

FOR IMMEDIATE RELEASE:

New Opinion on Fibromyalgia: Link Between Fibromyalgia And Its Symptoms Arthritis And Pain.

Southern California-based company believes our body's antioxidant—superoxide dismutase—can help.

Escondido, CA, January 14, 2010 – FluidEssentials, Inc., a premier marketer and formulator of natural health supplements featured in this month's Fibromyalgia Aware magazine, is showing fibromyalgics how superoxide dismutase (SOD) can help manage the pain and arthritis associated with Fibromyalgia.

Fibromyalgia is often triggered by an injury or extreme stress. Most say Fibromyalgia is a Central Nervous System disorder affecting serotonin and pain processing. However, numerous studies show the immune system is over-activated too—namely with the inflammatory marker TNF-alpha. Excess TNF produces an extremely damaging free radical called superoxide. Superoxide reacts with Nitric Oxide to form Peroxynitres, which can cause pain and arthritis.

Excess TNF – Superoxide – Nitric Oxide – Peroxynitrites – Pain/Arthritis

The main ingredient in Flex Essentials™ is superoxide dismutase (SOD), because SOD neutralizes the superoxide free radical. The combination of SOD and glucosamine in Flex Essentials™ is a potent peroxynitrite fighter. Flex Essentials™ also contains vitamin D, because vitamin D is a potent anti-inflammatory that also inhibits the breakdown of Tryptophan associated with serotonin-depletion and increased pain sensitivity in fibromyalgics.

Flex Essentials formulator Matthew Titlow says, "We want fibromyalgics to know that natural pain relief is possible by boosting superoxide dismutase (SOD), our body's natural pain reliever. This is why SOD is the main ingredient in Flex Essentials™. Fibromyalgics tell us they want off of their prescription drugs. They are concerned with addiction, cost and liver damage. Flex Essentials™ is a natural option."

Fluid Essentials is not new to the Fibromyalgia community. Fluid Essentials sponsored the Fibromyalgia Walk of Fame to benefit the National Fibromyalgia Association in 2007.

Flex Essentials™ is a water-soluble health supplement that reduces muscle, bone and joint pain, and inflammation naturally and rapidly. Its main ingredients are superoxide dismutase (SOD), omega-3, vitamin D, vitamin C, glucosamine and it is sweetened with reb A stevia. It is available in berry and citrus flavored stick packs, and is designed to be mixed in 4-6 ounces of water. Flex Essentials™ can be found exclusively at www.flexessentialsdrink.com and www.drugstore.com.

About FluidEssentials, Inc.

FluidEssentials formulates and markets great-tasting and easy-to-use natural health supplements to promote a more healthy, active and vibrant lifestyle. The Southern California-based company was founded in 2007 by father-son team Barry and Matthew Titlow, who combined have more than three decades of experience in the highly competitive industry of nutritional supplements.

The privately-held company's current water-soluble product line, created for simplicity and convenience for health-conscious consumers, is available exclusively online at www.fluidessentials.com and www.drugstore.com. Products include: Total Sleep™, a daily health supplement that naturally boosts serotonin levels for less stress and better sleep; and Flex Essentials™, a daily health supplement that naturally provides rapid recovery and relief for muscles, bones and joints. For more information, visit www.fluidessentials.com.