



Flare

QUICK START GUIDE



Set Up Now & We Will Donate

We'll donate \$1 to our nonprofit partners
fighting for change on your behalf!



Download the
Get Flare App
and connect
your bracelet
today:



[bit.ly/Download
GetFlareApp](https://bit.ly/DownloadGetFlareApp)



PLUS

- + Get a 20% OFF discount to share
- + Access to Flare's Online Community



Thank you for this gift of peace of mind and safety! I have a serious chronic health condition, and though I hope I never have to use it, if I do, Flare will be there to potentially save my life.

-Gloria



I just moved to a new city. Due to the rise in racially motivated assaults, I got Flare to feel safer commuting on public transit for work and exploring my new neighborhood. I love knowing I always have backup.


-Kelly




Table of Contents

Setting up your Flare	8
How Flare Works	10
Our Story	11
Connect with Flare	12
Get Involved	14
FAQs	15
Returns & Exchanges	17





Safety has always been
thought of in very
black and white terms



But data shows us that
EVERYDAY safety is
about navigating the
GRAY ZONES

80%

of assaults happen in a familiar place with
someone you know

59%

of people don't take action when they get
red flags because they're afraid of making
the situation worse

Flare gives you
discrete options to act
earlier, in a way that's
right for you.



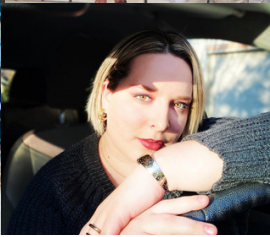
Together, we're redefining safety.

To us, safety isn't about
victim-blaming, vulnerability, or fear.

Safety means agency:
feeling confident and in control no matter
what comes your way.



Flare isn't just for going out. Here are all the different places my safety bracelet comes in handy.



Don't take our word for it.

87% of Flare users report
wearing Flare for:

Working

Medical conditions

Commuting

Exercising

Moving to a new area

Running errands

Walking to your car

Having people in your home

Traveling

Living alone

Anxiety-inducing situations



Setting up your Flare

Your bracelet is already activated and using battery – connect yours now to get the most out of your Flare!

Step One

Download the Get Flare App

Every bracelet works with the Get Flare App. Download the iOS app to start:

bit.ly/DownloadGetFlareApp



Step Two

Pair your Flare via Bluetooth

Create a Flare account and connect your bracelet using the serial # on your bracelet. Don't remove the serial # sticker.

Step Three

Customize your Flare Experience

The app will walk you through how to test your features, create your “Crew” and customize your experience.

Step Four

Wear your Flare

Your Flare is water-resistant, not waterproof. So besides swimming or showering, Flare fits your everyday routine!

Step Five

Renew your Flare

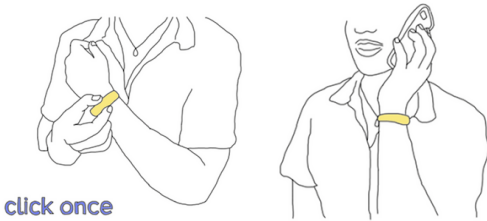
No charging needed. We'll reach out before your battery goes low, so you know it's time to get your discounted replacement.



How Flare Works

Send a prerecorded call to your phone

Press the button once to receive a realistic call as an excuse to get yourself out of an uncomfortable or unsafe situation.



click once

Send your GPS location to your Crew

Hold the button down for 3 seconds to text your GPS location to 5 of your friends when you need someone to check in on you.



hold...

1...2...3...

...release

your friend gets a text

Contact 911

Turn on this optional feature anytime to send a simultaneous alert to 911 with your location (in addition to your Crew). A dispatcher will check in with you and send 911 to your location unless you cancel.



hold...

1...2...3...

...release

Our Story

Flare is survivor-made:
built from our own
experiences and
feedback from thousands.

We started Flare because
we were tired of being
told to hold back, be
quiet, adjust our goals
and avoid life - all in the
name of safety.

We'll be the first to say
that Flare doesn't solve
safety.



It's a powerful tool to give you support, optionality, and peace of mind while we continue to fight for lasting change. Our mission is simple: to put ourselves out of business and create a world where Flare isn't needed: #PutFlareOutOfBusiness.

Safety isn't one-size-fits-all and we don't have "the answers," but we are committed to breaking down our assumptions and privilege through constant improvement.

