

# Is Your Salt Real?

## Not All Salts Are Created Equal



(A Comparison of the Top-Selling Sea Salts in the U.S. Health Food Market)

	RealSalt	Hain	La Balene	Morton Kosher	Lifestream	Lima	Celtic Fine	Frontier	Eden	Diamond Crystal
50+ Trace Minerals	*						*			
No Anti-Caking Agents Added	*				*	*	*		*	*
No Dextrose Sugar Added	*		*	*		*	*	*	*	*
Natural Iodine	*					*	*			
Kosher Certified	*			*		*	*	*		*
Mined From Ancient Sea-Bed	*									
Price / oz.	\$0.17	\$0.05	\$0.11	\$0.04	\$0.05	\$1.12 7.05 oz.	\$0.71	\$0.10	\$0.24	\$0.05
Package Size	26 oz.	26 oz.	26 oz.	48 oz.	26 oz.		16 oz.	16 oz.	14 oz.	48 oz.

### RealSalt in the Health Food Market\*

- \* Among 57 brands, RealSalt is the #2 selling sea salt in the nation
- \* RealSalt is one of the fastest-growing sea salts in the health food market
- \* RealSalt's 9 oz. shaker has the largest revenue growth of any SKU
- \* RealSalt's 26 oz. pouch is the 3rd best-selling SKU with the highest revenue growth
- \* In the Northwest, RealSalt is the #1 selling sea salt
- \* In No. California, RealSalt's 26 oz. pouch is the #2 selling sea salt

(\* This data was taken from natural products supermarkets and compiled by Spins. Data based on a 12-month running ending 12/31/03.)

### Take The RealSalt Taste Test.

First tastes RealSalt, then try any other salt...  
The difference will amaze you!

**Brought To You by: Academy Health Services of NJ an Authorized RealSalt® Distributor**

**For Pricing and Information, visit our Site: <http://www.academyhealthnj.com/Products/RedmondRealSalt.html>**

**Or Call Us 908-459-5577 E-mail: [info@academyhealthnj.com](mailto:info@academyhealthnj.com)**

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