

FOR IMMEDIATE RELEASE:

## **San Diego-Based FluidEssentials, Inc.™ Showcases Natural Anti-Inflammatory Supplement At Bob Hope Golf Classic**

*FlexEssentials targets free radicals in new approach to relieve golf injuries, joint discomfort and improve flexibility*

**Escondido, CA, (January 19, 2009)** – In a survey of PGA golfers, 33% had lower back injuries that lasted more than two weeks. The numbers are worse for amateur golfers and those over 50. The most common golf injuries include backs, elbows, shoulders and wrists. When golf injuries occur, the body produces excess free radicals, which overwhelm the body's antioxidants and lead to inflammation and muscle, bone and joint discomfort.

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

Excess free radicals

Oxidative stress

Inflammation

Health problems

Local San Diego Company, FluidEssentials, will showcase FlexEssentials, a natural health supplement for fast muscle, bone and joint discomfort at the Bob Hope Chrysler Golf Classic, Jan 19 - 25, 2009 at the Arnold Palmer Course at PGA West near Palm Springs, California.

FlexEssentials is the first health supplement containing Omega-3, Vitamin D and Glucosamine to also contain SOD, which fights the most damaging free radicals called Reactive Oxygen Species (ROS).

"We take a unique approach," states Chief Operations Officer of FluidEssentials, Matthew Titlow. "Instead of just addressing cartilage damage, for example, FlexEssentials boosts the body's natural antioxidants to also address the excess free radicals that are damaging the cartilage. It aims to naturally and positively address the root cause of the health problem."

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 health supplements.

The FluidEssentials product line will be on display during the Bob Hope Chrysler Golf Classic Expo from January 23 - 25, 2009 at Arnold Palmer Course at PGA West. Expo hours are 8:30 a.m. to 4:00 p.m. Friday through Sunday. Event information may be found at [www.bhcc.com](http://www.bhcc.com).

Press Contact: Matt Titlow : FluidEssentials, Inc. : 760.745.1326 : [mtitlow@fluidessentials.com](mailto:mtitlow@fluidessentials.com)

**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](http://fluidessentials.com) and [drugstore.com](http://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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