



***BE READY
BE SAFE***

***Your guide to using MUNIO
against common attacks***





Thanks for choosing the MUNIO Self Defense Keychain for your personal safety

The name MUNIO (pronounced “moon-yo”) comes from a Latin word meaning “I defend” or “I protect” which perfectly reinforces our mission to empower you.

MUNIO has been enthusiastically embraced by the self defense and law enforcement community, and continues to gain recognition as an innovative and effective self defense tool.

In this guide we will show you how easy it is to use MUNIO for protection against a variety of common “street attacks”, and present some basic but important safety concepts.

The Fighting Back Concept

Whether crossing a mall parking lot or walking down a street at night, danger can lurk anywhere. You should be ready, and able, to protect yourself. In other words, ready for self defense.

In its simplest form, self defense has two layers. The first layer is trying to avoid, or even divert/de-escalate a threat. It starts with remaining alert and aware of your surroundings at all times. That’s not being paranoid, its conditioning yourself to be alert. Completely avoid, to the best of your ability, people and environments that make you uncomfortable or you know are simply dangerous. Listen to your gut instincts that can sense when something is wrong or dangerous... and avoid it!

If your situation has gone well past the point of awareness and avoidance and you are suddenly threatened, you can use any de-escalation strategy you know of to try to deter a physical attack. Unfortunately, that can be easier said than done.

Because there are so many variables involved, you might get caught off guard, or the threatening situation has escalated and now you have to react aggressively and decisively to escape a potentially life threatening situation. The second layer starts the moment you are physically assaulted and its time to act!

You now have to use everything in your power to fight back quickly and decisively so you can escape safely. Sure, no one really wants to have to fight off a criminal, but you just may have to. Unfortunately, you just never know...

Fighting back, some how, some way, or with some thing, can give you a huge personal safety advantage. National research has shown that forceful physical resistance is an extremely successful strategy to prevent rape. In fact, a woman who fights back aggressively gains an 86% chance of avoiding the rape and incurs little chance of additional injury!



How to Hold and Use MUNIO

(1) First, it's important to hold MUNIO correctly. Place MUNIO in your dominant hand with the tip sticking out below your pinkie finger. The other side with the keys will be sticking out above your thumb. This is a comfortable and powerful grip, and will allow you to use the point to strike both forward and backward, as well as easily whip an attacker with your dangling keys.

(2) The moment an assault starts, strike or whip the closest part of the attacker's body – and HURT him! Strike with the pointed end or swing your keys and whip with as much speed, power and intensity as you can! Try to cause as much pain as possible to disable your attacker. Thin skinned areas close to bone are ideal to maximize the pain of the strike. The entire head, face, eyes and neck are great targets, as well as the top of the hands, the forearms, the thighs, etc.

Whether you are striking with the point, or whipping with your keys, or a combination of both, fighting back turns you into a “hard-target” instead of an “easy victim” and can immediately alter the dynamic of the attack in your favor. Your goal is to disable the attacker as quickly as you can so you can escape to safety without being harmed – NOT to stand and fight it out with the attacker, nor beat them to a pulp.

2 Simple but Helpful Self Defense Concepts

(1) You may have to put multiple movements together, rather than relying on just a single move. For example, a strike to the face with the pointed end could be followed immediately with another similar strike, and/or whipping with the keys. Think of it like chopping down a tree. Some trees are bigger and tougher than others. To cut them down, you simply have to chop more.

(2) If an attacker grabs you tightly around your body (*like a bearhug*), immediately squat slightly. This will give you better balance, and make you much harder to lift up.



Additional Points

Before we move into some actual physical tactics with MUNIO, here are a few points that will not only keep you safer from the start, but can even help you use MUNIO more effectively.

(1) Obviously, MUNIO will not work if it's buried in your purse or pocket. If you are in an environment where you have any concern about your safety – you should already have MUNIO in your hand, ready to use. A criminal will not politely and patiently ask if they can attack you... nor wait for you to get yourself or your defensive weapon out and ready.

(2) Use any other physical self defense tactic you know of and are comfortable with (such as biting, scratching, screaming, traditional martial arts, etc), along with, or without MUNIO, if it can help you to escape quickly and safely.

