

# PROTECTED PEPPER

with shield technology by Damsel IN DEFENSE®



Damsel IN DEFENSE®

Keeping people safe



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2020 Direct Selling Association Product Innovation Submission

## WHO WE ARE



In 2018 alone, there were over two million reported cases of violent crime, aggravated assault, and forcible rape. The Damsel mission, at its core, is to keep people safe. Safe from assault. Safe from abuse. Safe from sex trafficking. Safe from living their lives in fear of the trauma that affects 1 in 3 women in the US alone. Since Damsel launched in 2011, we have introduced over 85 unique products, each with the goal of affecting these statistics.

## THE STATISTICS

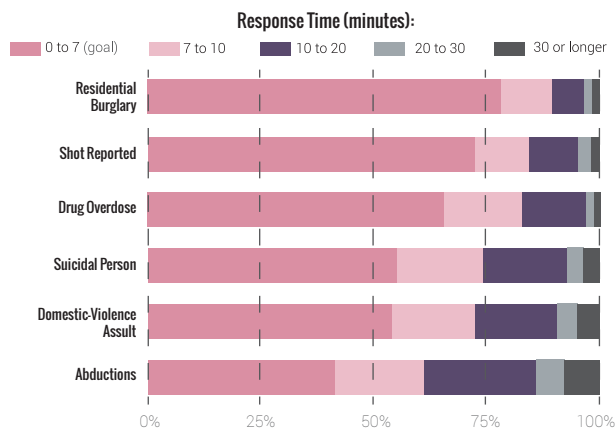
1 in 5  
women are  
**SURVIVORS**  
of rape

a violent crime  
occurs every  
**26 SECONDS**

## THE PROBLEM

### The 911 Gap

Police response time priority-one calls varies by call type.



Damsel in Defense products are designed to give users multiple layers of protection; from pepper sprays and personal alarms that work at a distance, to stun devices and striking tools which multiply our natural defenses up close. We realized that in the moments when individuals might be in the fight of their life, they have no way of calling for backup. So, we fought to create an additional layer of protection by harnessing multiple technologies, allowing us to discreetly and instantaneously send alert messages on behalf of those in the moments when they need us most. This resulted in the advent of Shield Technology; our exclusive safety system which allows users to send immediate alerts to a list of their trusted contacts during an emergency.

When individuals might be in the fight of their life,  
they have no way of calling for backup in that moment

## THE SOLUTION

The Shield Community app and Shield Technology enabled products leverage Bluetooth and cellular technologies to alert up to five trusted contacts that you have deployed your personal protection product. The app works independently of our Shield products and allows users to send emergency alerts free-of-charge.

The Protected Pepper sprays 18% OC pepper spray up to 16 feet, and its patent pending disable pin prohibits it from being used against you, but the enclosed Shield Technology is what sets this product apart. When you depress the nozzle, you trigger the Shield Bluetooth module that is housed within the unit. This button can also be activated without depressing the pepper spray nozzle, and it even works with the disable pin removed, ensuring that you are always able to send potentially life-saving message to your loved ones. The Protected Pepper is the only compact, disable-pin protected pepper spray at 18% OC on the market.

## THE APP



The addition of Shield Technology amplifies the effectiveness by immediately sending an emergency alert to the contacts of choice. This immediate response gives your contacts and first responders your pinpoint location while the app continues to send updates at user-defined intervals. The app requires a PIN to disable these alerts, so even if your device is taken from you in a struggle, the app will still alert your contacts. The app also features a demo mode which was designed to show the product's effectiveness without the risk of falsely triggering an alert. This has armed Damsel Pros with a sales tool that illustrates the product's effectiveness to potential customers in real time.

The Shield Community app offers peace of mind with or without a physical product. Coupling this feature with the effectiveness of the products we're already known for makes the Protected Pepper with Shield the most effective product in our catalog.

