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Sore? Achy? Innovative Supplement Takes New Approach For Rapid Relief *FlexEssentials relieves muscle, bone and joint discomfort naturally*

ESCONDIDO, Calif. (June 24, 2008) – Rapid relief from muscle, bone or joint aches and soreness may be as simple as a daily nutritional supplement.

FluidEssentials, Inc., a premier marketer and formulator of nutritional supplements, has introduced FlexEssentials, a new product that naturally relieves, repairs and protects those aching bones and sore muscles.

FlexEssentials is a daily nutritional supplement that “helps build the body’s flexibility and immunity, repair damaged tissue and joints, and fight against discomfort and free radical damage,” explained Matthew Titlow, founder and chief operations officer of the Southern California-based FluidEssentials.

“Based on recent scientific research, we’ve come up with a new way to think about attacking aches and soreness and promoting better health,” he said. “This solution is simply to focus on combating excess free radicals in the body, which lead to the aches and soreness.”

A key component of FlexEssentials is a potent antioxidant that fights against free radicals, which he said, if left unchecked, can lead to painful inflammation and other major health issues involving your heart, nerves, muscles, immune system and joints. “Boosting levels of antioxidants and limiting excess free radical production are practical steps you can take to improve your health,” he said. “FlexEssentials makes it easy and convenient to do just that.”

The powdered supplement is water-soluble and can easily be mixed and consumed at home, work or on-the-go. The convenient stick packs come in two refreshing flavors – Berry and Citrus.

According to Titlow, FlexEssentials is ideal for anyone looking for a better path to well- being and vibrant living.

“From athletes looking for that competitive edge to over-scheduled consumers fighting to stay active, FlexEssentials can offer relief from discomfort and muscle aches,” he noted.

Unlike the four- to six-weeks needed for results from common Glucosamine and Chondroitin supplements, he said that some FlexEssentials consumers report feeling the effects with one hour, while most begin to notice a dramatic change within 48 hours.

FluidEssentials products, including FlexEssentials, are currently available exclusively online at www.fluidessentials.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.