Thank you for joining us in this fight and for trusting us with your safety. Welcome to the Flare community.

- Quinn & Sara, co-founders

Quinn Fitzgerald

Sara de Zarraga

We want to hear from you

Connect with us @getflare



Share your #SafetyTax

#PutFlareOutOfBusiness

Don't forget to
#WearYourFlare





Häagen-Dazs

Hey Congress,
put us out of business.

You can start by reinstating the
Violence Against Women Act.

Join us in asking Congress to pass VAWA now!
Text FLARE to 52886

Flare getflare.com

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How can you help

#PutFlareOutofBusiness?

Flare Nomination Program

While we work to offer more accessible options, we select 5 people to receive a free Flare every month.

Nominate someone here:

bit.ly/FlareNominationApplication

Follow Our Partners

Learn about the work our partners do:



@transdefensefundla



@safe_bae



@survivinginnumbers



@thearmyofsurvivors



@usowomen



@periodmovement

FAQs

For additional answers to FAQs, visit us here:

bit.ly/FlareFAQs

Q: Do you have additional resources demonstrating how Flare works?

A: Yes, find a full "How It Works" video here or using the QR code on the right:

bit.ly/FlareHowItWorksVideo



Q: Do I need my phone nearby for Flare to work?

A: Your iPhone with the Get Flare app needs to be within Bluetooth range of the bracelet for the signal to go out. Flare works 100% of the time at a range of 10 ft between the bracelet and mobile device. If your phone is in a bag on the other side of a room or car for example, Flare will work. It can also work 30-50 ft away depending on the surroundings, including from different rooms. We recommend testing the range to get a feel for it because Bluetooth ranges vary depending on your physical surroundings.

Q: Do I have to recharge the battery?

A: To ensure Flare is always ready to activate, each bracelet comes with a battery you never have to charge. Each battery is guaranteed to last 1 year. We will track your battery and let you know (via email and text) before it's time to get a replacement. Replacements are just \$89 – keep the same style or upgrade to something new.

Q: How does the optional 911 feature work?

A: Did you know 911 dispatchers can't automatically get your location if you call them from your cell phone? That's why Flare shares your name, phone number, and location with dispatchers when you activate the 911 feature.

Our 911 service is powered by Noonlight. When you activate the 911 feature, we share your personal information and live location with a Noonlight operator.

The operator will text and call you within seconds of activating your bracelet. You'll have the opportunity to talk to the operator and provide more information about the situation so they can better help you; they can also simply stay on the phone with you until you feel safe.

If you can't answer your phone, the operator will contact the nearest 911 center and send local first responders to your location immediately. You can turn on or off the optional 911 feature in your app settings.

Q: What happens if I press the button by accident?

A: Due to the location of the button, it's unlikely you'd hit it by accident. That being said, false alarms are 100% OK! If you've enabled 911, you'll have a chance to stop the alert via text or call before emergency responders are contacted. Our partner's advanced technology, analytics, and certified agents stop more than 99% of false alarms before contacting the nearest PSAP (Public-Safety Answering Point).

Q: Is Flare waterproof?

A: Flare is water-resistant, not waterproof. You can wear Flare like any other jewelry and not worry if it gets a little wet. Rain or small splashes of water are fine, but please do not wear Flare in the shower, bath, or pool.

Q: Where should I go if I need help with my Flare?

A: If you need additional support with your Flare, please fill out the form at bit.ly/FlareContactUs

Return and Exchange Policy

You have 30 days from your delivery date to return or exchange your Flare.

If you need to start a return or exchange, please scan the QR code below or visit:

bit.ly/ReturnOrExchangeFlare





Press

"A Time Best Invention of 2020. A bracelet that calls for back-up. Designed to help keep wearers safe."

TIME

2021 Best Design by Innovation: "These stylish bracelets double as a powerful self-defense tool."

FASTCOMPANY

"2021 Best Use of Technology, Flare is breaking barriers in the safety industry, which is largely dominated by men."

GLOSSY

"I've tested five safety-specific wearables over the last few years, and the Flare bracelet stood out."

WIRED

#4 on The Badass 50: "These Jewelry Brand Owners Hope to Go Out of Business"

InStyle

"Flare stands apart from traditional safety tools with its discreet, undetectable design and reliable functionality. The bracelet accounts for the nuances of social situations."

HYPEBAE