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Certain statements in this presentation regarding strategic plans, expectations and objectives for future operations or results are “forward-looking statements” as defined by the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words such as “anticipate,” “believe,” “forecast,” “estimate” and “intend,” among others. These forward-looking statements are based on Jupiter Wellness’ current expectations and actual results could differ materially. There are a number of factors that could cause actual events to differ materially from those indicated by such forward-looking statements. These factors include, but are not limited to, substantial competition; our need for additional financing; uncertainties of patent protection and litigation; uncertainties of government or third party payor reimbursement; limited research and development efforts and dependence upon third parties; and risks related to failure to obtain U.S. Food and Drug Administration clearances or approvals and noncompliance with its regulations. As with any pharmaceutical under development, there are significant risks in the development, regulatory approval and commercialization of new products. The forward-looking statements in this presentation are made as of the date of this presentation, even if subsequently made available by Jupiter Wellness on its website or otherwise. Jupiter Wellness does not undertake an obligation to update or revise any forward-looking statement, except as required by law. Investors should read the risk factors set forth in the Annual Report on Form 1-K for the year ended December 31, 2020, as filed with the Securities and Exchange Commission (the “SEC”) on April 12, 2021, the Form S-1 Registration Statement which includes the financial statements for the year ended December 31, 2019 and the three months ended March 31, 2020 as filed with the SEC on June 17, 2020 and other periodic reports and current reports filed with the SEC on or after the date thereof. All of Jupiter Wellness’ forward-looking statements are expressly qualified by all such risk factors and other cautionary statements.

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Jupiter Wellness is a leading developer of cannabidiol (CBD) based medical therapeutics and wellness products. The Company’s clinical pipeline of prescription CBD-enhanced skin care therapeutics address indications including eczema, burns, herpes cold sores, and skin cancer. Jupiter generates revenues from a growing line of proprietary over-the-counter skincare products including its flagship CaniSun™ sunscreen and other wellness brands sold through its robust distribution platform.
## Equity Overview

<table>
<thead>
<tr>
<th>Ticker</th>
<th>Nasdaq: JUPW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per Share</td>
<td>$5.05</td>
</tr>
<tr>
<td>Shares Outstanding</td>
<td>11,260,188</td>
</tr>
<tr>
<td>Average Daily Trading Volume</td>
<td>505,609</td>
</tr>
<tr>
<td>Market Capitalization</td>
<td>$57 M</td>
</tr>
<tr>
<td>Cash Balance</td>
<td>$4M</td>
</tr>
<tr>
<td>Revenues (12-months ended Dec 31)</td>
<td>$1,065,665</td>
</tr>
</tbody>
</table>
Investment Highlights

- CBD-based topical therapeutics targeting multiple billion-dollar treatment markets
- Strategy to launch over-the-counter (OTC) version of products leading up to FDA-approved prescription therapeutics
- Building a portfolio of proprietary, patent-pending skincare products including flagship CaniSun™ brand of sunscreens
- Generating high-margin revenues through OTC and wellness product sales
- Increasing current cash flows through acquisition of new wellness brands and ecommerce distribution platforms
- Management team with expertise and performance track record in pharma clinical trials and OTC wellness market
<table>
<thead>
<tr>
<th>Prescription Therapeutic Indications</th>
<th>Over-the-Counter Skincare &amp; Wellness Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eczema:</strong> $7.7 B(^1) market in 2018</td>
<td>Proprietary CBD-Infused Skincare Lotions &amp; Sunscreen</td>
</tr>
<tr>
<td><strong>Burns:</strong> $814 M(^2) market in 2019</td>
<td>CBD-Infused Cosmetic Products &amp; eCommerce Platform</td>
</tr>
<tr>
<td><strong>Herpes Cold Sores:</strong> $4.8 B in 2017</td>
<td>Hand Sanitizer &amp; PPE</td>
</tr>
</tbody>
</table>
| **Skin Cancer:** $8.19 B\(^4\) in 2019 | ✓ OTC Products for Herpes & Skin Cancer  
✓ Evaluating Additional Brand Acquisitions |

