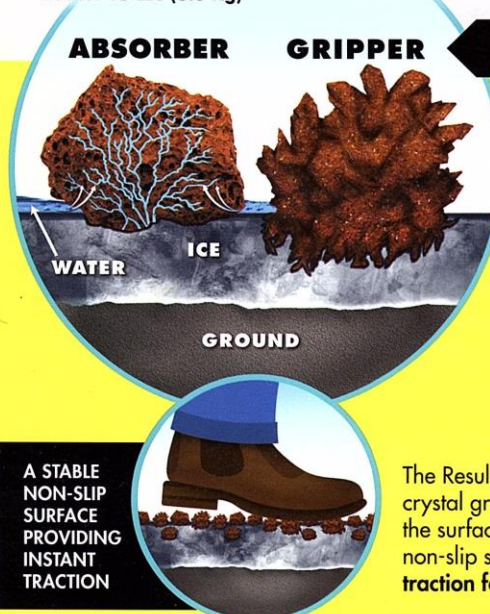
WHERE ICE MELTERS FAIL

The use of ice melters does not solve the problem of the need to immediately cross icy or snowy surfaces. So, in 2012, Gaia Enterprises, Inc. undertook the task of developing a product that could be safely spread on any surface and would provide instant traction while being guaranteed safe to handle.

After experimenting with thousands of ingredients, Gaia has applied for the patent on its traction agent, Traction Magic®. Traction Magic® is the only traction agent that works instantly. It can be used when your vehicle is stuck, when you need to walk on walkways, loading areas or scaffoldings, driveways or decks.

Also available:

- Travel Size Jug 2.5 Lbs (1.135 Kg)
- Bucket 15 Lbs (6.8 Kg)



HOW TRACTION MAGIC® WORKS

A 2004 paper published in the American Physical Society addressed "Why Ice is slippery"*. The findings concluded that slipperiness results from the fact that there is a liquid layer present on its surface at temperatures down below -35°C.

As illustrated in the magnified image, **Traction Magic®** is a patent pending two-part granule system consisting of all natural crystal granules that function as Absorbers and Grippers.

1. The **Absorbers** first syphen up the liquid layer that's above the ice.
2. The **Grippers** with their spike-like ends embed themselves into the ice sheet.

The Result: By applying **Traction Magic®** onto icy surfaces these all natural crystal granules absorb the icy liquid layer and then embed themselves into the surface. Together, the embedded Grippers and Absorbers form a stable non-slip surface which is similar to that of sand paper. **Thus providing traction for your shoes, tires and paws that travel on it.**

*S. Engemann, H. Reichert, H. Dosch, J. Bilgram, V. Honkimäki, and A. Snigirev Phys. Rev. Lett. 92, 205701 – Published 17 May 2004

10 REASONS TO USE TRACTION MAGIC® VS ICE MELTERS / ICY EMERGENCIES AT YOUR FACILITY /HIGHWAY / HOME

| | TRACTION MAGIC® | ICE MELTERS | | TRACTION MAGIC® | ICE MELTERS |
|---|-----------------|-------------|--|-----------------|-------------|
| Instant Traction on ice for safe walking or stranded vehicles | YES | NO | Safe for machinery & electronics; non-corrosive & won't short circuit | YES | NO |
| Effective on thick ice and black ice | YES | NO | Does not affect freeze-thaw cycle | YES | NO |
| Works at any temperature | YES | NO | Safe on old and pre-cast concrete | YES | NO |
| 100% natural. Safe for people, pets, property & planet | YES | NO | Safe on uncured concrete , pavers, and specialty stones | YES | NO |
| Keeps working... does not dissolve | YES | NO | Reusable | YES | NO |

Manufactured by: Gaia Enterprises, Inc. P.O. Box 220 Southampton PA 18966 (800) 783-7841 info@tractionmagic.com

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