

FOR IMMEDIATE RELEASE:

Natural Pain Relief Just Got Sweeter And Easier With Health Supplement Flex Essentials.

Flex Essentials upgraded its anti-inflammatory formula with natural sweetener -- stevia.

Escondido, CA, February, 2010 – FluidEssentials, Inc., premier marketer and formulator of natural health supplements, released the newly sweetened formula for its top-selling pain reliever Flex Essentials. The 100 percent natural Flex Essentials is now sweetened with stevia. The packaging did not change. It's easy to use. For quick relief, just pour a packet into water and drink.

“Flex Essentials works because it neutralizes the excess free radicals that can break down bone and cartilage and cause pain. The main ingredient is the often unheard-of, but very effective antioxidant, Superoxide Dismutase (SOD). It's the human body's natural antioxidant. While a dietary antioxidant like resveratrol can neutralize one free radical per one resveratrol molecule, the body's antioxidants, which include SOD, can neutralize around 6 million free radicals per minute. It's the human body's answer to fighting pain and disease. But as we age we produce less SOD, which can lead to aches and pain,” states Flex Essentials formulator and COO Matthew Titlow.

Flex Essentials™ is a unique drink mix that stimulates the body into producing more of what it has used for centuries to fight inflammation – Superoxide Dismutase (SOD).

The damaging path of excess free radicals in the body:

Excess free radicals – Oxidative stress – Inflammation – Health problems

“I truly believe we've made an almost perfect and original product to fight pain and prevent further injury, says Titlow. We've helped so many people in pain from arthritis to, knee pain, back pain, hip pain, ankle pain, shoulder pain, tennis elbow, runner's knee, you-name-it-pain. What makes us special is our scientifically backed antioxidant SOD. And, we've raised the bar by sweetening with stevia,” adds Titlow.

Flex Essentials is sweetened with reb a stevia, the highest grade of stevia from the stevia plant.

“We changed our formulation because we wanted to get the junk out. Why put this amazing antioxidant, disease-preventing cocktail into your body and load it with junk sweetener?” says Titlow.

Flex Essentials™ is a water-soluble health supplement that reduces muscle, bone and joint pain, and inflammation naturally and rapidly. Its primary ingredients are superoxide dismutase (SOD), omega-3, vitamin D, vitamin C, glucosamine and it is sweetened with reb a stevia. It's available at drugstore.com and fluidessentials.com in two great-tasting citrus and berry flavored stick packs, and is designed to be mixed in 4-6 ounces of water.



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.