

FOR IMMEDIATE RELEASE:

New Opinion on Sleeplessness: Sleep-Aids versus Human Brain

Southern California-based health-supplement company conquers sleeplessness naturally by increasing the body's serotonin levels through Tryptophan supplementation. FluidEssentials asserts that low Tryptophan is at the root of sleeplessness.

Escondido, CA, January 27, 2010 – FluidEssentials, Inc., a premier marketer and formulator of natural health supplements, beats sleeplessness with its natural sleep-aid Total Sleep™. Total Sleep™ is a unique drink mix that gives the brain more of what it has needed for centuries in order to sleep -- Tryptophan.

“Every one of our brains needs Tryptophan to start the sleep cycle, and it’s just amazing no one is writing about it,” says Matthew Titlow, Total Sleep™ formulator and chief operations officer.

Numerous studies completed the last few years stress the importance of getting a good night’s sleep, which according to the National Sleep Foundation 65 percent of Americans struggle with. Recent reports link good sleep with many benefits, from a strong immune system, to fighting off heart disease, cancer and diabetes. However, studies don’t explain how the brain soothes the body to sleep. The body’s sleep cycle starts as night falls, when the brain then converts Tryptophan to serotonin. Serotonin then converts to melatonin, and melatonin induces sleep.

The body’s sleep cycle:

Tryptophan – Serotonin – Melatonin – Sleep

People think of turkey and Thanksgiving when they think of Tryptophan. But that has limited beneficial information from getting out about the significant role Tryptophan plays in healthy sleep, as well as managing stress, anxiety and depression. The real story is that low Tryptophan is a major cause of sleeplessness. In fact, Tryptophan is so important to the brain that we cannot even make serotonin without it. Serotonin is our brain’s natural calming neurotransmitter. Serotonin promotes healthy sleep patterns, and it naturally relieves anxiety and depression.

“We wouldn’t even think of making a sleep-aid without Tryptophan, Titlow says. It’s what our brains have needed for centuries and it will always be the main ingredient in Total Sleep™. Why are we using sleep-aids that leave us groggy and forgetful? Why take sleep-aids that injure our livers when decades of research show Tryptophan can help us sleep naturally and safely?”

Total Sleep™ is a water-soluble health supplement that gently induces sleep and reduces anxiety by increasing serotonin levels in the brain. Its primary ingredients are Tryptophan, GABA and magnesium. It’s available in apple and cinnamon flavored stick packs, and is designed to be mixed in 4-6 ounces of water.



About FluidEssentials, Inc.

FluidEssentials formulates and markets great-tasting and easy-to-use natural nutritional 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 fluidessentials.com and 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 fluidessentials.com.