

WATER
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How bad can hard water really be?

Well, it can cause your showerhead to lose up to 75% of its flow rate in just 18 months. It can rob your water heater of almost 50% of its efficiency. And it interacts negatively with soap, reducing its cleaning power.

Problems that all disappear when you use a salt-based water softener.

Soft water doesn't contain the hard minerals like calcium and magnesium that cause scale buildup. And the benefits are countless. Appliances run better, last longer and are cheaper to operate. And studies show that, with soft water, you can use half as much laundry detergent at colder temperatures and still get better results than with hard water.

Researchers have found that microbial biofilms form on pipes that have both regular hard scale and soft scale. Salt removes this bacteria-friendly scaling on pipes thus minimizing exposure to pathogens such as Legionella.

In other words, salt-based water softeners help save energy, save money and save the environment, while keeping your water supply safer.

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MISSION: The Salt Institute is a North American based, non-profit trade association dedicated to advocating the many benefits of salt, particularly to ensure winter roadway safety, healthy nutrition and quality water.

PURPOSE: To accomplish the mission, the Salt Institute analyzes research and public policy, dispels inaccuracies in public knowledge and fosters increased understanding of the life enhancing qualities of salt.

CORE VALUE: The Salt Institute is dedicated to adherence to sound science as it seeks to improve knowledge of the many ways salt can benefit individuals and the environment.



Salt Institute

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EVERYTHING'S BETTER
WITH A LITTLE SALT.

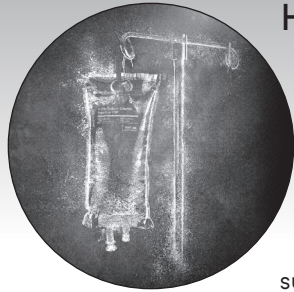


Salt is so much more than something you sprinkle on French fries.

It impacts your life every day in more ways than you can imagine.



HEALTH
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HEALTH



Salt is an important element to good health. In fact, no dietary component is more essential to human survival than salt. To

maintain good health, hospitals place patients on saline IV drips. Each one-liter saline bag contains 9 grams of salt, which is equivalent to 3450 mg sodium.

The sodium you get from salt is what allows nerves to send and receive electrical impulses. It's what makes your muscles react. It's what makes your brain work. It's what makes every cell in your body function.

The body of evidence in favor of salt is strong, too.

The average American eats about 3,400 mg per day of sodium, according to The National Health and Nutrition Examination Survey. You may have heard that this is too much, but according to new research, it may actually be on the low side of the healthy range.

A 2014 study, published in the New England Journal of Medicine, tested sodium consumption in more than 100,000 people in 17 countries. The study found that the healthy range for sodium consumption was between 3,000 and 6,000 mg per day. Eating more or less than this safe range increases the risk of sickness and death.

FOOD
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FOOD



No single ingredient does more positive things for food than salt.

We're not just talking about taking French fries from good to great, either.

Salt does more than improve flavor. It intensifies it. It reduces bitterness and enhances sweetness. It provides balance. It's a natural preservative. It controls bread fermentation and it's even a critical ingredient in making ice cream. It's equally at home encrusted on a thick steak as it is on a caramel.

And, amazingly, it does all of this without adding a single calorie.

Watch a show like Top Chef and, when the judges give a thumbs down on a dish, odds are you'll hear them say "it could have used more salt."

No wonder it's been the secret ingredient of the human race for 8,000 years. And the one no chef can live without.

Today, food technologists rely on salt to satisfy consumer preferences in color, texture, and appearance. And, all evidence suggests that consumers do have preferences and they prefer the attributes that only salt can deliver.

ROAD
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Every winter, more than 116,000 Americans are injured and over 1,300 are killed on snowy, slushy or icy pavement.

There's an easy, inexpensive way to save hundreds of lives and prevent thousands of injuries every year.

It's salt.

A study conducted by Marquette University found that, when winter storms turn roads to ice, clearing and de-icing them with salt reduces accidents by up to 88% and injuries by up to 85%. Clear roads also ensure that emergency vehicles can respond quickly.

Road salt also saves money. When snow and ice make roads impassable, it can cost state economies as much as \$700 million a day — losses salt can mitigate. Snow-related shutdowns harm hourly workers the most.

The negative economic impact of road closures far exceeds the cost of snow and ice removal.

All told, deicing with road salt pays for itself in just 25 minutes. If only every investment were as sure a thing.