

It's NEW!
It's MEAN!!
It's GREEN...
It's "MEAN GREEN"™
Self Defense Spray from FOX LABS

FOX LABS is first again!

In response to public demand, **FOX LABS**, the recognized leader in self-defense spray innovation, introduces "**MEAN GREEN™**" "**H₂OC™**" — **green, water-based OC formulas** consisting of resin rated at 3,000,000 Scoville Heat Units (SHU) that is so purified it is virtually clear. Not even FOX LABS' 5.3 million SHU resin used in their famous "FIVE POINT THREE™" formulas is as pure. This has enabled **FOX LABS** to add green dye to the formula making it distinctive from all other formulas in the marketplace. It not only maintains the legendary stopping power that all **FOX LABS'** formulas are known and recognized for, but with the addition of the green color they offer the additional benefit of a deterrent that makes assailant identification much, much easier.

FOX LABS' "**MEAN GREEN™**" "**H₂OC™**" formulas fulfill the last remaining niche in the self defense spray market that was not addressed — **formulas that have intense heat, potent stopping power, true non-flammable properties and an easily visible green I.D. dye** that can take days to remove from the skin. The addition of this highly visible dye means that the person who is sprayed will have to stay out of the public eye (possibly missing work, avoiding friends, family and even strangers) for days, or risk being identified as an assailant. This will make the job of identifying these assailants much easier for police, and it will be an added deterrent to the bad guys because they know that if sprayed they will be easy marks for apprehension.

■ "**MEAN GREEN™**" is only available from Fox Labs International, Inc., and their authorized dealers/distributors ■

We market the best products in the world. So, what are you using?

FOX LABS International, Inc. • www.foxlabs.com • sales@foxlabs.com
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"MEAN GREEN"™

"H₂OC"™

Product Specifications

AVAILABLE SIZES:	1.5 ounces (43 grams) and 3-ounces (84 grams)
SPRAY PATTERNS:	Heavy Stream and Cone Fog
BASE RESIN:	3,000,000 Scoville Heat Units (SHU)
BASE RESIN CAPSAICINOIDS:	20.4
NOZZLE HEAT and	180,000 SHU
MAJOR CAPSAICINOIDS:	1.22
TYPE OF FORMULA:	H ₂ OC™ (Water-based, 6% OC)
NON-FLAMMABLE:	YES

Here are the "real facts" about Nozzle Heat

Few people in the world can figure out more ways to sell products than Americans. It is called marketing, and no one on the planet appears to do it better than we do. Of course this doesn't mean that what is stated is always the truth, or at least the **whole truth**, which would allow consumers (*that's you*) to make truly informed purchasing decisions. Point in fact, the term "nozzle heat."

A few years ago the term "nozzle heat" started appearing in marketing materials from a couple of different defense spray companies. Since then it has been spreading like a virus via the Internet and numerous e-commerce stores. We happen to believe that its inception was brought on by the introduction of Fox Labs' (now) famous "**FIVE POINT THREE**" formulas in August 1998. You see, once Fox started using their 5,300,000 SHU pepper resin—the purest OC resin ever used to create defense sprays—these other companies had to figure out how to deal with Fox Labs' superior formulas in a way that would make their formulas sound better, even if they couldn't out perform those of Fox Labs. Someone got the idea that it didn't matter what went into the formula, it was what was coming out of the nozzle that was important. And Fox Labs actually agrees with that assertion—*up to a point.*

Here are the "real facts" about **Nozzle Heat**

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Here, briefly is the "whole" story on nozzle heat: the "marketing tool or term" of choice for defense spray companies that prefer to use higher percentages of less pure, lower grade resins. It provides them with a way to create impressive sounding numbers to woo an unsuspecting consumer, but they fail to share the "complete" story, which is...

