



# product overview



# Safety Shot overview:

**We're the world's first patented detoxification beverage**

that reduces blood alcohol content and boosts mental clarity within minutes, not hours.

While we're the only detoxifier of our kind in the market, we also prevent hangovers, help improve your mental and physical well-being, restore focus, cognition, and motor ability. Sure Shot's unique blend of nootropics, amino acids, herbal extracts, and vitamins, keep you feeling your best by speeding up the metabolism of alcohol and removing the toxins created while consuming alcohol.





## key highlights:

1. We recently launched our new stick pack powder adding a second flavor.
2. With limited marketing, website traffic has seen hundreds of thousands of visitors.
3. We've had incredible organic viral marketing out of the gate, **generating billions of impressions** without spending much money on marketing. Sure Shot has organically been featured in the media by Barstool, Pubity, and Wasted.
4. Our clinical research has proven that Sure Shot rapidly and markedly reduces alcohol, removes toxins, and dramatically reduces symptoms associated with alcohol consumption.
5. The operating team and the board consist of experienced, successful entrepreneurs with numerous exits.

A cluster of stylized water droplets in shades of blue and green, some with white highlights, positioned in the top left corner.

# what's the problem?

## Alcohol makes people feel suboptimal.


The average person spends a staggering two years of their lives hungover.<sup>1</sup>

## Alcohol overindulgence has huge societal costs.

1 in 5 deaths of US adults 20 to 49 is from excessive drinking.<sup>2</sup>

## There's no easily available fix.

There is no product on the market that reduces alcohol and improves the morning after.

A cluster of stylized water droplets in shades of blue and green, some with white highlights, positioned in the bottom right area of the slide.

1. <https://vinepair.com/booze-news/hangover-study/#:~:text=A%20new%20British%20survey%20found,release%20of%20a%20Bloody%20Mary.>
2. <https://www.cnn.com/2022/11/01/health/drinking-deaths-us-study-wellness/index.html>

# our big breakthrough

**We are the world's first rapid alcohol reducer that lowers blood alcohol content that lowers blood alcohol by supporting its metabolism.**

By enhancing several pathways that facilitate this process, we help the body clear alcohol at a much faster rate than normal.



# Sure Shot benefits



## sharper mind & body

Sure Shot helps restore your central nervous system, cognition, and motor cortex, which helps you think more clearly and act more quickly.



## gut protection

Sure Shot creates a protective barrier in your stomach, preventing more alcohol absorption and reducing nausea and vomiting.



## replenished electrolytes

With more electrolytes than the leading sports drink, Safety Shot keeps you hydrated, maintaining muscle and brain function, so you feel your best.



## wellbeing boost

With a blend of nootropics and vitamins, it improves your mental and physical wellbeing.



## liver support

It aids your liver in breaking down alcohol faster, reducing your Blood Alcohol Level (BAC) and its effects.



# how it works

A cluster of five blue water droplets of various sizes and orientations, some with white highlights, positioned above the main title.

Sure Shot has 4 Mechanisms of Action that target the body, attacking all things that alcohol impairs PLUS a 5th “Feel Good” component which no other drink or product claims.



1. **Bounce back faster** by improving focus, cognition, mood and attention.
2. **Reduces residual alcohol** from being absorbed in the gut by creating a shield around the gut wall, which also reduces stomach discomfort.
3. **Reduces blood alcohol content** through several factors that help process alcohol more efficiently.
4. **Restores Key Electrolytes** through an extensive mineral and ingredient combination that reduce the effects of being dehydrated allowing the body to maintain muscle and brain function.
5. **Improves mental and physical feeling of wellbeing** by using several herbal extracts, amino acids and vitamins which improve recovery and return the body to a normal state of functioning.

# competitors

While this is a fragmented category, our product's detoxification effect is a powerful differentiator. Unlike our competitors, we can detoxify in minutes, not hours. Additionally, all our ingredients are clinically dosed.



	sure Shot	LIQUIDIV <sup>®</sup> <small>Fastest LIP's Absorbers</small>	CHEERS <sup>™</sup>	more <sup>L4E</sup>	The Plug <sup>®</sup>
Alcohol reduction in as little as 30 mins	✓	×	×	×	×
Created by industry experts	✓	×	×	×	×
Complete oral rehydration	✓	✓	✓	✓	✓
More electrolytes than the leading sports drinks	✓	✓	✓	✓	✓
Essential B vitamins, minerals, and antioxidants	✓	✓	✓	✓	×
Ingredients that help to detoxify	✓	✓	✓	×	✓
Improve energy, mood, and focus	✓	×	×	×	×
0 grams of sugar	✓	×	✓	×	×



# consumer base

The Sure Shot consumer base consists of **males and females aged 21-55 who utilize drinking occasions to pursue a sense of belonging in their personal and professional communities.** They are individuals who aspire to be socially responsible, maintain peer respect, and feel better faster. They achieve this by utilizing science-driven products and life hacks to stay safe and maintain their edge.



