

FOR IMMEDIATE RELEASE

The Truth Behind Stress and Sleeplessness Revealed at Head to Toe Women's Expo

Natural nutritional supplement boosts serotonin for less stress and better sleep

Escondido, CA, (November 5, 2008) – FluidEssentials, Inc.™, a local San Diego Company, will showcase TotalSleep™ - the first and only health supplement drink mix to naturally boost serotonin for less stress and better sleep - at the fifth annual Head to Toe Women's Expo. The event takes place at the Del Mar Fairgrounds on November 7-9, 2008.

The Head to Toe Women's Expo provides women the opportunity to view the latest trends in fashion, health, cooking, home décor and more. Attendees will also have the opportunity to learn the truth behind stress and sleeplessness and how TotalSleep can provide lasting benefits for better sleep, less stress and more energy.

Stop by the FluidEssentials booth if you're interested in:

- Better sleep
- Natural alternatives to sleep prescriptions
- Fewer carb cravings
- More energy and focus
- Less stress

TotalSleep is a unique formula containing LT-ONE™ ultra-premium L-Tryptophan, which is an essential amino acid that naturally boosts serotonin levels. Serotonin is the body's natural calming hormone and can be depleted daily by stress, tension, negativity and inflammation. At optimum levels, L-Tryptophan and serotonin provide beneficial results to mood, sleep patterns, stress and overall energy and focus.

Laurie Platt, a regular consumer of TotalSleep, shares her positive results: "I have taken prescription sleep aids and they didn't help me sleep. For the first time in a long time, I got some sleep and didn't wake up four times a night. This stuff really works!"

TotalSleep provides many powerful benefits:

- Fall asleep easily, stay asleep naturally
- Wake up refreshed and ready to go
- Melatonin-free, diphenhydramine-free
- Drug free, natural and healthy
- Natural stress reliever
- Tastes great hot or cold

THE TOTALSLEEP SOLUTION
LESS STRESS = BETTER SLEEP





FluidEssentials will display its product line during the Head to Toe Women's Expo on November 7-9, 2008 at the Del Mar Fairgrounds Exhibition Hall (booth #804). Expo hours are 10:00 am to 6:00 pm on November 7-8 and 10:00 am to 5:00 pm on November 9. Event information may be found at www.headtotoewomensexpo.com.

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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