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**Tagline:** “Confidence, activated”

**Long Beach, California – February 2<sup>nd</sup>, 2026** – ElbeeGuard™, a new personal safety and self-defense company, focused on providing reliable, and seamless protection for women, today announced the launch of its newest product, ElbeeGuard Fin™.

ElbeeGuard Fin™ is a lightweight, wearable self-defense device designed to support multiple safety needs in everyday situations. It features a dual alarm system that activates a loud deterrent alarm and/or a silent SOS that notifies emergency services or contacts and shares live location through a connected smartphone. Fin™ also includes an integrated pepper spray release for immediate physical protection when needed.

Designed with women in mind, ElbeeGuard Fin™ is compact and intended to be carried as an everyday accessory, easily clipping onto a bag for consistent access. Many personal safety devices rely on bulky or aggressive tactical designs that can feel intimidating or impractical for daily use. ElbeeGuard Fin™ takes a different approach, prioritizing a subtle, approachable form paired with serious safety functionality to encourage regular carry and real-life usability.

ElbeeGuard is committed to providing quality safety products at an accessible price point to ensure more women have access to safety resources. The company intentionally invests in thoughtful design, durable materials, and responsible manufacturing practices to deliver products customers can trust.

For more information about ElbeeGuard and the ElbeeGuard Fin™ product line, visit [elbeeguard.com](http://elbeeguard.com) or follow [@ElbeeGuard](https://www.instagram.com/@ElbeeGuard) on Instagram.

### **About ElbeeGuard**

Founded in 2024, ElbeeGuard™ was created to address the need for simple, reliable personal safety solutions designed for everyday life. The company focuses on developing protection tools that balance function and thoughtful design. ElbeeGuard envisions a world where women feel confident and prepared to move freely through their daily lives.

ElbeeGuard™ is currently under new executive leadership, appointed to guide the company into its next phase of growth. The executive team includes CEO Carmen Fuentez-Hooton, COO Marc Kupfer, CFO Michelle Ramirez, CMO Keren Martin, and CIO Kirsten Miller. Together, the leadership team brings cross-functional expertise to support ElbeeGuard’s mission of expanding access to dependable personal safety solutions for women.