

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): June 1, 2012

HEALTH ENHANCEMENT PRODUCTS, INC.  
(Exact name of registrant as specified in its charter)

Nevada  
(State or other jurisdiction  
of incorporation)

000-30415  
(Commission  
File Number)

87-0699977  
(IRS Employer  
Identification No.)

7 West Square Lake Rd., Bloomfield Hills, Michigan  
(Address of principal executive offices)

48302  
(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))
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**Item 8.01 Other Events**

On June 1, 2012, the Company issued the Press Release filed herewith as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

Exhibit 99.1 – Press Release dated June 1, 2012

**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: June 1, 2012

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

For Immediate Release

**Health Enhancement Products, Inc. sets June 15 date for investor conference call**

Bloomfield Hills, MI – (Marketwire – 05/31/2012) Arizona-based algae producer Health Enhancement Products (OTC.BB: HEPL.OB – News) has set a June 15 date to conduct an investor/analyst conference call to provide updates on various research and company activities.

“Rather than further delay any announcements regarding the Company’s research and development initiatives, we’ve opted to set a date without all of the data in hand,” states Andrew Dahl, President and CEO. “We’ll share what we have and present our plan to move forward.”

Over past two years, Health Enhancement Products has been conducting a research and product development program to isolate and characterize bioactive compounds within its proprietary algal extract, which is derived from a complex culture of algae grown in purified water at the Company’s facility in Scottsdale, Arizona.

The Company had launched an in vivo study in mid-January to confirm previous results and test various isolates and refined fractions. Results were tentatively scheduled for late March. However, the Company opted to expand the scope and conduct more definitive genetic testing. Further, the Company requested that blood lipid profiles be re-run to assure accuracy.

“It was an opportunity to delve deeper into the method of regulation and quantitatively assess the efficacy of these isolates and fractions. We had samples in hand, a window of time to accomplish this work, and we took it,” says Dahl. “The enhanced genetic testing will shed new light on how the bioactive compounds work and whether the methods of isolation we’re using are actually giving us isolates that are still efficacious.”

Company principals also requested that a portion of DNA samples from the most recent in vivo study be studied by Smiti Gupta, PhD, assistant professor of Nutrition and Food Science at Wayne State University who validated the cholesterol bioactivity in the summer of 2009. Those real-time genetic test results were returned late Wednesday, May 23 indicating one of eight groups tested showed a two-fold increase in ApoA1 expression as compared to controls. However, the Company and Gupta caution that these are preliminary results. More details will be provided on the conference call.

In previous studies, the Company had made various attempts to isolate the bioactive compounds which resulted in some test samples that worked quite well while others seemed to falter.

“It isn’t enough to say that we’ve isolated a known bioactive,” explains Dahl. “Once we’re done isolating and analyzing, that isolate still needs to remain active and do its job.”

Dahl will also update participants on the Company’s progress in constructing a new clean room at its new Scottsdale facility and provide timing on the move-in. Company CFO Philip Rice will present interim financials, recent developments and a brief overview of the latest 10-Q filing.

The June 15 call will begin at 11:00AM EDT and conclude at 12:15PM EDT. The format is basic, consisting of 25 minutes of presentation followed by 20 minutes of Q&A. Callers will be encouraged to submit questions for the Q&A session that follows prepared remarks.

**Participant Dial-In Numbers:**

TOLL-FREE 1-877-941-2068

TOLL/INTERNATIONAL 1-480-629-9712

**For replay at a later date:**

TOLL-FREE 1-877-5176

TOLL/INTERNATIONAL 1-858-384-5517

Available from July 15 to July 29, 2012

Replay PIN Number: 4543729

Because of prior demand, the number of available call-in lines has been doubled.

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## About Health Enhancement Products, Inc.

Health Enhancement Products, Inc. (OTC.BB: HEPI.OB) is a health & wellness company engaged in the development of natural products derived from algae cultures for use as dietary supplements and food ingredients. These natural products are extracted from living algae grown in purified water.

## 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:

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