

From the Earth ... for the mind, body & soul



Relax  
your way to  
good health  
and beauty with

EPSOM SALT



POTASH IMPORT &  
CHEMICAL CORPORATION

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### Introducing a New Epsom Salt Produced Specifically for the Premium Bath Salt Market

PICC (a subsidiary of K+S Germany) is proud to introduce a new and totally unique form of Epsom Salt to the U.S. bath salt market.

For generations, Epsom Salt has been used as a bath and foot-soak salt to help reduce stress and alleviate aches and pains. As the world's largest producer of Epsom Salt, and a major supplier to conventional drug store chains and mass merchandisers, we have served this traditional market for decades.

Now we can help you reach new customers, with a product designed for the upscale consumer seeking relaxation.

### Larger Granules

Our pure, natural, large-granulation Epsom Salt is a unique upscale alternative to traditional brands. Larger granules increase consumer appeal and present greater opportunities to sell to this emerging retail market.

### Customized to Your Specifications

Our proprietary technology allows us to tailor make a product of your choosing. Whether you prefer our pure-white, unscented Epsom Salt or prefer to specify the addition of colors and/or scents ... we have the capability to meet your specific needs.

### Naturally from the Earth

Our Epsom Salt (Magnesium Sulfate) comes directly from the Earth. We take it from natural mineral reserves – unlike competitors who use sulfuric acid to synthetically produce their Epsom Salt.



### The Epsom Salt Difference

Unlike other bath salts comprised mostly of sodium chloride and other fillers having little or no known health benefit, Epsom Salt is proven to be an excellent source of both magnesium and sulfates. These components are essential to properly regulate many of the body's most vital functions.

### Magnesium & Sulfates Have Strong, Scientifically Proven Health Benefits

Magnesium has been scientifically proven to help reduce high blood pressure, prevent blood clots, increase the body's ability to use insulin (which reduces the severity of diabetes), flush toxins from the body, improve nerve function, and increase muscle strength.

Sulfates are an important component in biological processes, including digestion, hormone production and proper cell function. Low sulfate levels have been linked to diseases such as rheumatoid arthritis, Alzheimer's and Parkinson's disease.

**Epsom Salt replenishes the body with much needed minerals ... plus relaxes the mind and muscles!**

#### EPSOM SALT BATH CRYSTALS

Magnesium Sulfate Heptahydrate ( $MgSO_4 \cdot 7H_2O$ ), min. 48%  $MgSO_4$

#### Nature of Product:

- White granules
- Colors and/or scents available based on customer request

#### Chemical Analysis:

- |                                  |             |
|----------------------------------|-------------|
| • Magnesium Sulfate ( $MgSO_4$ ) | Typical 49% |
| • Water ( $H_2O$ )               | Typical 51% |

#### Granulometry:

- |                 |             |
|-----------------|-------------|
| • Tyler Mesh +9 | Typical 92% |
| • Tyler Mesh -9 | Typical 8%  |

#### Physical Properties:

- |  |                             |
|--|-----------------------------|
| • Bulk Density   | abt. 56 lbs/ft <sup>3</sup> |
| • Solubility in Water<br>(readily soluble in warm bathwater) | 99.9%                       |

#### Packaging:

- 1,000 kg big bags or 50 lb bags on a special request basis

*“Bathing in Epsom Salts is a safe and easy way to increase sulfate and magnesium levels in the body.”*

*– Dr. Rosemary Waring - University of Birmingham - 2004*

