OTC Pink Basic Disclosure Guidelines

1) Name of the issuer and its predecessors (if any)

DNA BRANDS INC

In answering this item, please also provide any names used by predecessor entities in the past five years and the dates of the name changes.

2) Address of the issuer's principal executive offices
Company Headquarters Address 1:300 EAST OAKLAND PARK BLVD #404 WILTON MANORS FL 33334
Address 2: Address 3: Phone:561 654 5722 Email: Website(s):
IR Contact Address 1: Address 2: Address 3: Phone: Email: Website(s):
3) Security Information
Trading Symbol: _DNAX Exact title and class of securities outstanding: CUSIP:233280109 Par or Stated Value: 0.001 Total shares authorized:10_BILLION as of: 8/3/16 Total shares outstanding:7.33_BILLION as of: 8/3/16
Additional class of securities (if necessary): Trading Symbol: Exact title and class of securities outstanding: CUSIP: Par or Stated Value: Total shares authorized: as of: Total shares outstanding: as of:
Transfer Agent Name: CORPORATE STOCK TRANSFER 3200 CHERRY CREEK DR S DENVER CO 80209 Address 1: Address 2: Address 3: Phone: Is the Transfer Agent registered under the Exchange Act?* Yes: X No:
*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

_N/A	
Describe any trading suspension orders issued by the SEC in the	past 12 months.
	r currently
List any stock split, stock dividend, recapitalization, merger, acqui anticipated or that occurred within the past 12 months:	sition, spin-oπ, or reorganization either correctly
N/A	
4) Issuance History	
List below any events, in chronological order, that resulted in characteristic two fiscal years and any interim period. The list shall include all control equity securities, whether private or public, and all shares or issued for services, describing (1) the securities, (2) the persons the services provided by such persons or entities. The list shall in	any other securities or options to acquire such securities or entities to whom such securities were issued and (3)
Tidepool- 1,101,728,550 Shares Common stock upon Conversio Iconic- 329,241,767 Shares of Common Stock upon Conversion	1
A. The nature of each offering (e.g., Securities Act Rule 504	, intrastate, etc.);
	-list od
B. Any jurisdictions where the offering was registered or qu	ailleu,
C. The number of shares offered;	
D. The number of shares sold;	
E. The price at which the shares were offered, and the am	ount actually paid to the issuer;
F. The trading status of the shares; and	
G. Whether the certificates or other documents that evider have not been registered under the Securities Act and transferability and sale of the shares under the Securiti	2) Setting forth of referring to the
,	
5) Financial Statements	
that the most be actified below for the most	ecent fiscal year end or quarter end to maintain

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;

- C. Statement of cash flows;
- D. Financial notes; and
- E. Audit letter, if audited

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP by persons with sufficient financial skills.

You may either (i) attach/append the financial statements to this disclosure statement or (ii) post such financial statements through the OTC Disclosure & News Service as a separate report using the appropriate report name for the applicable period end. ("Annual Report," "Quarterly Report" or "Interim Report").

If you choose to publish the financial reports separately as described in part (ii) above, you must state in the accompanying disclosure statement that such financial statements are incorporated by reference. You may reference the document(s) containing the required financial statements by indicating the document name, period end date, and the date that it was posted to otciq.com in the field below.

Information contained in a Financial Report is considered current until the due date for the subsequent Financial Report. To remain in the OTC Pink Current Information tier, a company must post its Annual Report within 90 days from its fiscal year-end date and Quarterly Reports within 45 days of its fiscal quarter-end date.

