

Invi Bracelet Uses Foul Smell as Nonviolent Form of Self-Defense

Dutch Social Startup Invi has developed an innovative self-defense product: the Invi Bracelet. Inspired by the skunk, the Invi Bracelet uses a foul smell as a natural defense mechanism. Founder Roel van der Kamp started looking for new ways of self-defense, after reading a report on sexual assaults. Three years of research and development came together in a wearable product; the Invi Bracelet is now ready to order.

This fashionable item works as follows. In case of an emergency, you can activate the bracelet by breaking it. The disgusting smell - created and tested with several research organizations - is released to distract and (sexually) demotivate the attacker, resulting in a non-violent form of self-defense. To ensure the bracelet is not activated by accident, the company developed a clever two-step activation mechanism.



(free from copyright when "Invi Bracelet" is mentioned)



(more press kit images available at www.invi.world)

In the spring of 2017 more than 100 people in Rotterdam participated in an independent pilot study conducted by Risbo, affiliated to Erasmus University. The findings show that people feel more empowered with a significant positive effect on a person's feeling of safety. The study also shows that some participants consider the Invi Bracelet as a non-violent substitute for more aggressive (e.g. knives) or (illegal) self-defense tools (e.g. pepper spray). Many self-defense experts that Invi has consulted emphasize that an increased feeling of safety, and thus a stronger and more confident appearance, can work as a 'first line of defense' and discourage the use of aggressive tools (a sharp object) as these can evoke more violent responses or can be used against their owner.

Although the bracelet could work preventative in dangerous situations, the problem of sexual violence is more complex: "sexual violence is a violation of human rights that is often ignored and people find difficult to talk about. Raising awareness, breaking the taboo and shifting how we talk and think about this issue is very important too". Each person can make a difference by actively expressing his or her values, reject any form of sexual violence and promote equality.

Invi *invites* both men and women to make a statement and wear the Invi Bracelet. It's the company's ambition to make the bracelet accessible and affordable for people all over the world. In order to do so, Invi is looking for (impact) investors, distributors, retailers or other potential partners who are committed to contribute to a safer world.

Come visit us at the Holland Startup Pavilion (Sands G – 51522) and take a look at our Invi Bracelet.

Order the Invi Bracelet now at www.invi.world

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