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‘Bling-Bling’ Gives New Line of Pepper Spray a Stylish Look

By Sarah Muench

A pepper-spray manufacturer is bringing “bling-bling” to the self-defense weapon in hopes of making it a popular sell among women.

Pepperface.com has created a new brand of pepper-spray bottles, sporting reflective crystals and stylish colors. They’re also available in necklaces and bracelets.

Why? Because those most at risk are young women, said Michael London, spokesman for Pepperface.com.

London said Mladen Djankovic started the Chicago company after a female friend was attacked and he realized pepper spray wasn’t marketed properly for women. London said he hopes the product will raise attention about personal safety, especially in the Valley, where two serial criminals are on the loose.

The bottles range in price from \$35 to \$295. For every purchase, \$1 is donated to the National Center on Domestic & Sexual Violence.

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