# early highlights



## retail



Launched in 192 stores in Arizona, placed in the alcohol area



Newly launching in 300 stores across the Midwest



BevMo 162 stores, Gopuff nationwide  
7 Eleven in SoCal



In discussions with Walmart, Kroger, Target, and other major chains.



# double digit market growth

Consumers are a rapidly growing, built-in customer base for **Sure Shot**. Our innovative approach enables us to win market share from existing players while expanding the category, given the much broader applications of detoxification.

A large, light blue wireframe globe graphic is positioned behind the market size text.

**\$1.95 billion**

The global hangover remedy products market size was valued at **\$1.96 billion in 2022.**<sup>1</sup>

A large, light blue outline of an upward-pointing arrow is positioned behind the growth rate text.

**14.5%**

It is expected to expand at a CAGR of **14.5% from 2023 to 2033.**<sup>1</sup>

1. <https://www.grandviewresearch.com/industry-analysis/us-hangover-cure-products-market-report>

# why we are right for your stores!

01

## First to world innovation

Sure Shot is the world's first rapid alcohol reducer. Created by industry experts, patented, validated by research, and clinically proven, Sure Shot helps your body reduce alcohol faster while aiding in revitalization, recovery, and rehydration.

02

## Incremental basket builder


Sure Shot is the world's first rapid alcohol reducer. As such, it will be added during alcohol purchases rather than replacing them making it purely incremental.

03

## Omni-channel traffic driver

Our national consumer marketing campaign will target multiple use occasions across all demographics to drive trial and purchase.

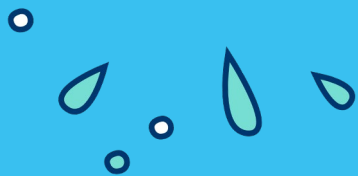
04

A decorative graphic consisting of several stylized water droplets in shades of light blue and teal, arranged in a cluster.

## Influencer army

We've successfully partnered with world class influencers, reaching **over 105 million people across socials**.

We have the opportunity to utilize their presence through meet-and-greets, programming, assets, and giveaways, as well as online





# omni-channel digital marketing strategy

Consumers are a rapidly growing, built-in customer base for Sure Shot.

Our innovative approach enables us to win market share from existing players while expanding the category, given the much broader applications of detoxification.



# influencers include:

Over 120+ medium tier influencers reaching over 25 million people combined that will be posting in our initial campaign starting this month.



## Nelk Boys

The most popular creators/influencers in the world, known for his challenge videos, philanthropy, and Happy Dad brand. They have built a significant following of over 35 million followers across platforms like YouTube and Instagram, leveraging their online presence for high-profile collaborations, merchandise sales, and charitable activities.

## Druski

Creator, Comedian, youtuber, influencer with Over 30 million followers across social media, one of the HOTTEST entertainers in Hollywood!

## Danny Way

One of the best skateboarders of all time with over 2.5 million followers across social media. His fearless approach and groundbreaking achievements, such as jumping over the Great Wall of China in 2003, have solidified his legacy as a pioneer in both ramp and street skateboarding.



