

#RETHINKPINK

FOODiQ
global

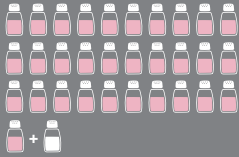
A world-first study led by FOODiQ has shown that pink salts contain a mix of essential nutrients and harmful heavy metals, debunking the myth that they are healthier than regular white salt.

WHAT'S HAPPENED?

NRAUS has led a mineral analysis of pink salts available for purchase in Australia.

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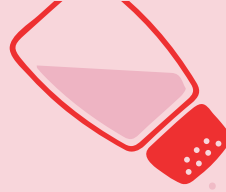
samples were tested + a white table salt control



25

nutritive and non-nutritive minerals were analysed

Ca Cr Cu Fe Mg Mn Mo
P K Se Zn Na Al As Ba
B Cd Co Pb Hg Ni Ag
Si S V



TOP 3 NUTRITIVE MINERALS (Excluding sodium)

Magnesium
5 – 12,000 mg/100g

Calcium
53 – 574 mg/100g

Potassium
10 – 453 mg/100g

1 tsp = 1-5% of daily needs

NON-NUTRITIVE

UNPREDICATABLE RANGE OF MINERALS

100%

contained sulphur
(5 - 78 x more than white)

93%

contained aluminium
(none in white)

94%

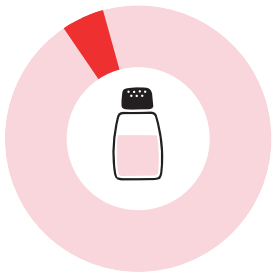
contained lead
(one with toxic levels)

83%

contained silicon
(none in white)

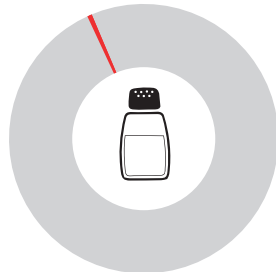
PINK V WHITE*

3.8% UNPREDICTABLE MINERALS



96.2% SODIUM

0.2% UNPREDICTABLE MINERALS



99.8% SODIUM

Pink salt has more unpredictable minerals, including nutrients like iron, and potentially harmful heavy metals like lead and aluminium

*Percentages are derived from the 25 minerals tested in the study

DEBUNKING MYTHS

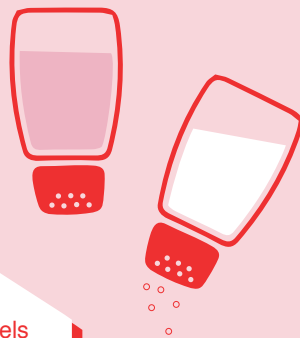
PEOPLE THINK PINK SALT IS...

“ Just better. Prettier. Tastier. Not toxic. Healthier. More pure. Cooler. Not as bad for you. Full of essential nutrients. ”

PINK SALT REALLY IS...

“ Not healthier. Contains some essential nutrients. Contains potentially harmful heavy metals. Not nutritious. Still salt. Inconsistent. Unpredictable. Easily replaced. ”

WHICH SALT IS BEST?



Pink salt samples with higher levels of essential nutrients also had higher levels of heavy metals.

Limiting any salt intake is important for health.



1 tsp = 100% of sodium limit
(World Health Organization)



Use herbs & spices to enhance flavour & add colour

HEALTHIER ALTERNATIVES



Try cooking with umami foods like tomato & parmesan



Save money & grow your own herbs



More info at foodiq.global