



Press Release

FOR IMMEDIATE RELEASE

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Foods Alive Launches Himalayan Pink Salt

Includes 84 of possible 92 trace minerals found inside the human body

Waterloo, Indiana (January 13, 2011) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup—**Himalayan Pink Salt**. Himalayan Pink Salt at **Foods Alive** is 100% pure mineral salt, from a pristine area deep in the Himalayan Mountain Range. This salt is stone ground and is the purest and most beneficial form of salt crystals in the world.

Himalayan Salt has a precise mesh with the body's inner workings because it contains an almost identical set of elements to those found inside the human body— 84 of the possible 92 trace minerals, in the same proportion as naturally exists in our blood. Himalayan salt's vivid pink color is a result of the trace elements in the salt, including energy-rich iron. These naturally present minerals are essential for human health.

Since this is fine granulated crystal salt, it works well for salt shakers and cooking recipes. Foods Alive suggests that Himalayan Pink Salt be consumed as a mineral water (Solé*), dissolved in a hot bath for a healthy soak and detox, or it can be put directly on food or used in cooking.

Foods Alive Himalayan Pink Salt is non-GMO, gluten free, vegan and kosher and is packaged in a 14-ounce re-sealable stand-up bag with a suggested retail price of \$6.99. Himalayan Pink Salt is the newest addition to the popular Super Foods line at Foods Alive, which also includes Cacao Powder, Maca Powder, Hulled Hemp Seeds, Goji Berries, Jungle Peanuts and more. Foods Alive products are available at Whole Foods Markets, hundreds of other stores across the United States, and many leading web retailers including Amazon.com and Puritan's Pride.

About Foods Alive - Food to Nourish Your Body, Mind & Soul

Since 2002, Foods Alive has been providing mineral rich and nutrient dense, organic, raw foods, making it easy for people to gain the essential nutrition needed to not just sustain, but to thrive throughout the day. Everything created at Foods Alive is of the deepest integrity, from our family to yours. For more info, please visit

www.foodsalive.com

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