1) https://www.futuremarketinsights.com/reports/atopic-dermatitis-treatment-market#:~:text=The%20global%20atopic%20dermatitis%20treatment%20market%20in%202018%20was%20valued%20forecast%20period%20of%202019%2D2029
2) https://www.grandviewresearch.com/industry-analysis/burn-ointment-market
3) https://www.prweb.com/releases/herpes_simplex/virus_treatment_hsv/prweb8257847.htm
Platform topical cream formula modulated into product candidates: JW-100, JW-200 and JW-300 to specifically treat:

- Eczema, Atopic Dermatitis
- Skin Cancer
- Burns
- Cold Sores & Fever Blisters
- Works through Endocannabinoid System (CB2 receptors) and inhibition of proteolytic enzymes involved in inflammation and pain
- High potential for market disruption
- Conducted controlled clinical trials for OTC and prescription pathways
- US Patent Published: (USAN: 62/ 884,955)

**CaniDermRx**

**Silver Sulfadiazine Cream (Silvadene)**
- Prescription topical cream for burns
- Works through Endocannabinoid System (CB2 receptors) and inhibition of proteolytic enzymes involved in inflammation and pain

**Dupixent**
- Prescription injection: 2019 Revenue: Q3 sales up 142% to $635 million
- First 9 months sales $1.56 billion

**Skin Cancer Topical Treatments**
- Imiquimods: Aldara & Zyclara
- 5-fluorouracils: Efudex, Actikerall

**Herpes, Cold Sores, Fever Blisters**
- Non-prescription OTC topical cream
- Side effects: redness or swelling
- $200 Million annual sales

**Eczema**
- Prescription Ointment used to treat mild-to-moderate atopic dermatitis; 37% efficacy
- Pfizer projects $2 Billion peak sales

**Significant Revenue Potential Based on Competing Products**
CaniDermRx for ECZEMA

CaniDermRx Dual Mechanism of Action & Relief:

• CBD & Aspartame (ASN) (Cox-2 inhibitors)

Clinical Trial Completed (February 2021)

Distribution Strategy:

• Drug and supermarket chains; online retail

Global Market:

• The global eczema (atopical dermatitis) treatment market in 2018 was valued US$ 7.7 B expected to grow at a CAGR of 12% from 2019-2029
• Effects 31.6 million Americans; 10% of the population
• 86% not satisfied with their treatment
• People want more and better treatment options

5) https://www.futuremarketinsights.com/reports/atopic-dermatitis-treatment-market#:~:text=The%20global%20atopic%20dermatitis%20treatment%20market%20in%202018%20was%20valued,forecast%20period%20of%202019%20to%202029
6) https://www.medicalnewstoday.com/articles/14417
7) https://nationaleczema.org/in-your-words/
Objective: Preliminary Assessment of JW-100 CaniDermRX Safety & Efficacy of Lotion formulated with CBD & ASN

Lab:  
Applied Biology Inc, Newport Beach, CA  
Coordinator: Andy Goren M.D.

Clinic Trial:
- Investigational international study with protocol similar to an FDA Phase I in preparation for FDA IND filing  
- Investigational cosmetic ingredient (CBD)  
- Double-blinded placebo controlled  
- 66 patients – topical dose at least 2x per day  
- End point – proportion of success in ISGA score at 29 days

Results: (announced 2/17/21)
- JW-100 cleared or reduced eczema following 2 weeks of use in half of the subjects in the JW-100 arm of the randomized placebo-controlled study.  
- 50% of subjects in the JW-100 arm achieved ISGA clear or almost clear (1 or 2) with at least a 2-grade improvement from baseline after treatment versus 20% and 15% in the CBD-only and placebo arms.  
- Jupiter plans to file IND with the US FDA
CaniDermRx Dual Mechanism of Action & Relief:

- CBD & Aspartame (ASN) (Cox-2 inhibitors)

Distribution Strategy:

- Launch OTC product first, following by prescription
- Drug and supermarket chains, online retail

Global Market:

- Herpes simplex virus treatment $4.8 Billion in 2017
- 48% of Americans aged 14 - 49 have HSV-1, known as the cold sore virus
- Abreva accounts for 71% of U.S. sales

Clinical Trial Initiated

Objective: Treatment of herpes labialis (cold sores)
Lab: Applied Biology Inc., Newport Beach, CA
Coordinator: Andy Goren M.D.

