

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 17, 2014

HEALTH ENHANCEMENT PRODUCTS, INC.

(Exact name of registrant as specified in its charter)

<u>Nevada</u>	<u>000-30415</u>	<u>87-0699977</u>
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

2804 Orchard Lake Road, Suite 202, Keego Harbor Michigan 48320
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (248) 452-9866

Not applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment

On September 17, 2014, Nola E. Masterson was appointed to the Board of Directors (the “Board”) of Health Enhancement Products, Inc. (the “Company”), to serve in such capacity until her successor is appointed and qualified or until her earlier resignation or removal.

Upon joining the Board, Ms. Masterson received a warrant to purchase 50,000 shares of common stock (vested quarterly) at an exercise price of \$.12 per share with a term of three years. In addition, as compensation for serving as a member of the Board, Ms. Masterson will receive \$10,000 fee for each annual term served, which will be paid quarterly.

For the upcoming annual meeting of shareholders on October 14, 2014, Ms. Masterson has been nominated for election to a one-year term.

The foregoing is qualified in its entirety by reference to the press release announcing such appointment, a copy of which is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

9.01(d) Exhibits.

99.1 Press Release dated September 18, 2014

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HEALTH ENHANCEMENT PRODUCTS, INC.

Date: September 18, 2014

By: /s/ PHILIP M. RICE II
Philip M. Rice, II, Chief Financial Officer

HEALTH ENHANCEMENT ANNOUNCES NEW BOARD MEMBER IN ADVANCE OF ANNUAL SHAREHOLDER MEETING

FOR IMMEDIATE RELEASE -- SEPTEMBER 18, 2014

Keego Harbor, MI (September 18, 2014) – Health Enhancement Products, Inc. (OTCQB:HEPI), a Michigan-based biotech firm investigating early-stage algae bioactive compounds and metabolic processes, is pleased to announce the addition of a new member to the company’s board of directors. Ms. Nola E. Masterson, a California-based biotech executive and investment advisor joined the board effective September 17, 2014.

“We’re very pleased and honored to have Ms. Masterson agree to join our board,” states Andrew Dahl, President and CEO. “She joins us at an important inflection point in the company’s growth trajectory. Her extensive knowledge and experience in life science finance and operations is an invaluable resource for all involved. Her experience as an analyst, investment advisor, executive and entrepreneur will greatly benefit the company.”

Ms. Masterson, who resides in Woodside, California, has an extensive and well-regarded track record in the biotech industry. Since 1982, she has been the Chief Executive Officer of Science Futures Inc., an investment and advisory firm, and is currently Managing Member and General Partner of Science Futures LLC, I and II, which are venture capital funds invested in life science funds and companies. As Board Chair of Repros Therapeutics, Inc., Ms. Masterson also serves on the audit committee, nominating committee and compensation committee. She was the first biotechnology analyst on Wall Street, working with Drexel Burnham Lambert and Merrill Lynch, and is a co-founder of Sequenom, Inc., a genetic analysis company located in San Diego and Hamburg, Germany. Ms. Masterson is the Chair Emeritus of the Bay Bio Institute, a 501(c)3 affiliate of BayBio, which promotes science education, workforce development and best practices as well as entrepreneurs in the bioeconomy.

Her business career began at Ames Company, a division of Bayer, and was followed by eight years at Millipore Corporation in sales and sales management. Ms. Masterson has 33 years of experience in the life science industry. She received her Masters’ degree in Biological Sciences from George Washington University, and continued Ph.D. coursework at the University of Florida.

About Health Enhancement Products, Inc.

Health Enhancement Products, Inc. (OTCQB: HEPI) is a Michigan-based biotech company engaged in the investigation of the health benefits of early-stage bioactive compounds, the development of natural bioactive compounds for use as dietary supplements and food ingredients, as well as convergence products in the field of metabolomics.

Safe Harbor Statement

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements, including the timing of completion of a trial, actual future clinical trial results being different than the results the company has obtained to date, and the company's ability to secure funding. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

Contact:

Kathleen M. Gorski
Management Liaison
(248) 452-9866
info@health-enhancement-products.com

Media Contact

BAB Associates, LLC
Bruce Babiarz
248-890-5030
babiarz@babpr.com