



Brand X: 5.3 million divided by 16 million = 33.1% times .02 = .66% Capsaicin Content

Pepper Enforcement: 2 million divided by 16 million = 12.5% times .08 = 1.0% Capsaicin Content

In this example Pepper Enforcement is much more effective than Brand X

15% Oleoresin Capsicum (OC) 3 Million Scoville Heat Units (SHU) 3.0% Major Capsaicinoids

Simply stated, in their categories, these are the best products in the world. All of these units, unless noted otherwise, are in-stock containing our famous 2% formulas using 5.3 million SHU OC resin. All FOX formulas are non-flammable and Taser safe.

The safest, most intense and effective defense sprays you can buy!

Fox Labs International's Premium Defense Spray Products® are formulated to be the safest, hottest and most effective you can buy! All of our sprays are non-flammable, Taser-safe, and available in a wide range of sizes with varying percentages of pepper (OC), combinations of pepper and tear gas (CS) and ultra-violet dye, plus the newest addition, MEAN GREEN® H2OC®--the world's first GREEN pepper spray! You will also find that we have a spray pattern to fit your every need, including our famous heavy stream and medium emission cone-fog sprays for our 2, 3 and 4-ounce units. Upon close inspection you will find that only the highest quality materials and components are used in the manufacturing of these products. If we can do it better, tell us how it is possible.

2 Million Scoville Heat Unit (SHU) Rating

All Fox Premium Aerosol Defense Sprays® use organic pepper resins that have at least a true 2,000,000 Scoville Heat Unit (SHU) rating. We were the first company to use resins with this intense rating in a 5% product and our formulas are still unsurpassed! In 1998, we became the first and only company offering a true 5.3 million SHU resin in a 2% solution. These formulas are legendary! Don't take our word on it. Browse the Internet and see what people in general, and LE professionals specifically have to say. Additionally, the word 'true' is very important, because some companies have their own systems of heat measurement, or they are not even using organic resins, but rather something called PAVA, which is artificial OC, and not nearly as effective as the real stuff. What that means to you, specifically, is that they may say their sprays have the same intensity as FOX, but in reality they are far weaker, and less likely to afford you the same kind of results when you need them.

The bottom line is this:

If you are serious about wanting the absolute best products of their kind you really must consider the FOX line-up of superlative aerosol defense sprays. Once you use them we know that you will agree with the hundreds of thousands of police officers, deputies, corrections officers, government and military personnel and civilians that already believe there are none finer in existence. You will find that, like you, we take our job seriously.

SPECIAL NOTE: Although we do everything we can to ensure that our units will perform exactly as expected, it is possible for a number of reasons a unit may fail to do so. Although the odds of this happening with FOX brands are extremely small, (literally a mere fraction of one percent) it can happen in varying frequency to units of any brand from all manufacturers. As such, if it would make you feel more comfortable or safer, it is okay to give your unit a short test burst to make sure it performs as you expect. This should not affect future performance. You should only do this outside, ideally in an open area--away from other people and animals, with the wind, if any, to your back. If you decide to do this, we do suggest that you use a cotton swab or some other absorbent material with alcohol on it so you can clean out the spray nozzle opening and surrounding surface area. This is to make sure you remove any pepper residue from the test spraying, so you do not accidentally touch the contaminated area and then touch a part of your face or body - resulting in a most unpleasant experience!

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 outperform those of Fox Labs. Someone got the idea that it did not 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.

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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.

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