



## PRESS RELEASE

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### **SOURCE NATURALS PRESENTS CRYSTAL BALANCE HIMALAYAN SALTS**

*Exotic, Pure Mineral Salts for Kitchen and Bath*

**SCOTTS VALLEY, Calif. – June 16, 2009** – Most Americans think of salt as—well—just plain old salt. But throughout the world, various cultures have experienced salt that is much, much more than many of us ever imagined. Whereas some have experienced the enhanced flavor of sea salt and others have tried flavored salts—the idea of artisan or specialty culinary salts is new to many of us. Similarly, invigorating mineral salt baths are usually experienced only in exclusive spas. North Americans are now discovering the health-giving pleasures of mineral salts.

Source Naturals presents two forms of mineral salt from the Himalayas, salts renowned for natural purity and mineral content. Crystal Balance Himalayan Bath Salt comes in small crystals for adding to bathwater. Crystal Balance Himalayan Gourmet Salt is finely ground and comes in a shaker, for ease in food preparation.

Source Naturals National Science Educator Guy Devin, PhD, says, “Americans are rediscovering the ancient art of balneotherapy— invigorating mineral baths that have been used and appreciated throughout the world since ancient days. After the Greeks and Romans, the popularity of mineral baths resurged in Europe of the 1800s, and again in the 21<sup>st</sup> Century.”

Devin says, “An environment of increased warmth, such as that of a bath in warm water, has benefits in and of itself. The warmth enhances blood circulation and causes the blood vessels to widen, a process called vasodilation. A warm bath can ease minor pain and discomfort: heat increases the secretion of hormones that trigger relaxation and pleasure, hormones such as norepinephrine and plasma prolactin. A warm mineral bath also increases concentrations of beta-endorphins, neurotransmitters that inhibit pain.”

He continues, “The rest and relaxation of the warm, soothing environment has beneficial effects on the immune system, and the salt smoothes and moisturizes the skin as well.”

Himalayan salts are also appreciated in the kitchen. Gourmets worldwide know that, while salt is a traditional means of enhancing flavor in food, not all salts are created equal. Artisan and specialty culinary salts are known throughout Europe and are now being introduced in North America; they are featured at some of the finest restaurants. Chefs have their preferences: fleur de sel, sel gris, flake salt, quarried salt, sea salt, smoked salt or flavored salt.

Certain rare salts give flavors that are legendary. Himalayan Salt is one of the most famous of these. The unique mineral content in Himalayan salt imparts exquisite flavor to food.

Devin says, "The way gourmet salt responds to various food flavors, aromas, textures, moistures, and colors all depends on the mineral, moisture and crystal properties of the salt."

Source Naturals offers the opportunity to experience the ancient treasure of the Himalayas—pure, unaltered, exquisite-tasting Crystal Balance Himalayan Gourmet Salt, to delight the taste buds while nourishing the body, and Crystal Balance Himalayan Bath Salt for a relaxing, soothing bath. Enjoy the sensual delights of these salts while enjoying the health benefits of a wide range of trace minerals.

The Bath Salt comes in two sizes and retails for \$12.50 for the 16 ounce jar, and \$18.98 for a 25 ounce jar. The Gourmet salt comes in two sizes: the 4 ounce size is \$6.50 and the 8 ounce size is \$9.98. To learn more about Crystal Balance Himalayan Bath Salt and Crystal Balance Himalayan Gourmet Salt, or to find purchase locations, please visit [www.SourceNaturals.com](http://www.SourceNaturals.com).

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#### **About Source Naturals**

Founded in 1978, Source Naturals is committed to enhancing individuals' potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit [www.SourceNaturals.com](http://www.SourceNaturals.com).