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

DNA Brands, Inc. (hereinafter referred to as "us," "our," "we," the "Company" or "DNA") was incorporated in the State of Colorado on May 23, 2007 under the name Famous Products, Inc. Prior to July 6, 2010 we were a holding company operating as a promotion and advertising company. We currently produce, market and sell a proprietary line of five carbonated blends of DNA Energy Drink®, Citrus, Sugar Free Citrus, Original (a unique combination of Red Bull® and Monster® energy drinks), Cryo-Berry (a refreshing mix of cranberry and raspberry) and Molecular Melon (a cool and refreshing taste); as well as three milk based energy coffees fortified with Omega 3. These flavors are Mocha, Vanilla Latte, and Carmel Macchiato

DNA Brands, Inc. (hereinafter referred to as "us," "our," "we," the "Company" or "DNA") was incorporated in the State of Colorado on May 23, 2007 under the name Famous Products, Inc. Prior to July 6, 2010 we were a holding company operating as a promotion and advertising company. We currently produce, market and sell a proprietary line of five carbonated blends of DNA Energy Drink®, Citrus, Sugar Free Citrus, Original (a unique combination of Red Bull® and Monster® energy drinks), Cryo-Berry (a refreshing mix of cranberry and raspberry) and Molecular Melon (a cool and refreshing taste); as well as three milk based energy coffees fortified with Omega 3. These flavors are Mocha, Vanilla Latte, and Carmel Macchiato

A. a description of the issuer's business operations;

Virtual office

- B. Date and State (or Jurisdiction) of Incorporation: COLORADO, May 2007
- C. the issuer's primary and secondary SIC Codes; 6719 2016
- the issuer's fiscal year end date;
 DEC 31st

E.	principal products or services, and their markets;
	Energy Drinks
7)	Describe the Issuer's Facilities
owned	oal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities l, used or leased by the issuer.
princip	conding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the pal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have ete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the ty), describe the limitations on the ownership.
If the is	ssuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.
	ween office's restructuring the company
and the second desirement of the second of t	1.0 to 1.Dovement
8)	Officers, Directors, and Control Persons
are in	toal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that volved in managing, controlling or advising the operations, business development and disclosure of the issuer, as its the identity of any significant shareholders.
A.	Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities), as of the date of this information statement.
	Adrian McKenzie- SOLE OFFICER

B. <u>Legal/Disciplinary History</u>. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

 A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

N/A___

 The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

N/A

 A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

N/A

	4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.
	N/A
C.	<u>Beneficial Shareholders</u> . Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.
	Adrian McKenzie 300 East Oakland Park Blvd #404 Wilton Manors FL 33334
	355K Series F preferred 35000:1= 12.4 Billion common shares upon conversion
9)	Third Party Providers
Please	e provide the name, address, telephone number, and email address of each of the following outside providers that your company on matters relating to operations, business development and disclosure:
Firm: Addrese Addrese Phone	Counsel :
Name Firm: Addre Addre Phone	ess 1: ess 2: ess 2: ess e
Name Firm: Addre Addre Phon Emai	tor Relations Consultant e: ess 1: ess 2: e: e:
disclo Name Firm: Addr Addr Phor	r Advisor:_Any other advisor(s) that assisted, advised, prepared or provided information with respect to this osure statement. e: ess 1: ess 2: ne: ii:
10)	Issuer Certification
The	issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other

persons with different titles, but having the same responsibilities).

The certifications shall follow the format below:

- I, [identify the certifying individual] certify that:
 - 1. I have reviewed this [specify either annual or quarterly disclosure statement] of [identify issuer];
 - 2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
 - 3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

<u>8/3/16</u> [Date]	1111/
[CEO's Signature]	And done
[CFO's Signature] _(Digital Signatures should appea	r as "/s/ [OFFICER NAME]")
[Title]	