Additional Points (continued)

(3) MUNIO is not a “magic” criminal destroyer. It does not work by itself. It works in combination with your intention and commitment to survive. It will not repel criminals with a gentle tap... but it sure can with your aggressive force and willingness to protect yourself.

(4) If you are concerned about whether you will be able to fight back at all, then think of this. There is a primitive “survival” instinct in all of us. For most, that will turn on and make the difference.

Here’s a thought. What would you do if an attacker was trying to hurt your child, or other loved one?” Will you run away and leave them helpless, OR, transform into the mega-protective “momma bear” ready to tear apart anyone who would dare threaten someone you love?

Be that “momma bear” for yourself too. That’s a really important concept. Self defense not only protects you then and there, but prevents potential long term physical AND psychological damage to yourself, AND your loved ones.

(5) Whenever you are physically defending yourself, continue to use additional strikes and/or whipping with the keys until you have hurt/disabled the attacker enough so that you can escape quickly and safely.

(6) There is no self defense style, technique, training or product that is absolutely guaranteed to save you from every kind of attack... but they can give you a critical personal safety advantage that could just save your life. That’s what MUNIO does!

(7) While every possible scenario is not covered in this e-book, the ones selected are representative of common attacks. The concepts and actions used to defend yourself with MUNIO shown here can also be applied to other attacks/variations not seen in this publication. This also reinforces how simply and naturally MUNIO can be used against a variety of attacks.



Attacks from the FRONT: Neck Grab / Hair grab / Chest grab (with 1 or 2 hands)

These attack scenarios are grouped together because whether you are grabbed by your neck, your hair, or your chest, you can still use the same defensive moves with MUNIO. Essentially, because the attacker's arms will be in the same height and location, you can use any of the options shown here.

Different Grabs on the Neck, Hair and Chest



Defensive Option 1

Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Defensive Option 2

Strike the closest area of the attacker's face, top of head, neck or upper chest with the pointed tip.



Defensive Option 3

Strike the rib area under the attacker's armpit with the pointed tip, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Defensive Option 4

Swing fast and whip the closest part of the attacker's face/neck/eyes with the keys.



Attacks from the FRONT: Bearhug Grab around your arms



Defensive Option 1

Strike with the pointed tip into the closest area of the attacker's side, torso, or hip or leg, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Defensive Option 2

Strike with the pointed tip into the lower back/spine, (causing the attacker to arch away from you) and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Attacks from BEHIND: One arm choke



Defensive Option 1

Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Defensive Option 2

Strike backwards into the closest area of the attacker's side, torso, hip or leg, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Attacks from BEHIND: Hairpull Grab



Immediately turn/pivot to the side (right or left), while stepping back and lowering your body to improve your balance and power.



Continue turning and strike with the pointed tip into the closest area of the attacker's body that you can easily reach.



This shows a turn made in the opposite direction with a strike into the attacker's side.



After you have turned in and struck, you will be practically facing the attacker (even if you missed your first turning strike). Follow up immediately with another hard strike and/or whip the attacker in the face with your keys.

Attacks from BEHIND: Bearhug Grab around your arms



Defensive Option 1

Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



Defensive Option 2

Twist into the attacker and strike backwards into the attacker's upper leg or groin.

Frequently Asked Questions

These answers may help with questions you have yourself, or give you additional information.

Q| Will MUNIO really stop an attacker?

A| *To be honest, we hope you never need to use MUNIO, but heck yah it works, and can stop an attacker! Although MUNIO is uniquely attractive and innocent looking, it is an evolution of other martial arts tools that have been used successfully for self defense throughout history.*

Some people have the misconception that since MUNIO does not have a razor-sharp point (by intention), it will not work, or ever hurt an attacker. Trust me, it will. When we teach MUNIO Self Defense Workshops its very easy to convince people just how much MUNIO can hurt. They simply hold MUNIO and gently press the tip into their arms, chest, hands, thighs, face... and when they imagine doing that with full force, they literally get the point. I have yet to have a single challenger of MUNIO's impact power (and pain potential) who will allow me to hit them anywhere on their body with full force. And then when we demonstrate whipping a bunch of keys across the front of someone's face, their appreciation of the damage that can be done is even greater.

I also remind people that instead, you could carry a razor-sharp knife for self defense if you prefer. But, that is a lethal weapon with legal restrictions, and you can't carry an open knife easily in your pocket, purse etc. without potentially harming yourself (or whatever you are trying to carry it in (goodbye expensive purse). Nor should you be walking around carrying an open knife... unless you want to do a lot of explaining...

