



## A Chemsultants International Case Study



**FISH Allure™ Product Launched Nationally after Successful Partnership**

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Chemsultants International, Inc. along with Rubigo Technologies, have recently teamed up to develop and launch a powerful, new fishing bait accessory that is revolutionizing the sport of fishing. This technically advanced product was introduced to the fishing community on a national level at the ICAST show in Orlando, Florida during the summer of 2014. ICAST is the leading showcase for the latest innovative products in all types of fishing accessories. This trade show is massive and FISH Allure™ was extremely well received by many of the nation's top fishing professionals, merchants, and distributors.

### SO, HOW WAS FISH Allure™ DEVELOPED?

FISH Allure™ scented bait tapes are very different from other fish attractants on the market because of the way the product was born. According to Berry Decker, PhD. who was instrumental in the creation of the final product, the progression of the product happened something like this:

“The inventor of FISH Allure, Stan Harpstead from Rubigo Technologies, developed a proprietary technology which works well for highly-breathable medical wound care dressings, or certain transdermal drug delivery patches. In searching for other applications he turned to the sport fishing marketplace and conceived a patch that could deliver certain scents to artificial lures.

Both fishermen and scientists know that fish recognize their preferred food through sight AND smell. Scientists have shown that Amino acids (protein building blocks) are the essence responsible for the smell and fish love them! We've added various amino acids into our FISH Allure™ film to provide the scent that will ATTRACT FISH once these scents are released from our product. This technology uses special polymers as carriers for the amino acids. It is water activated...perfect for fishing! The scent gradually releases over 60 minutes of time after it is immersed into water.“

### HOW DOES IT WORK? IS IT EASY TO USE?

FISH Allure™ is an adhesive-backed scent strip that can easily be placed on any hard bait. The sport fishing industry had not seen a molecular, science-based technology like this before. After significant experimental research efforts, Chemsultants' scientists have perfected the precise levels needed to exceed a fish's scent threshold. The tab is available in multiple sizes and is adhesive-backed. We've all heard the “fish stories” about the one that got away, but with FISH Allure™, the larger, smarter, more sophisticated fish cannot resist! FISH Allure has many advantages due to the innovative method used in manufacturing. It is incredibly effective, based on the scientifically proven formula. The scent remains with the lure rather than floating away, and the tab doesn't interfere with the functionality of the lure. FISH Allure™ is also economical, as each tab provides up to 60 minutes of fishing. Its accurate dosage is water activated, so lure preparation can be done ahead of time. Plus, the thin, clear tab can be cleanly removed when it's time to re-apply. No mess and no waste is involved.

## FROM IDEATION TO COMMERCIALIZATION

The sport of fishing will never be the same, thanks to a group of scientists merging science with sport. Chemsultants International and Rubigo Technologies collaborated for over 18 months to bring an advanced medical technology to the Sport Fishing Industry with an innovative new product, Fish Allure™. Together, we developed a prototype, tested and optimized the delivery of our amino acids based on market feedback, scaled up a process and entered into mass production for commercial entry into this new category of scented sport fishing bait. And, after the product launch at ICAST, FISH Allure™ is finding its way across the United States.

PEEL, STICK, CATCH! [Fishallure.com](http://Fishallure.com)



***Peel***



***Stick***



***Catch***

## For more information

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