

FITLIFE BRANDS, INC.  
Form 4  
October 16, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Greenblatt Jeffrey N.

(Last) (First) (Middle)

14 EAST 60TH STREET, SUITE 600

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

FITLIFE BRANDS, INC. [BNLBD]

3. Date of Earliest Transaction (Month/Day/Year)

09/27/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below) \_\_\_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	09/27/2013		J <sup>(1)</sup>		89,201 <sup>(2)</sup>	A	<u>(1)</u> 929,864 <sup>(2)</sup> D
Common Stock	09/27/2013		C <sup>(3)</sup>		20,833 <sup>(2)</sup>	A	<u>(3)</u> 950,697 <sup>(2)</sup> D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Series C Convertible Preferred Stock	(1)	09/27/2013		J(1)	41.6	11/15/2010	(4)	Common Stock	166,4(2)
Warrant	\$ 3	09/27/2013		C(3)	83,333(2)	11/15/2010 11/15/2015		Common Stock	83,3

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Greenblatt Jeffrey N. 14 EAST 60TH STREET, SUITE 600 NEW YORK, NY 10022				

## Signatures

/s/ Jeffrey Greenblatt  
Date: 10/15/2013

\*\*Signature of Reporting Person                      Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each share of Series C Convertible Preferred Stock (the "Series C Preferred") is convertible into that number of shares of the Issuer's common stock, par value \$0.01 per share ("Common Stock"), equal to the stated value of the Series C Preferred, divided by \$2.50 per share. Per these terms and pursuant to a reclassification exempt under Rule 16b-7, one-half of the Reporting Person's shares of Series C Preferred, plus all accrued dividends thereon, were converted into shares of the Issuer's Common Stock, and the remaining one-half were redeemed by the Issuer for a cash payment equal to the stated value of the shares of Series C Preferred, plus all accrued dividends thereon.
- (2) Shares reported on a post-split basis, following a one-for-ten reverse split of the Issuer's Common Stock on September 30, 2013.
- (3) The Reporting Person converted the warrants into that number of shares of Common Stock equal to the total number of shares of Common Stock issuable upon exercise of the warrants, divided by four.
- (4) Shares of Series C Preferred do not expire.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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