Matthew Espinosa (5.7m)



Night Tales (40k)



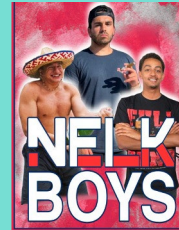
Druski (7.2m)



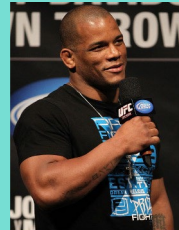
Brendan Schaub (1.1m)



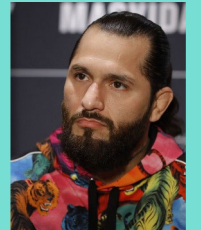
Danny Way (976k)



Nelk Boys (4.3m)



Héctor Lombard (1M)

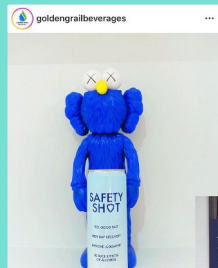
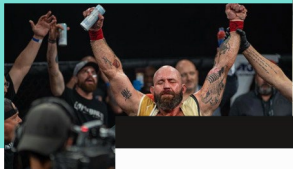


Jorge Masvidal (3m)

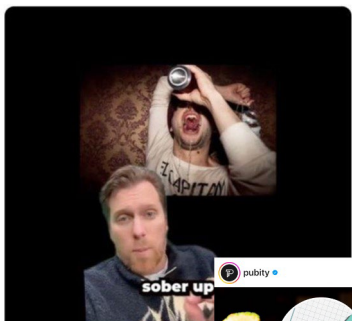
## Matthew Espinosa

Creator, actor, influencer with Over 16 million followers across social media, he's an internet OG, catering to GenZ fans of all demos.

# organic buzz



Scientists claim to have created a drink that cures hangovers and cuts your BAC by 50% in an hour @4Energy @KFCBarstool @KFCRadio



**SCIENTISTS CREATE DRINK THAT CUTS BLOOD ALCOHOL LEVELS IN HALF IN JUST 30 MINUTES**

Liked by evan.sowards and 507,456 others  
pubity Safety Shot, a revolutionary blood alcohol detox drink, is set to launch later this year, aiming to transform the hangover cure market.

**Forbes**

FORBES > BUSINESS > FOOD & DRINK

## Safety Shot Says It Can Cut Blood Alcohol In Half... In Half An Hour

Daphne Ewing-Chow Senior Contributor @  
Stories about food & agriculture through the lens of climate change

Blood alcohol detox functional beverage, Safety Shot set to launch in Q4 2023, is attracting widespread attention. The patented drink that promises to reduce blood alcohol levels in half in just 30 minutes is expected to improve central nervous system activity, motor cortex function, and cognitive performance in less than an hour.

**Safety Shot**

Safety Shot Sells Out on First Day Online at [www.DrinkSafetyShot.com](http://www.DrinkSafetyShot.com)

December 1, 2023 08:20 ET Source: Safety Shot, Inc.

- Company had successful West Coast Launch December 1, 2023
- Company expects US manufacturing and supply chain to meet higher than expected demand. 2 million more to be ready for full demand.
- Product now available at [www.DrinkSafetyShot.com](http://www.DrinkSafetyShot.com)

JUPITER, FL, Dec. 1, 2023 (GLOBE NEWSWIRE) — Safety Shot, Inc. (Safety Shot) today announced that Safety Shot, the patented beverage that helps people feel better faster by reducing blood alcohol content and clearing the mind, sold out on its first day of availability on the Company's direct-to-consumer website [www.DrinkSafetyShot.com](http://www.DrinkSafetyShot.com) on December 1. The Company had previously announced that on November 30<sup>th</sup>, Safety Shot had received orders from major distributors for 2 million cases in stock and ready to ship. Safety Shot has the highest drink alcohol content in the market, and is the only drink that is multi-chemical distribution, through its own distribution network. Safety Shot plans to expand into multi-channel distribution centers, through its own distribution network.

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About Pricing Distribution Press Release

## Safety Shot Has Officially Launched

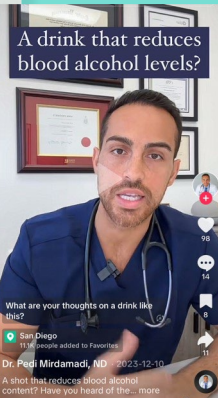
NEWS PROVIDED BY  
Partellides PR  
December 06, 2023, 16:26 GMT

Groundbreaking Drink for Rapid Recovery and Clarity in Stores Now

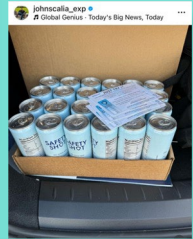
JUPITER, FL, UNITED STATES, December 6, 2023  
/EINPresswire.com/ — Safety Shot, the first patented beverage on earth that helps you feel better faster by reducing blood alcohol content and boosting brain clarity is now officially available for purchase. The groundbreaking drink that made hundreds of national and international headlines even before it was launched, is now available in stores across the country.



the biggest disruption in the drink market to date.  
Sports' superstars like former NFL player Mike



Contact Major Wright 2023-12-10  
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## Safety Shot Holdings, Inc.