Clinic Protocol:

- Investigational international study in Europe and Asia with protocol similar to an FDA Phase I in preparation for FDA IND filing
- Double-blinded placebo controlled
- 40 patients with recurrent herpes labialis infection (HSV) who had their initial infection more than one year prior
- End point – duration of the herpes labialis episode

References:
8) [https://www.prweb.com/releases/herpes_simplex/virus_treatment_hsv/prweb8257847.htm](https://www.prweb.com/releases/herpes_simplex/virus_treatment_hsv/prweb8257847.htm)
9) [https://www.nbcnews.com/health/health-news/half-americans-have-cold-sore-virus-12-pct-genital-herpes-n845066](https://www.nbcnews.com/health/health-news/half-americans-have-cold-sore-virus-12-pct-genital-herpes-n845066)
CaniDermRx  JW-101 for BURNS

Works through Endocannabinoid System (CB2 receptors) and inhibition of proteolytic enzymes involved in inflammation and pain

Distribution Strategy:
- Drug and supermarket chains; online retail

Global Burn Ointment Market:
- $814 M market in 2019
- CAGR of 6.1% from 2020 – 2027
- Growth drivers: favorable reimbursement policies, technological advancements, rising incidence of burn cases
- Increasing number of blaze wounds
- 265,000 death per year caused by burns according to WHO

Clinical Trial Initiated

Objective: Treatment of first degree burns
Lab: Applied Biology Inc., Newport Beach, CA
Coordinator: Andy Goren M.D.

Clinic Protocol:
- Investigational international study in Europe and Asia with protocol similar to an FDA Phase I in preparation for FDA IND filing
- Double-blinded placebo controlled
- 50 patients with newly diagnosed first degree burns of superficial partial thickness burns on 10% or less of the total body surface area
- End point – time to full re-epithelialization of the wound

11) https://www.grandviewresearch.com/industry-analysis/burn-ointment-market
CaniSun may act as a prophylactic treatment to prevent AK from occurring and/or to inhibit its progression into squamous cell carcinoma (skin cancer).

Current treatment protocol for AK is surgical removal and/or medication. Treatments on the market include creams that may cause adverse side effects including intense local inflammation.

Dual Mechanism of Action & Relief:

- CBD & Aspartame (ASN) (Cox-2 inhibitors)

Distribution Strategy:

- Launch OTC product first, following by prescription
- Drug and supermarket chains; online retail
- Widely used prescription treatments on the market are generics

Global Market:

- 58 million Americans have one or more AK lesions
- Left untreated, 20% of AK lesions progress to squamous cell carcinoma
- The skin cancer treatment market was $8.19 B in 2019
- CAGR of 7.5% from 2019 – 2027
- Estimated to reach $14.55 B by 2027

Clinical Trial Initiated

Objective: Treatment for AK, the most common precancer that forms on the skin as a result of exposure to ultraviolet (UV) rays

Lab: Applied Biology Inc., Newport Beach, CA
Coordinator: Andy Goren M.D.

Clinic Protocol:

- Investigational international study in Europe and Asia with protocol similar to an FDA Phase I in preparation for FDA IND filing
- Double-blinded placebo controlled
- 116 adults diagnosed with AK
- End point – percentage of patients with complete clearance of AK lesions

12) https://www.skincancer.org/skin-cancer-information/actinic-keratosis/#text=Actinic%20keratosis%20(AK)%20is%20the%20result%20of%20long-term%20exposure%20to%20ultraviolet%20(UV)%20rays.
• Innovative CBD infused reef friendly SPF sunscreen formulations
• Lotion, continuous spray & lip balm
• Potential to disrupt the global sunscreen market (2019 is $8.5 B)\textsuperscript{14}
• Manufactured with FDA approved sun care actives using proprietary patent pending formulas
• Infused with CBD isolate - THC free
• Broad-spectrum SPF protection
• Complies with all FDA sunscreen regulations
• CBD sunscreen may help reduce UV damage
• Patent Filed (US: 63/005,854)
• Sun Bum was Acquired by SC Johnson in June 2019. Terms not disclosed, WSJ estimated deal at $400 M

