

SABRE
MAKE IT SAFE®



PERSONAL SAFETY BOOKLET

YOUR SAFETY, OUR COMMITMENT

SABRE provides **best-in-class** personal safety and training solutions, and we strive to **educate and empower** so that SABRE users are equipped with not only powerful products but also the **knowledge and confidence** to use them.



Best-In-Class **PRODUCTS**

#1 Brand Trusted & Used by
Public Safety Officers Worldwide



Manufacturing **EXCELLENCE**

Industry Leading Certifications & Testing
to Maximize Safety & Product Effectiveness



Exceptional **KNOWLEDGE**

Provider of Safety & Empowerment
Videos & Classes



Giving **BACK**

Proudly dedicated to supporting
501(c)3 charities

CHOOSE SABRE AND HELP MAKE IT SAFE®

Made in the USA 

WHY PERSONAL SAFETY?

Over 50% of Americans feel like they're in imminent danger at least one time per day, 39% avoid rideshares due to safety concerns, and 56% share their location with someone "just in case."

Safety looks different to everyone, which is why you should create a personal safety plan that fits your lifestyle and needs. Preparedness is key to being confident in your safety. As much as we hope that you never have to put your safety plan into action, it's better to be too prepared than not prepared at all.

Feel empowered to live your best life with safety education tips and tools from the leader in the personal safety industry for over 45 years. **Make It Safe.**

Source: Newsweek, July 2022

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PREVENTION

At SABRE, we believe preparedness is key to being confident in your safety. We want to help you prepare for the possibility of coming face-to-face with a threatening situation by sharing helpful information that can help lend an extra layer of security in dangerous surroundings.

Soft Target vs. Hard Targets

Criminals often look for soft targets or individuals who look vulnerable because they are walking with their head down, wearing headphones in both of their ears, look lost or distracted, have their hands full, or are alone.

By making yourself a hard target, you become less vulnerable to potential threats. Hard targets have a relaxed awareness about themselves. They are not paranoid that something threatening will happen, but they are aware of what is going on around them so they can prepare if needed.

Become a hard target by:

Walking with Confidence

This makes an attacker believe you would fight back. Keep your shoulders back, walk with a purpose, and make eye contact.

Keeping your Distance

If you stay 12 feet away from strangers, a potential attacker will have to take 2-3 strides to reach you. This gives you time to react and can draw the attention of other bystanders.

Walking with Engagement

This allows you to be alert to people, cars, and other situations around you.

Walk with a Buddy

When you are alone, you are more vulnerable. Attackers are less likely to choose a group of individuals.

Follow the Light

Light is an automatic crime deterrent. Staying in well-lit areas is essential, especially at nighttime.

When arriving at a destination, remember **10 seconds to safety**

<i>SECONDS</i>	<i>CONDITION</i>	<i>WHAT TO DO</i>	<i>ASK YOURSELF</i>
1-2	Destination is in eyesight	Scan the area	Is everything as expected?
3-4	Exiting car with elevated eye level	Notice surroundings	Are people around? How are they acting?
5-6	Approach destination	Gut check (always trust you instincts)	Am I uneasy? Is there somebody currently on the property? Should there be?
7-8	At the doorway/entrance	Scan the inside	Is anyone or anything out of place? ex. door is unlocked when nobody should be inside
9-10	Entering the venue	Final gut check	Any noises? Anything out of place? Are there any signs of violence or carelessness?

Verbal Escape Techniques

When facing an attacker, the first step is to **deter them using your voice**. Bring attention to the situation by yelling to alert bystanders and make witnesses of any people around. When you yell, remember that to the attacker it's not about how loud you scream, but **how determined & convicted you look when you do it**. It's OK to be rude if it means you will be safe!

Common Verbal Deterrents:

- Stop!**
- Leave me alone!**
- I don't know this person!**
- Dial 9-1-1!**
- Help!**
- Get away from me!**



PROTECTION

Personal safety is personal, so you want to be sure to select products as part of your personal safety plan that you will carry with you and feel confident using.

There are multiple "levels" of safety products you can carry with you that offer tiers of self-defense. Check out the recommended levels of protection below to decide what works best for you.

Level 1: Get Attention with Personal Alarms

Good

This is your next line of defense after using your voice. Ear-piercing personal alarms can alert those around you that you are uncomfortable or unsafe and can help scare off a threat.

While each personal alarm has specific benefits and features, they all can be heard up to 1,200 feet away—the distance of four football fields—and they are easy to use & carry.

Shop Personal Alarms Here 

How-to Use a Personal Alarm 



Level 2: Deter from a Safe Distance with Pepper Sprays & Gels *Better*

Pepper sprays and gels offer protection up to 12-ft, maintaining distance between yourself and a potential threat while giving you the ability to defend yourself. For convenience and easy access at a moment's notice, they are available with keyrings, belt clips, and athletic armbands. Some even have added features like a detachable safety whistle.

In the event of an attack, hold your pepper spray or pepper gel in your dominant hand and spray side-to-side across the attacker's eyes from ear to ear for best results. For accuracy, hold pepper spray or pepper gel trigger with your thumb.

Shop Pepper Sprays & Gels Here ▶

How-to Use Pepper Spray & Gel ▶

How-to Choose a Pepper Spray ▶

Level 3: Deter & Alert Trusted Contacts with SMART Pepper Spray *Best*

SMART Pepper Spray provides you with the ability to defend yourself and takes your safety to the next level by utilizing Bluetooth and geo-tracking technology. Connecting to the SABRE Personal Safety App downloaded to your smartphone, when the pepper spray is deployed, it will notify your selected contacts of your exact location. Additionally, it is refillable, rechargeable, and comes with a practice spray canister so you are better prepared to use it in an emergency.

Shop SMART Pepper Spray Here ▶

How-to Use SMART Pepper Spray ▶



IN-PERSON SAFETY TRAINING

Self-defense classes empower you to be confident in your safety. You can learn self-defense techniques, how to safely use a personal safety device, and other safety tips. SABRE offers personal safety training classes to educate you on how to identify threatening behaviors, skills to discourage potential threats, and techniques on how to escape dangerous situations, including training with pepper spray.

Whether it's kickboxing, martial arts, or **SABRE's Personal Safety Academy**, sign up for a personal safety class before you head back to campus and feel more confident.

Locate a SABRE Personal Safety Instructor 



YOUR SAFETY, OUR COMMITMENT

For over 45 years, our mission has been to encourage and help Make It Safe so SABRE users can live confidently and enjoy the things they love with personal safety products they can trust.



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