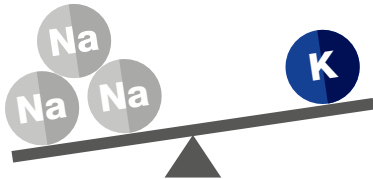


# BALANCE YOUR MINERAL NUTRITION WITH KALISEL

## People consume on average

- 2x** the recommended level of sodium
- 1/2x** the sufficient potassium intake



**1,3 Billion\***

... people suffer from hypertension

**2,5 Million\***

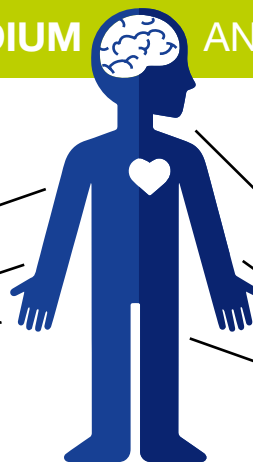
... lives could be saved every year by reducing the salt intake to the WHO recommendation

*\* according to WHO*

## THE RIGHT BALANCE OF SODIUM AND POTASSIUM IS ESSENTIAL

### Sodium ...

- helps to maintain the right balance of fluids in your body
- helps to transmit nerves impulses
- influences the contraction and relaxation of muscles



### Potassium ...

- supports brain health and reduces risk of strokes
- improves heart health and alleviates high blood pressure
- reduces muscle cramps and supports bone health



## Regulations and guidelines

of WHO, EU, FDA, FCA and other organizations unfold a global need for sodium reduction



### First choice:

Potassium Chloride is the most frequently utilized sodium reduction solution for replacing NaCl

**#1**

### Certificates:

- » DIN EN ISO 9001ff.
- » IFS
- » Koscher
- » Halal
- » Made in Germany



## KALISEL – FOR A BALANCED MINERAL NUTRITION IN ...



Drinks



Frozen meals



Breads, pasta and cereals



Processed meats and cheeses



Dairy products



Soups



Dressings and condiments



Snacks



Infant nutrition

