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## Pepper Spray Looks Good

By Lauren Bishop | Enquirer Staff Writer



It's being billed as every young woman's must-have gadget, next to a cell phone and an MP3 player.

It's sleekly designed and comes in three colors.

It is ... a canister of pepper spray.

Created by a Chicago-based company called Pepperface.com, the Pepperface.com Edition Palm Defender looks strikingly different from typically bulky pepper sprays.

Weighing 1.8 ounces and measuring 4.5 inches long, the aluminum canister contains what the company says are the world's smallest pepper spray inserts, which are replaceable. The spray is activated with a motion similar to clicking a pen and it impairs vision and breathing for 30-45 minutes. And it's designed to be a stylish addition to key chain or purse.

"The fashion approach is important for the demographic that's most at risk," says Keith Puckett, a 29-year-old Harrison native and former investment banker who is the company's co-president and CEO.

Puckett says Pepperface wants to be not just a pepper spray company but also an awareness campaign, similar to Lance Armstrong Foundation's yellow "LiveStrong" bracelets that raise money for cancer research.

Pepperface.com has adopted purple – the color that the National Center on Domestic and Sexual Violence designated to represent awareness of violence against women – as its signature color. It also devotes \$1 from every \$35 canister of spray sold to the organization, which says that one in three women, in their lifetimes, stand a chance of being attacked with the intent of sexual assault.

Delhi Township resident Mary Brigham, 45, bought a purple Pepperface.com Palm Defender because she had been looking for a pepper spray that would fit in her pocket.

It will make her feel more secure on her evening walks or using her season tickets to the Cincinnati Playhouse in the Park and the Cincinnati Opera, she says.

“I’m not afraid to go downtown, but this will be nice to have in my possession.”

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Information

To buy a Pepperface.com Edition Palm Defender or read more about it, go to [www.pepperface.com](http://www.pepperface.com).

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