

Try Something New – Fizards – A New Kind of Fish Attractant

By Bernard Williams

If you've read any of my articles you will know I love to find and write about products new to the market. Well guess what? I've found a product all fishermen should try; at least the ones that use fish attractants. Being a writer I get all kinds of products to test; some work and some well you know. Every now and then a product comes along that makes sense to try.

I know what you crappie guys are saying, it's hard to beat Berkley Crappie Nibbles; but wait a minute, Fizards will



work for bass and crappie. The Fizards Pro-Staff Crappie Team of Kevin and Chris Horton from Cleveland, MS swear they catch more fish with them than they do with nibbles. They've tested them and Chris says, "We put them on 4 poles with and 4 without, the Fizards caught 2 to 1 over the crappie nibbles. We never leave home without them. It works wonders on Sardis, Enid, and Grenada. The only two 3 pound crappie we caught last year had Fizards on the hook."

Professional bass fisherman Don Terry of Jackson, MS also agrees that Fizards will trigger strikes during the spawn. "I embed them in my lizards and pitch it near a bedding bass. It doesn't take long before that ole sow picks it up. I think it's the fizzing the fish can't stand along with the shad scent. I call it my assurance", Don says. "I like the fact it's moldable, I can make it stay on the hook like a trailer. Most attractants are spray on, oil base solutions that only last about as long as half a cast. I've tried the soft plastics impregnated with scent; they just don't add anything to the presentation. I like Fizards mainly because it appeals to the senses of a bass."

Fizards was named "Best in Show" at ICAST this year. Go to their website (www.fizards.com) and online store.



They have some awesome videos on how they work. Fizards work for nearly every species of freshwater fishing. From ice fishing to catfishing, just mold them to whatever shape you wish. I love pulling crank baits. I recently took some Pearl colored Fizards and molded them to the back hook of my crank bait, guess what. It caught the biggest crappie of the day. I've always believed scent would increase your strikes. Fizards were convincingly better than nibbles in my tests. Like Don says, "Most attractants appeal to only two maybe three of the

senses of a fish at best; Fizards appeals to all their senses, and it's a lot more adaptable than any attractant I've ever seen".

Fizards come in 4 colors, Pearl (white), Watermelon (chartreuse), Bubblegum (red), and Black. Fizards contain shad-infused micro bubbles that are activated by water. When they're activated, they begin to release millions of bubbles lased with shad oil that fish can see, taste, smell, and feel. It's 100% biodegradable and the best part, it's made in the USA. It can be fished by molding it around the shank of your hook, underneath jig skirts, or you can ball it up and cover your hook entirely. It's an unbelievable presentation. Fizards sell for \$10 per jar or 4 jars of each color for \$36. Only problem you're gonna have is with your fishing partner, just don't overcharge him for a jar of Fizards. **Bernard**