AND THE PERSON NAMED IN COLUMN TO TH	DNA BRAN	IDS INC.	- Specification of the specifi			
	CONDENS	ED CONSOLIE	DATED BAL	ANCE SHE	ETS	
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	ASSETS		THE RESIDENCE OF THE PROPERTY			
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	Current A					
		Cash and C		alents	\$	5,547
		Net Receiv	ables			
		Inventory				989
		Other Curr	ent Assets	The state of the s		and the state of t
land professional and p			MATERIAL CONTRACTOR STATES AND ADMINISTRATION OF STATES AND ADMINISTRATION			6,536
To the Control of the	Total Cur	rent Assets	Contract of the second of the second			0,330
	Property,	Sittle-substances - Assume State Co. Land		777		
-	Other As	sets			STATES AND RESERVED AND RESERVED AND ADDRESS OF THE PROPERTY O	
					\$	6,536
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TO A CASE		Accounts	Payable		\$	107,752
		Short terr	n and Curr	ent Long	Term Debt	1,623,866
		Other Cui	rent Liabi	lities		166,448
		action may require the second of the second		20-mil 2000 200 200 200 200 200 200 200 200 2		
	Long Te	rm Debt				
		iabilities				
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now to the contract of the con	Total Li	abilities				1,898,066
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	Stockho	older's Defici				2,100
		Preferred	Service Continues Continues on the Service Con			5,045,345
		Common	THE REST OF THE PARTY OF THE PA			23,194,717
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YEAR 2016			
	QTR 1	QTR 2	
	3/31/16	6/30/16	2016
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Sales			
Cost of Goods Sold	ostanickovano profesta da renocarro propose esta arcita temas transportativo rincolario paradesta del produce esta del profesta del	равилиринетирерилиский фонциализмий есоризм сосументализмий интернационализмий развилиственный общений выполняться общений выста общений выполняться общений выполняться общений выполнять	
Gross Margin	egoperinanosatista yesaasistast et eterritaanosaanistaanistaanistaanistaanistatista eta eta eta eta eta eta eta He		
по предоставления пре			
Operating Expenses			NERWIN WHIRE PLANT SWINDWIND COLOR GENERAL SPINS STATES ST
Compensation and Benefits			en e
Conoral and Administrative Expenses	1,201	29,803	31,004
Professional and Outside Services	212,133	4,000	216,133
Selling and Marketing Expenses			тимустинення втеринический положений
Total Operating Expenses	213,334	33,803 serentativenenten permetanten perme	
Loss from Operations	(213,334)	(33,803)	(247,137)
	AND THE PROPERTY OF THE PROPER	AND THE TAXABLE AND THE TAXABL	AND THE PARTY OF T
Other Income (Expense)			писланные сонициальная выправления положения выправления выправлен
Loss before Income Taxes	(213,334)	(33,803)	
		esonautzuniseonoa ducumento quantam teotraditunut manasatantamanidad discommunitando incusiva	NOLLEGORIUGI SALAVARAN CONTENSANO, OPINIATORIA AND SISTEMA SALATORIA SERVICIO SALATORIA SALATORI
Income Taxes		no qua cusorinana di constitusate a rendante il Necositata i sensi santia renda di monta sensi sensi sensi sensi	nej and periodicine and province were recognized to the contract of the contra
	mercen constitution of the	Trainer contribution and the contribution of t	(247,137)
Net Loss	(LI),334)		
The state of the s		THE REAL PROPERTY AND PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	The Party and Pa

DNA BRANDS	INC		
STATEMENT (OF CASH FLOW		
YEAR 2016			
		QTR 1	QTR 2
		3/31/16	6/30/16
		(213,334)	(33,803)
Net Income			
Operating Activities			
Depreciation			
Adjustments to Net Inc	ome		
Changes in Liabilities		212,133	39,250
Changes in Account Re	ceivables		
Changes in Inventories			
Changes in Other Oper	ating Activities		- 447
Total Cash Flow From	Operating Activities	(1,201)	5,447
Investing Activities			
Capital Expenditures			
Investments	THE OWNER OF THE PROPERTY OF THE OWNER OF THE OWNER OF THE OWNER OF THE OWNER OWNER OF THE OWNER		
Other Cash Flows Fron	n Investing Activities	and the second and th	
Total Cash Flow From	Investing Activities		
Financing Activities			
Dividends Paid			
Sale/Purchase of Stock		100	
Net Borrowings	The state of the s		
Other Cash Flows From	n Financing Activities		
Total Cash Flow From	Financing Activities	100	
	promotes and real processing the contract of t	40	presiden
Effect of Exchange Ra	te Changes		5,447