

FOR IMMEDIATE RELEASE

Tryptophan Is Back On The Market After 19-Year Hiatus

Top 3 Things To Know About Natural Sleep Supplement

Escondido, CA, (December 17, 2008) -- After a 19-year hiatus, the Food and Drug Administration (FDA) has allowed L-Tryptophan (Tryptophan) back on the market. In the 1980s Tryptophan was the most popular and effective sleep supplement available, but in 1989 it was removed (see history below). It was as popular as today's Omega-3. More than 30 years of research show it is a proven, safe sleep supplement. It's also the key ingredient in the natural sleep supplement TotalSleep™.

"I fall asleep much more quickly and if awakened, I don't have any trouble going back to sleep."

Southern California-based FluidEssentials, Inc.™ has turned Tryptophan's return into an opportunity with the introduction of TotalSleep, a single packet drink mix with LT-ONE™ ultra-premium Tryptophan. TotalSleep is the first nutritional supplement drink mix to naturally boost serotonin levels for less stress and better sleep.

Top 3 things you need to know about Tryptophan:

1. Tryptophan begins the body's natural sleep cycle by converting into serotonin (your calming, feel-good hormone). Typically, melatonin and valerian are used as natural alternatives to over-the-counter sleep medications (diphenhydramine). However, melatonin and valerian skip the first two steps of the body's sleep process: (1) introducing Tryptophan and (2) converting it into serotonin. Now that Tryptophan is available, the complete sleep cycle may be ignited.
2. Stress, tension, age and inflammation can deplete Tryptophan levels, which then reduces serotonin and can lead to sleeplessness and negative mood
3. Benefits include better sleep, stress management, positive mood and appetite and nicotine control

THE TOTALSLEEP SOLUTION LESS STRESS = BETTER SLEEP



How Tryptophan works:

Tryptophan is an essential amino acid in proteins such as milk and turkey. After it crosses the blood-brain barrier, it naturally produces the calming hormone serotonin, which is responsible for healthy sleep, mood regulation, stress reduction and overall well-being. As night falls, Tryptophan converts to serotonin, serotonin to melatonin, resulting in sleep.

The Science Of Sleep *A Natural Process That Begins With Tryptophan*

L-Tryptophan

Serotonin

Melatonin

Sleep

TotalSleep with Tryptophan has helped Jacque B. get some sleep: "I have always had a difficult time falling asleep at night and staying asleep. Since taking the TotalSleep supplement before going to bed, I fall asleep much more quickly and even if awakened, I don't have any trouble going back to sleep."

Tryptophan history:

In 1989 the Japanese manufacturer, Showa Denko, exported Tryptophan with a harmful contaminant in it. The contamination was a result of change in their manufacturing process, not the Tryptophan itself.

This contaminant caused severe health problems, resulting in a Food and Drug Administration (FDA) ban on Tryptophan imports into the United States. However, imports of Tryptophan for use for infants or pharmaceuticals were allowed.

The import ban was finally lifted in May 2005 and Tryptophan can now be used as a nutritional supplement once again. In fact, the FDA has listed Tryptophan as GRAS (Generally Recognized As Safe).

TotalSleep uses LT-ONE ultra-premium Tryptophan because it is thoroughly tested for impurities and contaminants. The formula also contains GABA (a calming brain neurotransmitter), ashwagandha (a stress-relieving herb used in traditional Indian medicine) and magnesium (a mineral involved in serotonin production).

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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