

## Executive Bios

### **Barry Titlow, Chief Executive Officer**

Barry Titlow is a trained chemist with more than 35 years experience in the fine chemical industry. He is an expert in the field of amino acids, an authority in dosage form applications for raw materials, and a well-established negotiator in international markets.

As CEO, Barry oversees purchasing, product development, relations with regulatory agencies, and training of sales and technical support staff. He is also an active member of several trade associations including Drug, Chemical & Associated Technologies (DCAT), and AOAC International ([www.aoac.org](http://www.aoac.org)).

### **Matthew Titlow, Chief Operations Officer**

Matthew Titlow worked in the financial services industry for several years prior to joining FluidEssentials. He holds an MBA from Arizona State University (W.P. Carey) and a Master's degree in International Management from Thunderbird, the Garvin School of International Management. Matt formulates FluidEssentials' products and has spent hundreds of hours in the lab researching and developing new, effective products for FluidEssentials.

## Noteworthy Quotes from Matthew Titlow, COO

### **FlexEssentials™**

"FlexEssentials helps with everything from bad joints, muscle soreness, discomfort in the lower back, knees, ankles, feet, wrists, shoulders and more. FlexEssentials relieves it all!"

"We've developed a new approach to attacking aches and soreness and promoting better health. Our solution is simply to focus on the root cause by combating excess free radicals in the body, which lead to aches and soreness."

"From athletes looking for that competitive edge to over-scheduled consumers fighting to stay active, FlexEssentials can offer relief and get people moving."

### **TotalSleep™**

"TotalSleep is a revolution. For those who haven't slept well in years, TotalSleep can be life-changing! It's great-tasting and easy-to-use, getting people to sleep easily, helping them stay asleep and waking them up naturally."

"TotalSleep is unique because it increases serotonin levels naturally, helping you fall asleep more easily, stay asleep longer and wake up ready to go. Healthy serotonin levels help you manage stress, reduce tension and increase energy and focus throughout the day."