## THE DEVELOPMENT

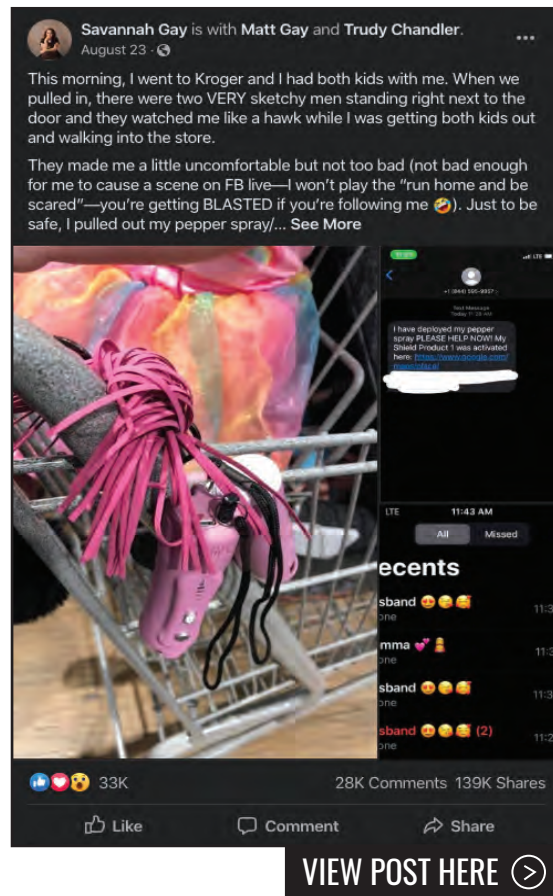
During development, we explored multiple options of generating these emergency signals and delivering them to their intended contact. We ultimately decided to implement a Bluetooth module attached to a printed circuit board that would connect to an Android or iOS smart phone. This was the logical solution to keep the cost low while leveraging what nearly everyone around us already has with them every day.

The Shield Community app uses GPS to acquire its location, then transmits that data to a server which relays the message to your contacts. This means that once the Protected Pepper is deployed and the iBeacon is activated within the device, it is quickly sensed by the app and the phone completes the process until it has been turned off. Using internet-connected servers rather than relying solely on the cellular signal from the mobile device also provides an extra layer of security and reliability to the process.



“When my daughter goes out in the world in a few years I need peace of mind that she can protect herself with pepper spray. BUT I also want peace of mind that if she has to use it I will know and can get help to her while she fights for her life. For three years, I have lain awake at night thinking about the problem and the solution. Three years of vision and development. Three years of blood, sweat and tears. In the name of Jesus, may this product and app be used to save lives. Thankful to God for His faithfulness.”

-Mindy Lin,  
CEO & Founder  
Damsel IN DEFENSE



## VIRAL INTEREST

This is an example of just one customer's testimonial and below are the engagement and results that that testimonial yielded

👍 33,000 Likes

💬 28,000 Comments

I need this!

I think every women needs this.

Let's get mom one!

➡ 139,000 Shares

📱 2,365 units sold

## THE RESULTS



Utilizing modular PCB boards and an app-based approach, we will be able to adopt the next generation of Shield Technology modules into a variety of different applications. Our next Shield module will be designed with flexibility in mind, and will be incorporated into our future pepper sprays, audible as well as silent personal alarms, stun devices, home security, and roadside emergency tools, all while utilizing our existing Shield Community app and technological solutions. Providing tools that satisfy a physical need, as well as offering virtual security options, are at the core of Damsel's unwavering commitment to changing the statistics around assault and abuse. Shield is peace of mind, redefined.

📱 Sold 1,500 units in less than 6 weeks

## CUSTOMER TESTIMONIAL

“My daughter works nights and as a mother I worry about her safety. When I heard about the Protected Pepper with Shield I knew I had to buy it for her. Recently she was out running errands and I received an alert that her spray was deployed. Not only was I able to see exactly where she was, but she was able to quickly send me a message telling me she was safe and that she had accidentally pressed the button. I can't tell you how reassuring it was (and is) to know that I can count on this product to alert me immediately if/when her spray is deployed and she does in fact need me.” - Staci Kidder, Damsel Customer