Less pure resins have much, much more color, sugar, oil and junk in them. This is why the formulas that use them are dirty looking, opaque liquids—you can easily see this when they are discharged because they make whatever they hit look like it has been spray-painted. Now, when companies pump up the percentages of this less pure resin used in their formulas (usually 10% or higher) they are actually increasing the levels of this worthless, **miscellaneous stuff that has nothing to do with stopping power.** **What this "stuff" really does is slow down—that is, actually delays—how fast these formulas can work.**

So, for example, brands using 10% of a 1,500,000 SHU or 2,000,000 SHU resin (*or even higher percentage versions!*) will have "nozzle heat" numbers that sound really great (150,000 SHU and 200,000 SHU in the above example), but **what they are actually doing is increasing the amount of inert matter in their formulas. This makes it impossible, really and truly impossible for them to work faster than Fox formulas that use a lower percentage of purer resin.**

Why does this matter? Because **the main feature of a product in this category** (defense sprays) **is how fast it can bring someone into compliance, or stop them from attacking.** This means that for the sake of marketing, or perhaps a more honest way to put it, to mislead the consumer—be it civilian or law enforcement professional—these companies use higher percentages of low-grade resins so their "nozzle heat story" sounds good, but the performance can be greatly compromised. The bottom line is how safe, how fast, how wide ranging is the effectiveness of the formula regarding different types of people/circumstances. As anyone who has ever compared products already knows, **Fox Labs Premium Defense Sprays** remain unmatched. (*Fact: Comparing apples-to-apples, if Fox Labs were to use a 10% formula they would have nozzle heat of 530,000 SHU and 3.5% major capsaicinoids!!! Pretty impressive, and scary, huh?*)

Additionally, the cost savings these companies receive in using less pure resins is incredible! (You knew there had to be something about their saving money in here didn't you?) Fox Labs pays up to ten times more for their pepper (OC) resins than these other companies, yet their prices have always remained competitive. So when you are paying less for these higher percentage products it isn't because you are getting a deal, it is really because you are getting what you are paying for—*simply cheaper, slower-performing products.*

Here are the "real facts" about **Nozzle Heat**

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Now, you may be asking yourself, where does this put "MEAN GREEN,TM H₂OCTM" which uses a 3,000,000 SHU resin? Well, we are glad you care—which means you are really paying attention because you apparently take this seriously—just as we do.

To process a resin to the point of having virtually no color at all, which is what Fox Labs' 3,000,000 SHU resin has, you must do extensive filtering, or purifying. This cleansing process is so intensive that it actually removes some of the heat-bearing properties (capsaicinoids, which also contain sugars). There is no alternative. To get something so pure requires a sacrifice. Matter-of-fact, not only is there a sacrifice in the additional time it takes to do this, but the price to create this new resin is 50% more costly than the 5.3 million SHU resin Fox Labs has been using in their famous "FIVE POINT THREE" formulas. So, once again, you can see that Fox Labs is putting the quality of the end product over their profits so you can have a superior formula with which to protect yourself, and loved ones.

This isn't as foolish, or perhaps some may say self righteous, as it sounds. This is because Fox Labs respects the consumer, be it a law enforcement professional or someone's mother, knowing that they are really pretty smart. They also realize that if you build a better mousetrap (in a manner of speaking) people will not only beat a path to their door (and those of their dealers) but they will also tell others who will in turn do the same. Someone once said, "Nothing succeeds like success." And someone else stated, "The harder I work the luckier I get!" Fox Labs has found that you simply can't go wrong by investing in the best ingredients, to make the best products, and then back them up with outstanding service and fair, competitive pricing. They simply call it, "Always maintaining integrity. Period."

Now, to finalize how using a lower SHU resin can *actually* be good news for you. Even though Fox Labs' newest resin has a lower SHU rating, it is still much, much, much purer than the resins used by other companies, and therefore it is still going to have very fast-acting, and reliable stopping power. Remember, this new resin is actually purer than the resin Fox uses in their legendary "FIVE POINT THREE" formulas. So, even though Fox Labs is using a 6% concentration of their three million SHU pepper resin in "MEAN GREEN,TM H₂OCTM" it cannot have the same problem that exists with all of the other defense spray products that use higher percentages of lower grade resins—because for over 15 years Fox Labs has been proving that putting superior ingredients into the formula results in superior stopping power when it comes out of the nozzle.

So, what do you want? Something that *sounds* good, or something that *is* good? It is your life and you are the only one that can put a price on it. **Don't you think you are worth an investment in a product that uses superior ingredients, so it can yield superior results when it comes to your safety?**

We market the best products in the world. So, what are you using?