1061 E Indiantown Rd.  
Ste. 100  
Jupiter, FL 33477

## Retail Relations

[dsandler@drinksafetyshot.com](mailto:dsandler@drinksafetyshot.com)  
(305) 519-7819

# thank you







# appendix

# leadership team



## Jarrett Boon

Chief Executive Officer

Jarrett has over 30 years experience in building successful businesses from creation to exit. He was one of the original thought leaders and investors in LifeLock where he applied his expertise in sales, marketing, and strategic business development to grow LifeLock to \$500M in revenue. LifeLock went public in 2012 and was subsequently acquired by Symantec in Nov 2016 for \$2.3B. Prior to LifeLock, Jarrett founded SW Promotions, Inc, a resort marketing and advertising company. SW Promotions and its 400 employees were acquired by one of its publicly traded partners.



## Jordan Schur

President

Schur's career spans more than two decades in the music and film industries, where he has demonstrated a combination of creative flair and business acumen. He has held influential positions at various studios and record companies, overseeing artists like Snoop Dogg, Nirvana, and Guns and Roses. Schur's achievements include re-launching Geffen Records and boosting its revenue to over \$1 billion, as well as founding the successful Flip Records. His entrepreneurial ventures also include Suretone Entertainment.



## David Sandler

Chief Manufacturing Officer

David is a goal-driven executive with +30 years experience in the nutrition and health industry developing, building and managing high-growth, results-oriented projects. A former COO and CSO to several supplement brands that exceeded \$75 million in revenue. David has Six Sigma and Lean training, providing best practices for improving SOPs, EBIDTA and bottom-line profits. He is an industry leader in creating best in class products from ideation and concept to full commercialization. He is one of the industry's top experts in R&D, Innovation, Product Formulation, Flavoring Science, and Ingredient Development.



## Danielle Derosa

Chief Financial Officer

Danielle served as CFO of VirTra where she was responsible for all operations and finance functions including managing over 50 staff members. Prior, she was Senior Finance Officer at Common Spirit, a healthcare organization where she managed finances for over 150 hospitals. As CFO of Lorts Manufacturing, she optimized cash flow, supply chain, and logistics. Ms. De Rosa has a BS in accounting and Master of Business Management from the University of Phoenix, and she has attended the Harvard Leadership Program.

# board of directors



**John Gulyas**  
Chairman of the Board

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John Gulyas is the Chief Development Officer for Apex Franchise Development Group. John is a serial entrepreneur with multiple 7-figure exits and experience in industries ranging from cellular services to waste management to hospitality. John has owned and operated multiple franchise brands over the course of the last 13 years. In addition to owning and operating franchise locations, he consults franchisors on how to successfully develop their brands.



**David Long**  
CEO, Orange Theory Fitness

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As CEO, David led Orangetheory through the franchise's rapid growth in the fitness space, opening more than 1,300 studios in 23 countries in the last 10 years and helping the fitness giant exceed \$1 billion in revenues. With a strong passion for franchising and empowering business owners, David has been instrumental at early stages of several successful franchise brands including Massage Envy, European Wax Center and launching his wildly successful fitness concept, Orangetheory Fitness.



**Rich Pascucci**  
Owner, Black Apple Group, LLC

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Rich Pascucci is an active advisor with a wealth of leadership experience in the beverage industry. He has held leadership roles at Diageo, Red Bull, and Pabst Brewing. Currently, he is the owner of Black Apple Group, LLC, where he specializes in insights, category development, integration, and planning. Over the past 27 months, Rich has exited or nationally partnered 13 brands and has an extensive network of distributors, strategists, VCs, and other industry stakeholders.



**Chris Melton**  
Director & Audit Committee Chair  
Jupiter Wellness, Inc

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Mr. Melton was appointed to the board of Safety Shot in 2019. He has served as a specialist land acquisition advisor with SVN since 2019 and is a licensed real estate salesperson in the State of South Carolina and Georgia. Mr. Melton co-founded Callegro Investments in 2012 to invest in distressed master-planned communities. Mr. Melton also serves on several public and private boards, including Safe & Green Development and SRM Entertainment. From 2008 to 2012 Mr. Melton capitalized various media and retail ventures including Bestival and Any Old Iron.





