Safety Shot Announces Comic Book-Inspired Rebrand as Sure Shot

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Jupiter, FL ? Safety Shot announced a complete brand overhaul including a new name, Sure Shot. The company is known for its eponymous dietary supplement that stops the negative effects of alcohol before they start. Sure Shot partnered with full-service marketing agency Amalgam on the rebrand.

?We created a bold brand world inspired by pop art and comic strip elements, capturing the dynamism and punch that Sure Shot delivers through its innovative promise,? said Ned Wallroth, founder and fractional CMO of Amalgam.

According to the company, the new strategy centers on Sure Shot?s mission to pioneer the world?s most innovative functional beverages, pledging to explore cutting-edge advancements to create unique market opportunities. As the only clinically proven alcohol reducer, Sure Shot aims to establish itself as the sole occupant of this space ?stopping the morning after before it starts.?

The rebrand comes about a month after a double-blind, randomized, placebo-controlled study from the Center for Applied Health Sciences that proves Sure Shot?s formula ?demonstrated remarkable and statistically significant results in various measures related to alcohol consumption and the subsequent rapid reduction of blood alcohol content by supporting the metabolism of alcohol,? the company stated.

?We could not be more pleased to introduce the new and improved Sure Shot look to the world,? said Sure Shot CEO Jarrett Boon. ?This rebrand marks an exciting new chapter for the company as we embrace a bold identity that communicates our powerful innovation and revolutionary solution to the masses. Our rebrand isn?t just about aesthetic; it represents the evolution of the brand, which has seen exponential growth in its first year, and our commitment to where we see Sure Shot in the future.?

The rebrand also includes the debut of 4-oz. bottle sizes and on-the-go powder sticks. For more information, visit www.sureshot.com.

About Safety Shot, Inc.

Safety Shot, Inc., a wellness and dietary supplement company, has developed Sure Shot, the first patented wellness product on Earth that lowers blood alcohol content by supporting its metabolism, while boosting clarity, energy and overall mood. Sure Shot is available for purchase online at sureshot.com and Amazon. The Company is introducing business-to-business sales of Safety Shot to distributors, retailers, restaurants, and bars throughout 2024.

Forward Looking Statements:

This communication contains forward-looking statements regarding Safety Shot, including, the anticipated timing of studies and the results and benefits thereof. You can generally identify forward-looking statements by the use of forward-looking terminology such as ?anticipate,? ?believe,? ?continue,? ?could,? ?estimate,? ?expect,? ?explore,? ?evaluate,? ?intend,? ?may,? ?might,? ?plan,? ?potential,? ?predict,? ?project,? ?seek,? ?should,? or ?will,? or the negative thereof or other variations thereon or comparable terminology. These forward-looking statements are based on each of the Company?s current plans, objectives, estimates, expectations, and intentions and inherently involve significant risks and uncertainties, many of which are beyond Safety Shot?s control. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties and other risks and uncertainties affecting Safety Shot and, including those described from time to time under the caption ?Risk Factors? and elsewhere in Safety Shot?s Securities and Exchange Commission (SEC) filings and reports, including Safety Shot?s Annual Report on Form 10-K for the year ended December 31, 2023 and future filings and reports by Safety Shot. Moreover, other risks and uncertainties of which the combined company is not currently aware may also affect each of the companies? forward-looking statements and may cause actual results and the timing of events to differ materially from those anticipated. Investors are cautioned that forward-looking statements are not guarantees of future performance. The forward-looking statements made in this communication are made only as of the date hereof or as of the dates indicated in the forward-looking statements and reflect the views stated therein with respect to future events at such dates, even if they are subsequently made available by Safety Shot on its website or otherwise. Safety Shot undertakes no obligation to update or supplement any forward-looking statements to reflect actual results, new information, future events, changes in its expectations or other circumstances that exist after the date as of which the forward-looking statements were made.

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For more information about Safety Shot, Inc., contact the company here:Safety Shot, Inc.Safety Shot561-244-7100info@JupiterWellness.com

Safety Shot, Inc.

Safety Shot, a wellness and functional beverage company, is set to launch Safety Shot, the first patented wellness beverage on Earth that helps people feel better faster by reducing blood alcohol content, boosting clarity and overall mood.

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