

Guitammer Co
Form 4
August 27, 2014

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
LUDEN MARK A

(Last) (First) (Middle)

538 BURWOOD COURT

(Street)

WESTERVILLE, OH 43081

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
Guitammer Co [GTMM.OB]

3. Date of Earliest Transaction
(Month/Day/Year)
08/25/2014

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)

President/Secretary

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$0.001 per share	08/25/2014		P		10,000	A	\$ 0.08 6,027,610
Common Stock, par value \$0.001 per share	08/25/2014		P		10,000	A	\$ 0.085 6,037,610
Common Stock, par	08/26/2014		P		10,000	A	\$ 0.085 6,047,610

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value
\$0.001 per
share

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

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SEC 1474
(9-02)

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 of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options to purchase Common Stock	\$ 0.003					12/31/2009	12/29/2019	Common Stock	333,333
Options to purchase Common Stock	\$ 0.003					06/30/2009	06/29/2019	Common Stock	1,390,851
Options to purchase Common Stock	\$ 0.003					12/15/2010	12/14/2020	Common Stock	1,029,798
Options to purchase Common Stock	\$ 0.003					12/31/2010	12/30/2020	Common Stock	1,168,041
Options to purchase	\$ 0.02					03/01/2008	02/28/2018	Common Stock	1,248,240

Common
StockOptions
to

purchase \$ 0.02

Common
Stock

03/13/2010 03/12/2020

Common
Stock 4,992,960Options
to

purchase \$ 0.25

Common
Stock

01/26/2013 01/25/2023

Common
Stock 50,000Options
to

purchase \$ 0.25

Common
Stock

11/26/2013 11/25/2023

Common
Stock 3,000,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LUDEN MARK A 538 BURWOOD COURT WESTERVILLE, OH 43081	X		President/Secretary	

Signatures

/s/ Mark A.
Luden 08/27/2014

__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) Options from 1/26/2012 are property of wife Nancy Luden.

(2) Options vest over 3 years with 1/3 of total (or 1 million options) vesting 11/16/2013, 11/16/2014, and 11/16/2015.

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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