# supply chain

**We maintain a diverse network of raw material suppliers and employ both direct procurement and collaborative efforts with co-packers. This strategic alliance ensures a seamless supply chain for our innovative product line. We manufacture and warehouse across the US to allow for efficient distribution.**

- Drop ship capability.
- Case pack flexibility.
- Flexible minimum store unit ask



# ingredients

**Ingredients:** Triple Filtered Purified Water, Apple Pectin, Natural and Artificial Flavors, Citric Acid, N-acetyl Cysteine, N-acetyl Tyrosine, Taurine, Sodium Citrate, Dandelion Extract, Milk Thistle, Sucralose, Glycine, Cognizin® Citicoline, Mucuna Pruriens, Calcium Citrate, Magnesium Citrate, Caffeine Anhydrous, Phenylalanine, Theobromine, Potassium Sorbate (preserve freshness), Panax Ginseng, Magnesium Citrate, Sodium Benzoate (preserve freshness), Potassium Chloride, Synephrine HCL, Dynamine® (Methyllicberine) , TeaCrine® (Theacrine), Theobroma Cocoa Extract, Vitamin B5 (Pantothenic Acid), Vitamin B3 (Niacin), Vitamin B1 (Thiamine), Vitamin B2 (Riboflavin), Vitamin B6 (Pyridoxal 5 Phosphate and Pyridoxine HCL), Huperzine A, Vitamin B12 (Methylcobalamin)

DOES NOT CONTAIN JUICE

## Supplement Facts

Serving Size: 1 Can 12oz (355mL)

Amount per serving	% Daily Value
Calories	10
Thiamin (as thiamin mononitrate)	2.4 mg 200%
Riboflavin	2.6 mg 200%
Niacin (as niacinamide)	32mg 200%
Vitamin B6 (as Pyridoxine and Pyridoxal 5 Phosphate)	3.4 mg 200%
Vitamin B12 (as Methylcobalamin)	4.8 mcg 200%
Pantothenic Acid (as calcium pantothenate)	10 mg 200%
Choline (as Citicoline (Cognizin®))	46 mg 8%
Calcium (as Calcium Citrate)	50 mg 4%
Magnesium (as Magnesium Citrate)	100 mg 24%
Sodium (as Sodium Citrate, Sodium Gluconate)	240 mg 10%

**Safety Shot Revitalize-Energize Blend** 7890 mg \*\*  
Apple Pectin, N-Acetyl Cysteine, Taurine, N-Acetyl Tyrosine, Dandelion Extract (leaf), Milk Thistle (seed), Glycine, Cognizin® Citicoline, Velvet Bean (seed and leaf), Phenylalanine, Caffeine Anhydrous, Methyllicberine (as Dynamine®), Citrus aurantium L. (Rutaceae), Theobroma Cocoa Extract (bean) 98%, Theobromine, Theacrine (as TeaCrine®), Oriental Ginseng, Huperzine A 1% (from Toothed Clubmoss extract (seed))

\*\* Daily Value not established.

**Other Ingredients:** Filtered Purified Water, Natural Flavors, Citric Acid, Sodium Citrate, Sucralose, Magnesium Citrate, Calcium Citrate, Potassium Chloride, Sodium Gluconate, Potassium Sorbate (preserve freshness), Sodium Benzoate (preserve freshness).

DISTRIBUTED BY SAFETY SHOT, INC. JUPITER, FL

## shake well

**WARNING: DRINK RESPONSIBLY.** Do not use if you are pregnant, nursing or under the age of 21. This product is intended for use by healthy individuals only. Do not use if you are taking prescription medication or other stimulants. Consult a physician or licensed qualified health care professional before using this product if you have, or have a family history of liver disease, kidney disease, heart disease, thyroid disease, diabetes, high blood pressure, depression or other psychiatric condition or seizure disorder. Do not exceed recommended serving of 1 can. Immediately discontinue use and call a physician or licensed qualified health care professional if you experience rapid heartbeat, dizziness, severe headache, shortness of breath, or any other adverse effects. This product contains 200mg of caffeine, the equivalent of 2 cups of coffee and may not be suitable for individuals who are sensitive to the effects of caffeine. The consumer assumes total liability if this product is used in a manner inconsistent with the label guidelines.

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