



## PRESS RELEASE

### For Immediate Release

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### **Salarium Launches Production of MicroSalt® and Secures First Commercial Order**

MicroSalt® will help reduce sodium in snack foods consistent with the recently released National Academy of Sciences guidelines

**April 23rd, 2019, West Palm Beach, Florida & London, U.K.:** Salarium, the developer and manufacturer of a remarkable new low sodium salt called MicroSalt®, announces today that it has launched commercial production and secured its first customer to incorporate MicroSalt® in their snack food business.

MicroSalt® is a proprietary salt made with micron-size salt particles that dissolve in the mouth significantly faster than regular salt, delivering an increased sensation of saltiness with much less salt. These particles have a large surface area-to-volume ratio, which provides an increased interaction with saliva and sensory physiology in the mouth, e.g., tongue, cheeks, gums, etc., and leads to an increased sensation of a salty taste. As the residence time of food is relatively short in the mouth, increasing the dissolution rate of salt particles has a pronounced effect on the sensation of salty taste, so you can use less salt without sacrificing flavor.

According to the World Health Organization<sup>1</sup>, cardiovascular disease takes the lives of 17.9 million people per year and is responsible for 31% of global deaths. According to the Centers for Disease Control, "About 610,000 people die of heart disease in the United States every year—that's 1 in every 4 deaths."<sup>2</sup> In the U.K., there are about 160,000 deaths from heart disease each year accounting for 26% of all deaths.<sup>3</sup> The American Heart Association (AHA) has predicted that costs related to the disease will double from \$555 billion in 2016 to \$1.1 trillion in 2035, and this "could bankrupt our nation's economy and healthcare system," according to AHA Past-President Steven Houser, Ph. D.<sup>4</sup>

High blood pressure is a key risk factor for developing heart disease. On 5 March 2019, a new report from the National Academies of Sciences, Engineering, and Medicine recommending reduced sodium consumption guidelines.<sup>5</sup> This report introduces Chronic Disease Risk Reduction (CDRR) intakes for sodium. According to the National Academies of Sciences, Engineering and Medicine:

*"There is sufficient evidence to characterize the relationship between sodium intake and risk of chronic disease. Therefore, the committee established a Chronic Disease Risk Reduction Intake (CDRR) for sodium using evidence of the beneficial effect of reducing sodium intake on cardiovascular disease risk, hypertension risk, systolic blood pressure, and diastolic blood pressure. Reductions in intakes that*

*exceed the sodium CDRR are expected to reduce chronic disease risk within the apparently healthy population. For individuals ages 14 and older, the CDRR recommendation is to reduce sodium intakes if above 2,300 mg per day. The committee also established a sodium CDRR for children ages 1-13.”*

*The report also states that “Reducing sodium intake has a greater effect on adults with hypertension than on adults with normal blood pressure, but the benefits of reducing sodium intake toward the sodium CDRR or below apply to both groups.”*

## **Market Information**

The low sodium ingredient market is estimated to reach US\$1.76 billion by 2025 with a CAGR 11.7%<sup>6</sup>. The highly competitive global savory snacks market is expected to reach US\$108 billion by 2021<sup>7</sup>. We believe both markets could immediately benefit from the availability of MicroSalt®.

## **Victor Hugo Manzanilla, CEO of Salarius said,**

*“We are thrilled to announce the launch of the production and the first sales of MicroSalt®, a practical and revolutionary solution that significantly reduces sodium in snack foods, without reducing the salty flavor consumers enjoy. We know that “flavor is everything” in the snacks industry, so we developed a salt that does not compromise on flavor, while simultaneously addressing the critical need to reduce sodium.*

*Consumers are aware of the need to eat healthier and select better-for-you options when available. MicroSalt® will help manufacturers worldwide take a leadership role in reducing cardiovascular disease by enhancing the nutritional content of their products. MicroSalt® is non-GMO and all natural.*

*In addition, the small size of MicroSalt® provides better adhesion to the food surface, reducing the amount of salt that falls off products during transport and display, reducing waste and helping to ensure a consistent flavor profile.”*

## **About Salarius**

Salarius, is the developer and manufacturer of a proprietary low sodium salt called MicroSalt®. Salarius is passionate about improving lives with healthier food and is taking the lead in the industry by providing the best low-sodium salt solution, based on the mechanical transformation of the salt particle itself. This solution is the only one that delivers real salt flavor, because it is salt. The technology produces salt crystals that are approximately one hundred times smaller than typical table salt, delivering a powerful saltiness as the micro-grains dissolve in the mouth, with approximately 50% less sodium consumption. To learn more please visit <https://saliarius.co>.

*This press release is for informational purposes only. The information herein does not constitute investment advice nor an offer to invest and may contain statements related to our future business and financial performance and future events or developments involving Salarius that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate" "intend," "plan," "believe," "seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to customers, stakeholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements may be based on the current expectations and certain assumptions of Salarius' management. Please note that these are subject to a number of risks, uncertainties and factors, including, but not limited to those described in various disclosures. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Salarius may vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Salarius neither*

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*intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.*

## References

<sup>1</sup> [https://www.who.int/cardiovascular\\_diseases/en/](https://www.who.int/cardiovascular_diseases/en/)

<sup>2</sup> [https://www.cdc.gov/dhdsp/data\\_statistics/fact\\_sheets/fs\\_heart\\_disease.htm](https://www.cdc.gov/dhdsp/data_statistics/fact_sheets/fs_heart_disease.htm)

<sup>3</sup> <https://www.healthline.com/health-news/why-is-heart-disease-on-the-rise#1>

<sup>4</sup> <https://www.bhf.org.uk/for-professionals/press-centre/facts-and-figures>

<sup>5</sup> <http://www8.nationalacademies.org/onpinews/newsitem.aspx?RecordID=25353>

<sup>6</sup> <https://www.futuremarketinsights.com/reports/sodium-reduction-ingredient-market>

<sup>7</sup> <https://zmrindustryjournal.us/8402/savory-snacks-market-size-share-expanding-across-the-globe-by-2016-2024/>



MicroSalt® is a registered trademark of Salarius Ltd.

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