

FOR IMMEDIATE RELEASE:

Local San Diego Company Boasts “The Most Powerful Antioxidant” at APHA Expo

Escondido, CA, (October 20, 2008) – Local San Diego County company, FluidEssentials Inc.™, will showcase the most powerful antioxidant - superoxide dismutase - at the American Public Health Association’s Annual Meeting and Exposition, October 26-29, 2008 at the San Diego Convention Center.

“We believe in creating natural, healthy and effective nutritional supplements that attack the source of health problems, not just the problem itself.”

The APHA Public Health Exposition is where doctors, epidemiologists and surgeons general from around the nation gather to hear the latest in medical research and new products. This year, attendees will see the first orally bioavailable superoxide dismutase called GliSODin®. GliSODin® boosts all three antioxidant enzymes, and is featured in FlexEssentials™, the first and only muscle, bone and joint drink mix to fight Reactive Oxygen Species (ROS).

“We take a unique approach,” states Chief Operations Officer of FluidEssentials, Matthew Titlow. “We believe in creating natural, healthy and effective nutritional supplements that attack the source of health problems, not just the problem itself.”

He continues to explain that, “Instead of just addressing cartilage damage, for example, FlexEssentials boosts the body’s natural antioxidant enzymes to also address the free radicals that are damaging the cartilage. It aims to naturally and positively address the root cause of the health problem.”

The Science Of Health Problems *How Free Radicals Can Affect Your Health*

Excess free radicals

Oxidative stress

Inflammation

Health problems

FluidEssentials formulates and globally markets natural nutritional supplements, including FlexEssentials and TotalSleep. The company’s name is derived from the body’s essential need for water and the daily use of water-soluble nutritional supplements.

The FluidEssentials product line will be on display during the APHA Public Health Expo on October 26-29, 2008 at the San Diego Convention Center. Expo hours are 2:00 pm to 5:30 pm on October 26; 9:30 am to 5:30 pm on October 27 and 28; and 8:30 am to 12:30 pm on October 29. Event information may be found at www.apha.org.

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About FluidEssentials, Inc.

FluidEssentials formulates and markets natural, great-tasting and easy-to-use health supplements to promote a healthy, active and vibrant lifestyle.

The Southern California-based company was founded in 2007 by father-son team Barry and Matt Titlow who combined have more than three decades of experience in the highly competitive nutritional supplement industry.

The privately held company's current water-soluble product line is created for simplicity and convenience for health-conscious consumers. Products include: TotalSleep™, the first health supplement drink mix to naturally boost serotonin levels for less stress and better sleep; and FlexEssentials™, the first health supplement drink mix to boost the body's antioxidants for rapid recovery and relief for muscles, bones and joints. The water-soluble product line is available online at fluidessentials.com and drugstore.com or by phone at 866.623.5843.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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