



## INTRODUCING FIND'EM™ SCENT SAFE

**Developed by Nationally Renowned Police Captain Dr. Coby Webb,  
Find'em™ Scent Safe is a New Tool Helping to Reunite Missing People  
With Their Loved Ones**

**RIVERSIDE, CA – April 2019** – New to the market, Find'em™ Scent Safe is being endorsed as a proactive way to protect children, older adults, those with Dementia, Alzheimer's Disease and Autism, as well as hunters, hikers and nature lovers. Find'em™ is a scent collection and storage system that is intended to assist a search dog team with a viable, uncontaminated scent article of a missing person, regardless if they are lost or facing a medical emergency. Developed by Police Captain and Bloodhound Handler Dr. Coby Webb, Find'em™ is a new tool in the fight to help find missing individuals and reunite them with their loved ones.

Dr. Webb has assisted with hundreds of missing person cases throughout her career, spanning over two decades in law enforcement, "I'm introducing Find'em™ Scent Safe after repeatedly witnessing the incredible power and utility of the human scent when a person has gone missing. Using Find'em™ is very similar to the mindset behind having insurance or doing anything else annually to ensure peace of mind. I like to explain that the thinking is, 'if I buy Find'em, I hope I never need it. However, if I do, having an uncontaminated scent item to give to law enforcement dog/handler teams is a huge leap forward.'"



Like the uniqueness of a fingerprint, every person has their own scent. Collecting a person's scent item with Find'em™ takes less than 10 minutes. The Scent Safe storage case includes all materials, one of which is a sterile gauze pad to be placed on an optimum-scent-collection area on the body. After the gauze pad is held in place for five minutes, it is then to be placed in the enclosed tamper-evident bag. "The bag is then put back in the Scent Safe case, which is recommended to be stored in a freezer located near or in your residence," explains Dr. Webb, who is also a recognized Court

Expert in scent discrimination and tracking/trailing. "When stored properly, the scent collection item is usable for 12 months."

Dr. Webb is the only female instructor with the National Police Bloodhound Association (NPBA). The Association, which is "Setting the Standard" for others to follow, endorses Find'em™. "Introducing a pristine, uncontaminated scent item of a lost loved one to a law enforcement team, Bloodhound and handler expedites the opportunity for success to track, trail and locate them," said Doug Lowry, president of the NPBA. "We highly recommend that each person get their own Find'em™ kit."

In terms of search dogs, they are not limited to Bloodhounds. Search dogs can be any breed including German Shepherds, Beagles, Belgian Malinois, Rottweilers and Labradors. "Search and Rescue utilizes different breeds that are trained and certified as part of dog/handler teams. The will of the dog and the training they receive determines the pathway to a great search dog," adds Dr. Webb, who suggests there are few better outcomes in life than seeing people reunited after a period of unintentionally being separated, "Those situations are highly charged emotionally, and they occur, in large part, when we have that unique human scent for the dogs to follow."

Additional details about Find'em™ and how it works may be found on <https://findemscentsafe.com/>.

**About Find'em™ Scent Safe** - Find'em™ Scent Safe is a scent collection and storage system that is intended to assist a search dog team with a viable and uncontaminated scent article of a missing person. Easily used by anyone, Find'em™ is especially recommended for children, older adults, those with Dementia, Alzheimer's Disease or Autism, as well as hunters, hikers and nature lovers. Find'em™ was developed by Dr. Coby Webb, a decorated Police Captain and accomplished handler and trainer of bloodhounds and other search dog breeds. Find'em™ is endorsed by the National Police Bloodhound Association. Additional information may be found on <https://findemscentsafe.com>.

###

**Media contacts:**

- Debra Locker – [Debra@LockerPR.com](mailto:Debra@LockerPR.com) and 859.536.0282
- Thomas P. Smith - [TPSmith62307@gmail.com](mailto:TPSmith62307@gmail.com) and 404.291.4929