

CONTACT: Matt Titlow, (760) 745-1326
mtitlow@fluidessentials.com

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FluidEssentials Wakes Up Tired Americans with TotalSleep
Natural supplement boosts serotonin levels to calm body and promote better sleep

ESCONDIDO, Calif. (June 24, 2008) - Millions of Americans have serious sleep issues. But one Southern California nutritional supplement company hopes to wake up tired consumers to a completely new way of getting restorative snoozes with its all-natural product, fittingly called TotalSleep.

“For those who haven’t slept well in years, this great-tasting and easy-to-use water-soluble supplement can be life-changing,” said Matthew Titlow, founder and chief operations officer of FluidEssentials, a privately held company that formulates and markets natural products that promote a healthy, active and vibrant lifestyle.

Unlike prescription drugs and over-the-counter sleep aids that can be habit-forming and have unpleasant after-effects, TotalSleep focuses on raising low serotonin levels, which Titlow said is “a root cause of most sleeplessness.”

“The unique formula in TotalSleep increases serotonin levels naturally, helping you fall asleep more easily, stay asleep longer and wake up ready to go,” he explained. “Healthy serotonin levels also mean improved response to stress, fewer carbohydrate cravings, reduced tension and increased energy and focus throughout the day.”

The now-rested Laurie Platt is just one of the many users who is reporting sleeping better and waking more refreshed after using TotalSleep. Introduced earlier this year to the supplement during the National Fibromyalgia Association’s Walk of Fame in Orange, California, she said: “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!”

According to Titlow, Platt is among the majority of sleep-deprived consumers who find TotalSleep effective after the first use. “Even more people begin to notice remarkable results within three consecutive nights of use.”

Designed to be taken daily for stress and sleeplessness, the powdered supplement in convenient stick packs can be mixed with cold or hot water and comes in two popular flavors - Apple Tea and Cinnamon Tea. TotalSleep’s main ingredient is LT-ONE™, ultra-premium L-Tryptophan, which works naturally with consumers’ normal sleep cycles.

FluidEssentials products, including TotalSleep, are currently available exclusively online at www.fluidessentials.com, www.costco.com and www.drugstore.com, and soon on www.amazon.com.

For more information about FluidEssentials or any of its natural supplements, logon to www.fluidessentials.com or call toll free 866-623-5843.

About FluidEssentials

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 nutritional supplements industry.

The privately held company's current water-soluble product line, created for simplicity and convenience for health-conscious consumers, is available exclusively online and includes: TotalSleep, a daily supplement that naturally boosts serotonin levels for better sleep; and FlexEssentials, a daily nutritional supplement that naturally relieves discomfort in muscles, bones and joints.