Of course MUNIO will not magically repel a criminal with a gentle tap and a few kind words. It is meant to be used with your maximum force, speed and aggression.

Q| Why would I need MUNIO?

I don't ever want to get that close to an attacker...

A| *Well the fact is you don't get that choice. But an attacker does, and typically wants to get very close to you. So... you need to be prepared, even for what you don't want to happen.*

Q| Why would I need MUNIO? I'll just kick 'em in the balls...

A| *Groin strikes can be effective... or not. Did you ever consider the fact that most males have been instinctively shielding their groin from the day they discovered its a sensitive area? Did you know that some criminals have actually worn a protective cup when they are out on the prowl? Groin strikes can work, but don't depend on them alone.*



Q| Why would I need MUNIO? I have a gun... or my husband carries a gun...

A| *I applaud legal gun carry and have a Concealed Carry permit myself. Guns can be very effective for self defense, but there are limitations. If your husband carries a gun, then what about when he's not there? Do you have the proper training to quickly deploy/access your gun? If you are surprised and, for instance, are grabbed from behind, can you quickly get to your gun without a dangerous struggle? Are you fully aware of the legal aspects of using a gun?*

I have found that many MUNIO owners are gun owners who like the freedom to legally and openly carry MUNIO practically anywhere for immediate use. For them, their MUNIO covers those in-between environments where their gun is not practical, legal or accessible.



Q| What if the attacker has a gun? Or knife?

A| *In the case of a robbery with a gun or knife (whether you are holding MUNIO or not) you should be compliant and give the criminal your money and hope they will take it and leave you unharmed. Your life is way more valuable than your wallet or purse. This is one situation where we recommend complying with the attacker, at least initially. If the threat escalates you may have to risk a counter attack (with or without MUNIO) when the lethal weapon is less of, or not a threat.*

Q| What if the attacker throws/drops me onto the ground?

A| *Try your best to keep hold of your MUNIO as you fall to the ground, and then continue to fight back to the best of your ability. Although you may have limited range of motion, keep fighting back using the same striking and whipping concepts that you do from a standing position. Even if you have not held on to your MUNIO, continue to fight back! Don't forget about biting, gouging, scratching etc. and screaming (to try and attract attention and help).*

Q| What if the attacker grabs my wrist or hand holding my MUNIO?

A| *While this is not a happy answer, it is a practical one. If you can't use your MUNIO then you have to rely on whatever physical skills you can, until you may be able to use it. For instance, you can use your other arm/elbow to strike, or either leg for kicking or knee strikes.*

Q| How does MUNIO compare to pepper spray?

A| *All self defense products offer you an advantage, but ironically, MUNIO was designed to overcome other products' disadvantages. Pepper spray products can be effective, but there are several concerns and limitations.*

Although it is not widely publicized, it is recommended that you purchase two pepper sprays so you can actually practice using it quickly and efficiently, and develop your ability to aim accurately. Pepper spray products must be sprayed in the face to work effectively, so you need good aim to properly target the attacker, which may not happen in a panic situation. For more concerns, please see the FAQ page of our site and look for the question about pepper spray. In addition you can watch our MUNIO vs . Pepper Spray video.

Q| Can/should I use MUNIO to stop a dog from biting me?

A| *Yes. Its actually been done, and it worked. The dog ran off in pain! That's not MUNIO's primary purpose but you can consider the dog just another type of attacker.*

Q| What if the attacker is wearing clothing that minimizes/prevents the pain of the strike(for example, a dense winter/leather jacket)? Or, the attacker is just a really tough guy, or is on drugs, and does not react to the pain of the strike?

A| *If at first you don't succeed, try, try again. Look for other, more open targets and strike them, especially around the face and head. Keep striking and fighting back. That very act can help to create space for you to escape, or give you a better opening for another strike. If you do not seem to be able to get the typical pain reaction, try to inflict severe, incapacitating, and potentially lethal damage by striking at the eyes, temple and throat. Yes, that's ugly, but possibly necessary, especially if you are in fear for your life.*

Q| Have you had any people tell you they've used MUNIO and escaped an attacker?

