

## **PEPPERFACE.COM LAUNCHES NATIONWIDE INITIATIVES TO BENEFIT SEXUAL ASSAULT AWARENESS**

*“Prevention Purple” Campaign to Include the Auction of Celebrity Bejeweled Self-Defense Devices; Proceeds to Benefit National Center on Domestic and Sexual Violence*

NEW YORK CITY, NY, APRIL 21, 2006 – Pepperface.com™, a new company and concept focused on women’s safety issues, recently unveiled a sleek stylish defense spray – the Pepperface.com™ Edition Palm Defender®. In an effort to generate awareness and raise funds for violence against women issues, Pepperface is launching the “Prevention Purple™” Campaign, contributing one dollar for every model sold to the National Center on Domestic and Sexual Violence.

As part of the campaign, the company is also launching a “Prevention Purple” Celebrity Auction this April during Sexual Assault Awareness Month. With the help of select celebrities, the signature Pepperface Edition Palm Defenders will be transformed into Swarovski Crystal-bejeweled accessories. The exclusive models will then be auctioned off on eBay, the World’s Online Marketplace® during the last week of May, with all of the proceeds benefiting the National Center on Domestic and Sexual Violence.

“One in three women will be attacked with the intent of sexual assault in her lifetime,” said National Center on Domestic and Sexual Violence Executive Director, Debby Tucker. “We are excited to partner with Pepperface.com to create awareness for this cause. This partnership allows us to bridge the gap from awareness towards prevention as well as generate funding to further efforts of the NCDSV.”

Sexual assault is one of the most underreported crimes, yet almost every minute, a woman in the U.S. is sexually assaulted. The “Prevention Purple” Campaign was designed to generate public awareness, with an emphasis on personal safety as a lifestyle choice. Recognizing the obvious marriage between the device and the issue, the Pepperface Edition Palm Defender is the designated awareness symbol for the campaign. Women toting the designer defense spray are promoting the cause and taking the extra step to prevention by protecting themselves. The “Prevention Purple” Celebrity Auction is being launched to utilize the influence of celebrities to further increase public attention on this vital issue.

“Pepperface is committed to doing our part in the fight against violence,” said Mladen Djanković, Founder of Pepperface.com. “Understanding that this issue affects women and their families everywhere, we share the belief that there is an urgent need to support awareness and education efforts.”

### **About National Center on Domestic and Sexual Violence**

The National Center on Domestic and Sexual Violence is a nonprofit organization based in Austin, Texas. The National Center on Domestic and Sexual Violence (NCDSV) designs, provides, and customizes training and consultation, influences policy, promotes collaboration and enhances diversity with the goal of ending domestic and sexual violence. For more information, please visit [www.ncdsv.org](http://www.ncdsv.org).

### **About Pepperface.com**

Pepperface is reinventing personal safety, converging innovation and style with social responsibility. Its “Prevention Purple” Campaign makes prioritizing self-defense a fashion statement by designating the Pepperface.com Edition Palm Defender as the sleek, stylish defense spray that is both an awareness symbol for violence against women and effective prevention against assault. The pepper spray device that is as at home on the red carpet as it is in the self-defense category, inspires social responsiveness and raises funds for the National Center on Domestic and Sexual Violence. The Pepperface website provides useful facts, vital statistics, and essential resources including help lines and links to national and statewide advocacy and counseling organizations. Pepperface creates a compelling environment that generates interest, encourages thought, and fuels action toward ending the violence and sexual assaults that affect every community in staggering numbers. For more information, please visit [www.pepperface.com](http://www.pepperface.com).