

Company Fact Sheet

FluidEssentials, Inc.

History:

Founded in 2007, FluidEssentials, Inc. formulates and globally markets natural nutritional supplements to promote a more healthy, active and vibrant lifestyle. The Southern California-based company's name is derived from the body's essential need for water and the daily use of water-soluble nutritional supplements.

Our Mission:

FluidEssentials' mission is to positively and dramatically improve the lives of people with health problems. We're focused on developing innovative, effective and natural products that promote a more healthy, active and vibrant lifestyle.

Our Belief:

We believe in the path to natural vibrant living. The path is a lifestyle and a solution. It's a cycle of progress. From problem to solution. From injury to wellness. From fatigue to activity. All FluidEssentials products affect customers in a positive direction. The path is personal versus technical, giving a simple and immediate answer to: "what will 'I' get out of it?"

Founders/Executives:

FluidEssentials is a privately held company founded and managed by the father-son team of Barry and Matt Titlow.

Barry Titlow, Chief Executive Officer (father)

Matthew Titlow, Chief Operations Officer (son)

We are 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. We rejoice in our customers' successes and strive to continually make a positive difference in their lives.

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