

FOR IMMEDIATE RELEASE:

New Opinion on Fibromyalgia: Link Between Fibromyalgia and Sleeplessness

Southern California-based company shows Tryptophan can resolve low serotonin levels at the root of sleeplessness.

Escondido, CA, January 18, 2010 – FluidEssentials, Inc., a premier marketer and formulator of natural health supplements featured in this month’s Fibromyalgia Aware magazine, is exposing the link between Tryptophan, serotonin and sleeplessness in fibromyalgics. Tryptophan in Total Sleep™ naturally resolves low serotonin levels associated with sleeplessness in Fibromyalgia.

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

Our sleep cycle begins as night falls, when our brains naturally convert Tryptophan to serotonin. Serotonin then converts to melatonin, and melatonin induces sleep.

Tryptophan → Serotonin → Melatonin → Sleep

Total Sleep™ formulator, Matthew Titlow, says “This is why Tryptophan is the main ingredient in Total sleep™. Fibromyalgics are prone to Tryptophan and serotonin depletion, and I cannot think of a more beneficial, easier and inexpensive solution for managing sleeplessness associated with Fibromyalgia than Total Sleep™. Fibromyalgics are concerned with addiction, liver damage, weight gain, or doing things they would not normally do if they were not on prescription sleep-aids. Total Sleep™ is a natural alternative.”

Fibromyalgia is often considered 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 and other inflammatory markers can deplete Tryptophan and serotonin and lead to sleeplessness.

Inflammation → Tryptophan depletion → Serotonin depletion → Sleeplessness

“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?”

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

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. Total Sleep™ can be found exclusively at totalsleepdrink.com and drugstore.com.

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.