

FOR IMMEDIATE RELEASE

San Diego-based FluidEssentials™ Launches Website Loaded with New Science Targeting Sleeplessness and Pain

FluidEssentials™ introduces two new natural nutritional supplements tying serotonin to sleep, and free radicals to pain.

Escondido, CA, (December 1, 2008) -- San Diego-based FluidEssentials™, Inc. is using science to change how consumers view nutritional supplements with the launch of its new website: www.fluidessentials.com. The website provides a 360-degree view of FluidEssentials, their products and the science behind how their products solve health problems.



Visitors will find answers to questions like:

- Why do people have trouble sleeping?
- What is the sleep process?
- What starts the natural sleep cycle?
- How does inflammation begin in the body?
- What is a free radical?

For those who are sleepless, stressed or tense, they'll discover how more than three decades of research shows that the L-Tryptophan in TotalSleep™ can help provide restful, restorative sleep. For those with back aches, joint cartilage breakdown or a lack of flexibility or mobility, they'll find out how the superoxide dismutase, Omega-3 and Glucosamine in FlexEssentials™ quench free radicals and provide relief in hours.



In addition, the FluidEssentials website provides authentic and trustworthy reviews from actual customers. For example, Laurie Platt shares her experience: "This stuff really works! For the first time in a longtime I got some sleep. Ever since I have been taking it from day one, it has worked so well for me! This is the first product I can truly back 110%. Thank you."

The website isn't just about the products and the science behind them. Visitors also get a real sense of who FluidEssentials™ is and how they care about making products that work for their customers. "We're a dedicated team passionate about our products and the people who use them. We care if people are in discomfort; if they're sleepless or fatigued. We care to make our products work - and we know they do," explains Matthew Titlow, COO of FluidEssentials.

About FluidEssentials™

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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