



Fish Stink—You Don't Have To

Lovingly crafted by the wife of an avid fisherman to remove lingering fish and bait odors, De-Fishing Soap has won praise from fishing, hunting and outdoor enthusiasts the world over. De-Fishing soap doesn't

mask odors—it completely eliminates them. Its unique, patent-pending formulation harnesses the natural cleaning power of essential oils to effectively lift odors from hands, surfaces and fabrics. De-Fishing Soap can be used anywhere that odors lurk. The company guarantees that this soap will eliminate any odor or your money back. De-Fishing Soap is manufactured and bottled in California and exceeds the state's high environmental standards. It is 100-percent natural and biodegradable.

www.defishingsoap.com



Mojo...Defrosted

St. Croix expands the ever-popular Mojo lineup, adding namesake ice fishing rods. At first glance, the uniqueness of Mojo ICE is evident in its specialized reel seat and handle section. St. Croix rod crafter, Jason Brunner, elaborates: "The split-grip cork/EVA handle is pretty cool looking. But there's much more to it than that. The Mojo ICE split-grip handle offers a couple of significant advantages. The reduced mass makes the overall rod weight lighter. The split-grip also provides direct hand contact with the blank, significantly increasing sensitivity, especially for those who use the popular pistol-grip hold." All Mojo ICE models feature precision-tapered solid carbon blanks, boasting equal amounts of strength and sensitivity. The focused ice fishing tools are decked with stainless steel guides to minimize freezing and angler frustration. The Mojo ICE family is both broad and diverse, including ten models, spinning and casting.

www.stcroixrods.com



Kill Switches Go Wireless, with FELL Marine's MOB+

FELL Marine is in the business of saving lives. At this year's ICAST Show, they introduced the MOB+

(which stands for "man overboard"), a wireless cutoff switch packed with features to enhance safety, making the old cord-based system obsolete. FELL Marine's MOB+ stops the boat if the driver falls overboard. Created for maximum wearability, it can be worn as a wristband, in your pocket, clipped to your life vest/belt or around your neck on a lanyard. To get people to wear safety devices without compromising style and comfort, great design is imperative. Behind great design lies great technology. The MOB+ uses the proprietary WiMEA Protocol. With its lightning fast reaction time, 4D Antenna Diversity and AutoMOB features, it is like no other wireless system out there. FELL insists on the highest quality materials that can endure rough maritime use and blazing sun.

www.fellmarine.com



www.fishingtackleretailer.com



Jenko Booty Shaker

The Booty Shaker swimbaits from Jenko Fishing feature a unique soft plastic that creates a massive tail kick and wobbling action, even at very low retrieve speeds. The lifelike body is full and thick for pushing lots of water. They also feature UV-enhanced coloring along with a baitfish scent. The Booty Shaker was designed for fresh water bass fishing, but has quickly become a favorite for other species, including striped bass and redfish. They are available in 4-, 5-, 6-, 7- and 8-inch models.

www.jenkofishing.com