

CONDITIONING

BASS OR WALLEYE

PRIOR TO WEIGH-IN

The weigh-in is very traumatic to the fish. It is VERY important to condition your limit of fish prior to the stress of the weigh-in. It will significantly reduce mortality. Please follow these recommendations: First flush your livewell with cooler water, add **PLEASE RELEASE ME** or **WALLEYE-SAVER** to livewell. Add ice and gradually cool water by 10 degrees prior to arrival at dock. Add proper amount of hydrogen peroxide to livewell (see Livewell Basics for dosage rates). Weigh-in and release procedures vary from tournament to tournament, but it is YOUR responsibility to take care of the fish before weigh-in and release to avoid dead fish penalties.

IMPORTANT

The Aqua Innovation oxygen systems are NOT compatible with any product that contains salt. This system changes the chloride ion to deadly chlorine gas! Since salt is a required electrolyte for maintaining ALL fish in captivity, both **PLEASE RELEASE ME** and **WALLEYE-SAVER** contain sodium chloride as well as various essential salts. Please remember that while oxygen is vital, it is not the only requirement to keep fish alive and healthy.

FINAL NOTE

PLEASE RELEASE ME and **WALLEYE-SAVER** are formulated by microbiologists with a passion for the sport of fishing. Over 25 years of research has gone into the development of **PLEASE RELEASE ME** and **WALLEYE-SAVER** along with other Sure-Life products. This is why experts such as Doug Hannon and Roland Martin use and endorse these products. We have a deep respect for the fishery and would like to conserve this resource for future generations to enjoy.

*Happy Fishing,
Tony Gergely
Sure-Life Laboratories, Inc.™*



PLEASE RELEASE ME is available at Bass Pro Shops, Academy Stores, Land Big Fish (landbigfish.com) and other fine retailers.



Sure-Life Laboratories, Inc.
PO Box 590
Seguin, TX 78156
Ph: (830) 372-2239
Fx: (830) 372-1824

Visit www.sure-life.com for more information



BASIC SURVIVAL & MANAGEMENT
OF **BASS & WALLEYE**
IN THE LIVEWELL

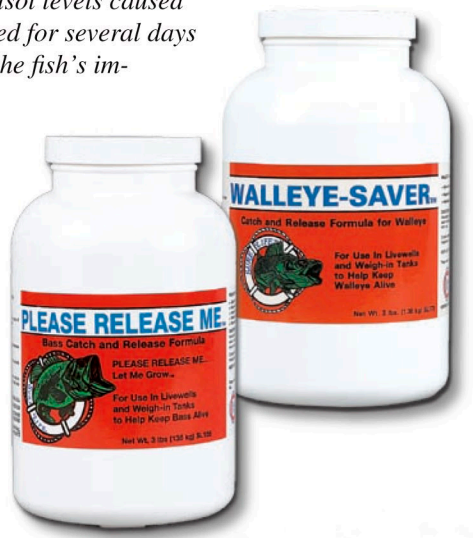
BENEFITS OF

PLEASE RELEASE ME™ & WALLEYE-SAVER™

TO YOUR FISH

- Aids in the transport of oxygen, helping fish to breathe.
- Aids in treating the toxic effects of ammonia and nitrite poisoning, which are naturally excreted by fish in captivity.
- Calms the fish by lowering the fish's metabolism.
- Aids in preventing lactic acid from building up in fish.
- Aids in preventing bacterial, fungal and protozoan infections.
- Aids in healing hook wound.
- Promotes a natural slime production and barrier on the fish.
- Removes harmful heavy metals such as mercury and lead along with pesticides from fish's system.
- Replaces necessary salt and electrolytes that are lost due to stress.
- Aids in maintaining proper blood glucose levels.
- Helps in lowering cortisol levels.

Studies show that deadly cortisol levels caused from stress can remain elevated for several days after release, thus impairing the fish's immune response. Fish become vulnerable to bacterial, fungal and protozoan infections. Many of these fish die within 10 days after release. This is called POST RELEASE STRESS SYNDROME. PLEASE RELEASE ME and WALLEYE-SAVER are the only livewell treatments that are highly effective in preventing mortality due to life threatening STRESS.



PLEASE RELEASE ME and **WALLEYE-SAVER** when used in conjunction with proper livewell management techniques will reduce mortality in tournament caught bass and walleye.

Visit www.sure-life.com for more information

LIVWELL BASICS

AERATION, DISSOLVED OXYGEN & TEMPERATURES

There have been great advances in aeration systems today. Choose one that produces smaller micro bubbles. The smaller the bubble, the slower it rises, and the longer the bubble stays in the water. Oxygen is released into the water and not at the surface. Most of these aeration systems will supply adequate levels of dissolved oxygen.



Gases can be dissolved. Dissolved oxygen is the amount of oxygen available in the water for your fish. Dissolved oxygen levels are directly related to water temperatures. Cooler water holds more dissolved oxygen.

Vant Hoft's Law is a scientific principle that states "for every 20° F drop in water temperature there is an increase in the oxygen carrying capacity of the water by 25%. The end result is the reduction of the fish's metabolic demand for oxygen by 200% to 300%".

Optimum livewell water temperatures for holding bass range from 60° F to 75° F. For Walleye, gradually cool water by 10° F. To achieve this, first add crushed ice to lower livewell temperatures. We recommend block ice or frozen water jugs to maintain optimum livewell temperatures. **PLEASE RELEASE ME** and **WALLEYE-SAVER** will remove harmful chlorine from treated ice. Floating thermometers can be purchased at any swimming pool supply store and are an inexpensive way to monitor livewell temperatures. More expensive temperature probes can be purchased through Aquatic Eco Systems at www.aquaticeco.com. These probes have audible alarms when water temperatures exceed set points.

Hydrogen peroxide is an EXCELLENT tool for keeping dissolved oxygen levels high, it is also a VERY effective antimicrobial. Caution must be taken, because overdosing can damage the gills and eyes of your fish. Observe the safe and effective dosage rates as follows: ADD 1 OZ. OF 3% HYDROGEN PEROXIDE PER 4 GALLONS OF WATER.

Visit www.sure-life.com for more information

GETTING

THE LIVWELL READY FOR YOUR FISH

- Always try to fill your livewell away from dock or marina. The water around these areas may contain wastes and pollutants.
- Fill your livewell with cooler main lake or river water.
- Turn on aeration and recirculating system.
- NEVER OPERATE RECIRCULATING SYSTEM ON A TIMER, run continuously.
- Add proper amount of **PLEASE RELEASE ME** or **WALLEYE-SAVER**. Always follow label instructions when using **PLEASE RELEASE ME** or **WALLEYE-SAVER**.
- Flush livewell every two or three hours by running system in the flow through mode. This will remove harmful metabolic wastes.
- Check livewell periodically and add **PLEASE RELEASE ME** or **WALLEYE-SAVER** when the blue-green coloration fades or disappears.



Please Release Me is used and endorsed by Roland Martin

Please Release Me is used and endorsed by Doug Hannon "The Bass Professor"



By Tony Gergely and Doug Hannon (The Bass Professor)