

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the
 Investment Company Act of 1940

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

(Print or Type Responses)

1. Name and Address of Reporting Person * Cook Sharla A <small>(Last) (First) (Middle)</small> 12400 RACE TRACK ROAD <small>(Street)</small> TAMPA, FL 33626 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol Better Choice Co Inc. [BTTR]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ CFO
3. Date of Earliest Transaction (Month/Day/Year) 02/01/2022		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
4. If Amendment, Date Original Filed (Month/Day/Year)		

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							6,502		D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. 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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Purchase Warrants - Right to Buy	\$ 4.50							10/23/2020	10/23/2026	Common Stock	3,334.00	3,334	D		
Stock Options - Right to Buy	\$ 3.60							(1)	04/13/2030	Common Stock	33,334.00	33,334	D		
Stock Options - Right to Buy	\$ 7.74							(1)	01/08/2031	Common Stock	16,667.00	16,667	D		
Stock Options - Right to Buy	\$ 8.82							(1)	03/03/2031	Common Stock	25,000.00	25,000	D		
Stock Options - Right to Buy	\$ 5.00							(1)	07/08/2031	Common Stock	33,333.00	33,333	D		
Stock Options - Right to Buy	\$ 5.00							(1)	08/19/2031	Common Stock	15,000.00	15,000	D		
Stock Options - Right to Buy	\$ 2.29	02/01/2022		A		50,000		(2)	02/01/2032	Common Stock	50,000.00	\$ 0	50,000	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cook Sharla A 12400 RACE TRACK ROAD TAMPA, FL 33626			CFO	

Signatures

Becky Pickett, Attorney-in-Fact for Sharla A Cook		02/03/2022
<small>**Signature of Reporting Person</small>		<small>Date</small>

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 exercisable according to the vesting terms in the related option agreement.

(2) Options granted on February 1, 2022 and are to vest as to 1/3rd of the shares on the first annual anniversary of the grant date and 1/36th of the shares to vest on each monthly anniversary thereafter.

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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