

June 28, 2018



Gain Your Independence At The Beach This July 4th With The Launch Of Honu™ Sunscreen - With Patented Spray Wand Technology - Allowing Sunscreen Coverage In Hard-To-Reach Spots

**- Innovation from Starco Brands Allows Full Sunscreen Coverage
without Assistance -**

SANTA MONICA, Calif., June 28, 2018 /PRNewswire/ -- It's widely accepted that people should wear sunscreen when they plan to have prolonged exposure to the sun. Yet how many times have consumers returned from a day at the beach to find they missed hard-to-reach spots on their back, neck, shoulders, sides, hips, legs and feet



To address this universal and potentially harmful problem, Starco Brands (OTC: STCB) introduces Honu, the first and only sunscreen with a patented spray wand that allows sunscreen coverage to all your hard-to-reach spots. The first spray design of its kind, Honu is an ideal sunscreen for anyone – including kids – who wants the peace of mind of knowing they can protect their entire body on their own.

"Honu is another amazing example of the game-changing products Starco Brands is bringing to market," said Ross Sklar, CEO of Starco Brands. "Like Breathe, the only aerosol cleaning line approved by the EPA's Safer Choice Program, Honu is a cutting-edge, safe and efficacious product that one can now use independently to protect their entire body. It gives us tremendous pride to enable a healthy and convenient change to an everyday behavior that simply improves people's lives."

Honu, powered by air, is a broad-spectrum SPF 50 sunscreen and is water resistant for up to 80 minutes. In keeping with Starco Brand's interest in consumer and environmentally safe products, Honu is a Reef Safe formula, and doesn't contain oxybenzone or octinoxate, both linked to hormone disruption. In addition, Honu contains an antioxidant that helps to reduce the development of free radicals. It also contains aloe vera and coconut oil, providing the skin with hydration, nourishment and soothing properties.

"The name Honu refers to the majestic Hawaiian green sea turtle," said David Dreyer, a member of the Company's Brand Advisory Board. "Just like the Honu, our innovative package design provides you with a protective shell of your own."

Honu is available at Walmart locations nationwide.

About Starco Brands

Starco Brands, born out of The Starco Group, is an innovative consumer packaged goods company focused on technological innovation that changes the current landscape. Starco Brands invents cutting edge products that change our behavior. Starco Brands develops products across 10 different categories including: Household Cleaning, Personal Care, Food, Beverage & Spirits, DIY Hardware and Arts & Crafts. For more information about Starco Brands, please visit www.starcobrands.com.

Cautionary Note on Forward-Looking Statements

This press release may include forward-looking information and statements within the meaning of federal securities laws. Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events. Statements containing the words "may", "could", "would", "should", "believe", "expect", "anticipate", "plan", "estimate", "target", "project", "intend" and similar expressions constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties, which could cause actual results to differ materially from those contained in any forward-looking statement. Forward-looking statements are based on management's current belief, as well as assumptions made by, and information currently available to, management.

While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that its goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. Some of these factors include, but are not limited to, risks related to the Company's liquidity, the substantial uncertainties inherent in the acceptance of existing and future products, the difficulty of commercializing and protecting new technology, the impact of competitive products and pricing, general business and economic conditions, risks associated with the expansion of our business including the implementation of any businesses we acquire, factors discussed in our public filings, including the risk factors included in the Company's most recent Annual Report on Form 10-K, Quarterly Report on Form 10-Q and other periodic reports. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the Securities and Exchange Commission, the Company is under no obligation to publicly update or revise any forward-looking statement after the date of this release whether as a result of new

information, future developments or otherwise.

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