



Real Salt® FAQ

Years ago if you went to a store to purchase sea salt you might have found a product that was a little better than traditional table salt. However, today the term “sea salt” doesn’t have much meaning and many “sea salts” are “C” grade. A better question would be, “Is Your Salt Real?”

What is Real Salt? Just as the name implies, it is just real salt. Salt the way nature intended. Real Salt is a brand of unrefined and completely natural salt extracted from an ancient sea bed deep within the earth in a peaceful valley located in central Utah.

What is the origin of Real Salt? Geologists say that the mineral salt deposit that Real Salt comes from is a remnant of an ancient inland sea from the Jurassic era—usually referred to as the Sundance Sea.

Where do most salts come from? Food salts typically come from one of three sources: current oceans, dead seas, and ancient sea beds. Unfortunately, our oceans today aren’t as clean as they were in years past and the dead seas such as the Great Salt Lake in Utah or the Dead Sea in Israel also face increasing environmental and political challenges. In contrast, ancient sea beds were deposited from seas that existed long before modern pollutants.

What about iodine? Iodine is an essential nutrient and one that many people lack today. To help with this iodine deficiency, many salts on the market have added potassium iodide (a somewhat stable form of iodine). However, Dr. David Brownstein and others have discovered that the iodine added to salt is only about 10% bio-available. Real Salt does contain naturally-occurring iodine, but not enough to satisfy the recommended daily allowance of 150 micrograms. So, instead of relying on a processed version of iodine that has been added to salt in order to get iodine, we suggest Real Salt for your salt and for your iodine we suggest other iodine-rich foods like kelp, fish, yogurt, eggs, strawberries, and mozzarella cheese. There are also other great natural iodine supplements available.

Why are there colors and flecks in Real Salt?

Real Salt’s unique “pinkish” appearance and flecks of color come from more than 60 natural trace minerals, including iodine. By contrast, many other salts are produced in such a way as to only contain sodium and chloride. For a complete list of the minerals present in Real Salt, you can visit www.realsalt.com.

Is Real Salt heat processed or kiln dried? No.

Unlike many salts coming from current oceans, Real Salt is not heat processed or kiln dried.

Are there any additives in Real Salt? No. Real Salt is just 100% real salt. Nothing added, nothing taken away. Real Salt is simply salt the way nature created it.



Is Your Salt Real?®

For a FREE e-booklet, *Guide to Understanding Salt*, visit www.realsalt.com.

Does it taste better? Yes. Most agree that once you experience the delicate “sweet salt” flavor of Real Salt, no other salt will compare. Real Salt is full of flavor and natural goodness—the way salt was meant to be savored!

Salt, Minerals and Water Content. Combining water and trace minerals creates a dramatic chart for some companies’ marketing materials, but all it really means is that salt from modern oceans is comparatively very wet. The percentage of water across sea salts can vary quite a bit (Real Salt is 0.6% water, while some modern ocean brands have as much as 17%) but if their chart were to compare trace minerals alone instead of combining minerals with water, the differences would be less exciting—and more relevant. Of the brands we’ve tested, trace mineral content ranges from 1.36% to 2.46%.

What about blood pressure and water retention? When dealing with matters of health we always recommend consulting your healthcare provider. For years, salt has been the focus of high blood pressure and water retention issues, yet when you go to the hospital the first thing they do is give you an IV of saline solution—which is salt water. If salt were truly the problem with high blood pressure and water retention, as some have made it out to be, it would not be given intravenously in every hospital in the world. Today, many health professionals and medical associations are starting to question the “Low Salt Diet” mentality. They are now recommending natural, mineral-rich, unrefined salts, such as Real Salt, as an alternative to processed and demineralized sea salts and table salts. In the book, *Salt Your Way to Health*, by Dr. David Brownstein, MD, he says, “Unrefined salt provides the body with a complex of nutrients that it needs to function optimally. The use of unrefined salt will not cause an elevated blood pressure. Furthermore, due to its abundance of minerals, it can actually help lower the blood pressure in hypertensive patients.” (Brownstein, *Salt Your Way to Health*, page 65) *Dr. David Brownstein, MD. Salt Your Way to Health. West Bloomfield: Medical Alternatives Press, 2006. Print.*

What is the difference between Real Salt and the Gray/Celtic salt and the Pink/Himalayan Salts? The Gray/Celtic Salts can be nice salts harvested from the current ocean. Most do a nice job with their salt, harvesting it by hand and leaving it unprocessed so it contains those important trace minerals. Compared to Real Salt, the biggest difference is that these salts come from a current ocean (historically mostly from France although now produced from many oceans) as opposed to an ancient sea bed.

Like Real Salt, the Himalayan brands are harvested from an ancient salt deposit that would have been created long before there were any modern toxins. Geologically, the Himalayan deposit is similar to Real Salt in that they are both estimated to be from the Jurassic era, they both have a full spectrum of minerals, and both can be considered crystal salts. Tasted side by side, most agree that Real Salt is a bit sweeter, while Himalayan tends to have a sharper, or earthier, flavor.

The big difference between Real Salt and Himalayan has to do with consequences of geography. Real Salt comes from the USA (Redmond, Utah), and the Himalayan deposits are in and around Khewra, Pakistan. There are a large number of different mines in Pakistan supplying the Himalayan brands, some having more modern mining and labor standards. Generally, Real Salt is less expensive as we don’t have to ship it from Pakistan and you can always trust the quality, processes, and labor policies that bring Real Salt to your kitchen.

Take the Real Salt Taste Test.
First taste Real Salt, then try any other salt—
The difference will amaze you!



Redmond Trading Company, L.C.
1-800-367-7258 • www.redmondclay.com