

FOR IMMEDIATE RELEASE

Sore? Achy? Fast Joint Relief Comes From Innovative New Supplement, FlexEssentials™

The science behind FlexEssentials shows how excess free radicals lead to inflammation.

Escondido, CA, (December 2, 2008) -- Rapid relief from muscle, bone or joint aches and soreness may be as simple as a daily nutritional supplement.

FluidEssentials, Inc.™, a premier marketer and formulator of nutritional supplements, has introduced www.flexessentialsdrink.com, a new product that naturally relieves, repairs and protects those aching bones and sore muscles.

"The FlexEssentials solution is simply to focus on combating excess free radicals in the body, which lead to aches and soreness."

FlexEssentials is a daily nutritional supplement that "helps build the body's flexibility and immunity, repair damaged tissue and joints, and fight against discomfort and free radical damage," explained Matthew Titlow, founder and chief operations officer of the Southern California-based FluidEssentials.

"Based on recent scientific research, we've come up with a new way to think about attacking aches and soreness and promoting better health," he said. "This solution is simply to focus on combating excess free radicals in the body, which lead to the aches and soreness."

The key component of FlexEssentials is boosting superoxide dismutase, the most potent antioxidant which is naturally produced in the body. It fights against free radicals, which he said, if left unchecked, can lead to painful inflammation and other major health issues involving your heart, nerves, muscles, immune system and joints.

"Boosting levels of antioxidants and limiting excess free radical production are practical steps you can take to improve your health," he said. "FlexEssentials makes it easy and convenient to do just that."

The powdered supplement is water-soluble and can easily be mixed and consumed at home, work or on-the-go. The convenient stick packs come in two refreshing flavors - Berry and Citrus.

According to Titlow, FlexEssentials is ideal for anyone looking for a better path to well-being and vibrant living. "From athletes looking for that competitive edge to over-scheduled consumers fighting to stay active, FlexEssentials can offer relief from discomfort and muscle aches," he noted.

THE FLEXESSENTIALS SOLUTION
FEWER FREE RADICALS = RELIEF





Unlike the four- to six-weeks needed for results from common Glucosamine and Chondroitin supplements, Titlow said that some FlexEssentials consumers report feeling the effects within one hour, while most begin to notice a dramatic change within 48 hours.

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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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