\textsuperscript{14} https://www.statista.com/statistics/866356/sunscreen-ingredients-global-market-size-forecast/
Purpose: Determine the protective effect of CBD in CaniSun sunscreen with CBD vs. control in UV induced cell killing

The GLP (Good Laboratory Practice) study is utilizing cultured human cell lines to evaluate what effect CBD has on keratinocytes and melanocytes irradiated with UV light

Determination of cell viability in UV light:
- cell lines
- cell lines plus CBD isolate CaniSun

CBD shows dose-dependent increase in protection of both keratinocytes and melanocytes to UV-induced cell death
Endorsement Deal With Ernie Els

- Multi-Year Agreement to utilize player’s name, endorsement and likeness to advertise, promote and sell CaniSun, CaniSkin and CaniDermRx
- World Golf Hall of Famer
- One of golf’s most prolific winners with a global reach of victories
- Former World No. 1 with 72 professional career victories
- 4 Major Championships
- 2 World Golf Championships
- Record for the most consecutive weeks inside the Top-10 of the Official World Golf Ranking
- Els name also has a global reach beyond golfing, in business endeavors and charitable work
- Named one of the Top Five Most Positive Athletes in the World by the United Nations NGO Voting Academy
- Received Heisman Humanitarian Award 2017 for work in autism

“I’ve been using CaniSun sunscreen and I love the product. This is an easy endorsement for someone who is in the sun as much as I am.” Ernie Els
Distribution to Global Theme Parks

- Acquired SRM Entertainment in December 2020
- Award-winning innovation company with over 30 years of success designing, manufacturing and selling creative products and services globally to customers including Fortune 500 companies
- Long-standing preferred vendor for theme parks including: Orlando, Beijing, Hong Kong, Shanghai & Tokyo.
- Developed products for major movie and theme park brands and characters
- Jupiter’s strategy is to substantially increase sales of sun care products through venues frequented by travelers
- Build brand awareness with global customer base

Dream Big

Our Toyland division produced hundreds of toys throughout the years, taking ideas from vivid imagination to mass production. SRM continuously puts effort into being toy visionaries. Aspiring to provide toys that inspire kids to become their own innovators.
Expands Marketing & Brand Portfolio:

- Leadership team of seasoned marketing experts with Infrastructure in place
- Leverage existing relationships to expand distribution and sales
- Experienced industry leaders
- CBD Caring wellness products meet or exceed state, federal & international regulatory requirements
- Brands formulated to help consumers achieve wellness goals

[cbdcaring.com]
Moisturizing Body Lotion with CBD

- Hyaluronic acid
- Dermatologist tested
- 300mg CBD isolate - THC Free
- Daily Lotion with SPF in development
- Paraben-free
- Sulfate-free
- Phthalate-free
- Silicone-free
- Synthetic fragrance-free
- Noncomedogenic
- Made in the USA

Moisturizing Lotions

Intense Therapy Anti-itch Formula with CBD (in formulation)

- Contains patented Novel Yeast Extract formula
- Vastly superior in clinical trials to the CO containing lotion: Aveeno™ Eczema Therapy Moisturizing Cream
- Clinically shown to relieve itch in as little as one minute after application
- CeraVe 2019 sales $107 M
- A double-blinded study of 60 patients was conducted: 24 of 35 subjects reported immediate itch relief, the remaining 11 subjects reported relief in under three minutes
- Patented formula
Hand Sanitizer & PPE

- Strategic response to overwhelming demand for hand sanitizer & PPE
- Utilizes existing production supply chain and marketing capacity
- Marketed through CBD Caring’s established sales & distribution channels
QUALITY MANUFACTURING: Products Made in the USA

• Manufactured in Daytona Beach, FL
• CGMP state of the art 50,000 sq. ft facility
• 30+ Years cosmetic formulation/development expertise across multiple categories (sun care, skin care and topical healthcare)
• Track record of formulating major brands including Hawaiian Tropic, Sun Bum, Loreal
JUPITER WELLNESS TEAM

Dr. Glynn Wilson
Chairman & Chief Science Officer

Dr. Wilson brings an extensive background of success in corporate management and product development with tenures in both multinational and start-up biotech organizations. He was formerly Head of Drug Delivery at SmithKline Beecham Pharmaceuticals, Research Area Head in Advanced Drug Delivery at Ciba-Geigy Pharmaceuticals, and for 12 years was Founder, CEO and Chairman of TapImmune Inc., which became Marker Therapeutics through merger. At TapImmune he licensed cancer vaccine technology platforms and established the clinical pipeline.