A| *Yes, we have gotten thankful reports that MUNIO has been used successfully to stop an attacker. Here's one story that ironically happened in our hometown. All the more inspirational because we have a "thing" against bullying.*

A 7 year old school girl was being relentlessly and aggressively bullied by a few 11 year old boys. By coincidence, her 16 year old sister had recently attended a MUNIO Self Defense Workshop and received a MUNIO. The older sister gave her younger sister the MUNIO and showed her how simple it was to use. Literally, within days, the 7 year old girl was harassed by the bullies again. She was choked from the front (which is legally, at the very least, simple assault) and managed to get away, but was then grabbed from behind around her throat by another boy and choked again. Fortunately, she had the sense to pull her MUNIO out of her pocket and strike the attacker. He let go in shock and pain and she followed up (like quite the pro) whipping back and forth at him with her keys... and they ran off!

Rumor has it, that even a week later, the bully she struck was still bruised from the 7-year old girl's counter-attack with MUNIO! Fortunately, we heard that those boys stopped bullying her, and we can only hope they learned a lesson and will not bully anyone else.



The MUNIO Vision

I'm a martial arts/self defense teacher, and have trained victims of rape and other criminal violence. Sadly, those people came to me for help after they had already been hurt... which to me, is far too late.

I wish that everyone could be prepared, and able, to protect themselves against an attacker. I was so troubled by innocent people being harmed that I felt compelled to create a better solution. One that would empower people with a personal safety advantage, but without lengthy, demanding, traditional martial arts training.

I analyzed the pros and cons of existing self defense tools and envisioned a product that would overcome many of their disadvantages and limitations. I analyzed important factors like: practical effectiveness and versatility, legality, ease of use, aesthetic appeal, lethality, public perception/social acceptance, accessibility, personal use risk, size, shape and ergonomics.

I combined my professional skills as both a martial artist and a graphic designer, and created a solution that performs well across the entire spectrum of issues. I named it the MUNIO Self Defense Keychain, because the word "munio" is Latin for "I protect", or "I defend" – which perfectly aligned with my objective.

MUNIO merges the simplicity and versatility necessary in an effective self defense tool with the appeal of "designer style." The attractive, discreet result encourages you to openly carry MUNIO anywhere you go, and gives you an immediate personal safety option.

Hopefully, you will simply carry MUNIO as a stylish accessory, and never have to use it for protection. But, in a threatening situation, I am confident that MUNIO will keep you safer.



Phil Ventrello is a passionate advocate of self defense. He is a martial arts Master Instructor (5th degree black belt) and teaches Chon-Tu Kwan (Combat) Hapkido in Erie, PA. He is a member of the American Women's Self Defense Association, and was inducted into the Action Martial Arts Hall of Fame for his outstanding dedication to the martial arts.

In addition to MUNIO Self Defense, he owns and operates SANCTUS, an art and design studio which specializes in digital artwork for specialty products and home decor. Phil earned his design and graphic arts degree from Edinboro University and is a member of the Northwestern Pennsylvania Artists Association.

Supporting the Vision

I remember when Phil first introduced the idea of MUNIO to me... and I was SOLD! Having 20 years of sales and marketing experience at the time, I knew this one would be a sure hit.

As a woman, I can understand the reluctance many of us have to carrying a self defense product – despite knowing it can be a huge safety advantage.

The fact that MUNIO appeals to fashion conscious people and provides them with "safety insurance" makes MUNIO such a great product for everyone!

For years I had been searching for a product with a huge purpose, and a partner to share that purpose with. MUNIO's purpose of saving lives goes beyond the surface. Surviving a violent assault leaves a traumatic mark on that person, as well as their loved ones. Those lives are never the same.

Knowing we can help to prevent that with MUNIO is a purpose I love fighting for.

Stay safe!



Michele Vorberger is Phil's partner. She values the lives of others and is proud to support MUNIO's mission of creating safer lives and communities.



Thanks again for trusting us to help you and your loved ones be safer with MUNIO!

Since we understand it may not be practical to have a MUNIO in your hand at all times, we invite you to subscribe to our free video series, *"Simple Self Defense Moves Everyone Should Know"* on our website at www.munioselfdefense.com

The series shows you simple and effective defensive moves, both without and with MUNIO, that can really help against a variety of common street attacks.



Like us on Facebook and automatically be entered in our weekly drawing to win the MUNIO design of your choice.



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