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## Pretty, Compact, Yet Still Packs a Punch

### *Personal Safety: Pepper Spray Gets a Fashionable New Look into an Attempt to Appeal to Modern Women*

By Tracee Herbaugh, The Associated Press

Who said fighting had to be ugly?

That bulky canister of pepper spray that Mom made you carry in college just got a makeover. Pepperaface-brand spray is a stylish accessory to be carried along with other fashionable must-haves like an iPod or Sidekick.

It comes in a sleek 3-inch canister that costs anywhere from \$35 for the traditional Purple Palm Defender to \$325 for a Swarovski crystal-laden design – and still do some damage to a bad guy.

Mladen Djankovic, the 29-year-old Chicago businessman who founded Pepperaface in 2005, said he was inspired to create it to protect the woman he was dating. He discovered that “the young modern woman didn’t consider pepper spray,” which was generally sold on hunting Web sites and looks like a large can of aerosol hairspray from 1982.

So he created the 2-ounce container, slightly larger than a tube of lipstick, that can be worn as a necklace or function as a key chain. It still packs a blistering punch that will stop an attacker in his tracks for up to 45 minutes.

“Now being fashionable can save your life,” he said.

Debby Tucker, the director of the National Center on Domestic and Sexual Violence, agrees that the sleek design “makes so much sense.”

“The utility of it and appearance will make people more interested in carrying it.”

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