

Introducing μ Salt™

*Small crystals, big flavor
& half the sodium*

A new, all-natural, patented technology reduces the amount of salt on surface applications by up to 50%.

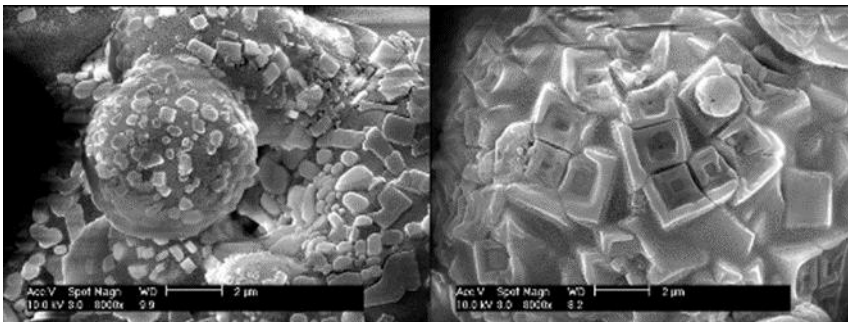
- **Healthier:** Improves the nutritional value of table salt and a variety of snack foods
- **Tasty:** Same unique attributes of traditional salt because it is salt, just in a smaller form produced with a sub 20 micron particle size which enhances dissolution in the mouth and perceived saltiness
- **Easy and cost-effective:** This new salt technology can be immediately used without modification on a wide variety of surface



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Reducing salt content in foods without sacrificing taste

The food industry has become increasingly focused on healthier snack foods with less salt.



25 % NaCl, 8000x, bar = 2 μm (2000 nm)

75 % NaCl, 8000x, bar = 2 μm (2000nm)

Food companies are reviewing their global portfolios to make their products healthier, consistent with the U.S. Food and Drug Administration's proposed guidelines to reduce sodium consumption by over 30% in the next 10 years. According to experts, adults consume almost 50% more sodium than recommended on a daily basis. Excess sodium could raise blood pressure and is a leading risk factor linked to cardiovascular disease. According to Reuters, roughly 70% of the salt found in diets originate from prepared and processed food, like snack foods and cereals. The FDA has established proposed targets for approximately 150 food product categories that the agency said contribute meaningfully to the amount of sodium in the diet.

"This novel technology is aimed at reducing salt intake in snack foods up to 50% without sacrificing the integrity of the salty taste consumers enjoy."

– Dr. Sakharam K. Patil



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How it works

When regular salt particles are sprinkled on foods for consumption or further processing, they provide a low-intensity and long-lasting spotty taste because of their large particle size and high density.

This patented new μ Salt™ technology (US patent #8,900,650 B1) for low-sodium compositions delivers excellent dissolution providing an equal salt taste to table salt by reducing particle size to a nano-scale, resulting in lower sodium intake.

This new technology does not contain substitutes like calcium, potassium or magnesium salts. Its smaller particles dissolve faster and are perceived faster by the consumer allowing for the reduction of the concentration of salt where it is applied to the surface.

This compelling technology can reduce sodium concentrations up to 50% in a wide variety of surface applications.

Key benefits

- Increases salt dispersion while enhancing salt taste and sensation in the mouth
- Ability to be co-blended with spices, flavors, colors and flow agents
- Stability in all topical applications while imparting increased shelf life
- Absence of bitter taste present in most low sodium salt products with substitutes such as calcium, potassium or magnesium salts
- Ability to customize particle size for flexibility in topical coatings
- Lower sodium intake can improve heart health without sacrificing taste or flavor
- Meets USDA proposed guidelines to reduce sodium consumption by approximately 30% over the next decade

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