Ryan Allison
COO
An executive with diverse cross-industry technology and consulting experience in both Fortune 500 and federal government markets, Mr. Allison brings C-Level experience with a proven record of financial performance while providing leadership and growth. Mr. Allison Served as CIO and managed a portfolio of companies and brands across multiple industries including healthcare. His implementation of data-driven services and management systems opened new markets and provided new and collaborative joint-revenue opportunities across the portfolio. He founded and served as CEO of Strategy Associates, a firm specializing in large-scale enterprise technology adoption.

Brian John
CEO & Director
Investor and advisor to companies around the globe, Mr. John was Founder of a highly successful financial consulting firm specializing in assisting emerging growth companies primarily in the sub-$100 million space. He serves on the board of directors of The Learning Center at the Els Center of Excellence.

Doug McKinnon
CFO
Mr. McKinnon’s 35-year professional career includes financial, advisory and operational experience across a broad spectrum of industries including oil & gas, technology, cannabis, and communications. He has been involved in fundraising ranging from venture capital start-ups to institutionally backed public companies. Mr. McKinnon has significant experience with M&A and turnarounds. He has a MBA & BBA from Texas Christian University and spent nine years as a CPA with PWC in their S.E.C Communications and Oil & Gas Practice Sections.

Rich Miller
Chief Compliance Officer
Co-Founder of Teeka Tan Suncare Products, Mr. Miller designed, created and launched a full line of sun care products. He has also built and managed a boutique financial consulting firm focused on financing and servicing uniquely positioned emerging growth companies. He is a Title I & Safe Schools Advocate.
JUPITER WELLNESS TEAM

Dr. Tony Hugli  Scientific Advisor
- Published over 250 peer-reviewed articles
- Co-founder of The Protein Society
- Co-founder of the journal Protein Science
- Editor-in-Chief of Immunopharmacology
- Co-Editor-in-Chief of J. of International Immunopharmacology
- Editorial Board of multiple scientific journals (JBC, Biochemistry, etc.)
- Served on multiple NIH review boards (Allergy/Immunology)

Christopher Melton  Director
- Served as a Vice President at JPMorgan Investment Management
- Portfolio Manager for Kingdon Capital Management
- Principal and co-founder of Callegro Investments
- Senior Real Estate Equity Analyst at RREEF Funds in Chicago
- Chairman of the Audit Committee of a NASDAQ listed company

Nancy Torres-Kaufman  Director
- Founder, Chairman & CEO of Beacon Capital.
- Since 2010, Ms. Kaufman and her firm have guided 39 early-to-late-stage life sciences companies which received $1.5 billion via the principal and or advisory activities of Beacon Capital and affiliated families. Many of these companies have flourished as private and public companies, while others were acquired by big pharma.

Dr. Hector Alila  Director
- 30 years of scientific experience in product development and management
- Founder and CEO of Esperance Pharmaceutical
- Served as Sr. VP of Drug Development at Protalex, Inc.
- VP of Product Development at Cell Pathways, Inc
- Director of Biology & Pharmacology at GeneMedicine, Inc.

Byron T. Young  Director
- Founder of both Assist Wireless and Young Energy dba Payless Power
- Serves as Senior Advisor and board member to Young Energy
- Expertise in telecommunications, energy, as well as and the cannabis and hemp industries
APPENDIX


3) https://www.medicalnewstoday.com/articles/14417

4) https://nationaleczema.org/in-your-words/

5) https://www.futuremarketinsights.com/reports/atopic-dermatitis-treatment-market#:~:text=The%20global%20atopic%20dermatitis%20treatment%20market%20in%202018%20was%20valued,forecast%20period%20of%202019%20to%202029.
