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Bon Vivant International Introduces NutraSalt 66 - A Breakthrough Sodium Reduction Platform
with 66% Less Sodium in an All-Natural Sea Salt Product

*Low in Sodium, All Natural and Rich in Potassium, NutraSalt 66 Offers a Unique
Solution for Manufacturers and the Foodservice Industry looking to Substantially
Reduce Sodium without Negative Flavor Impact*

Edgewater, NJ: November 2, 2009 – Bon Vivant International, LLC announced today, the availability of NutraSalt™ 66 for food industry professionals. This breakthrough product enables substantial sodium reduction without altering food flavor profiles.

“The food industry is under tremendous pressure to lower sodium levels across the board,” said Bez Arkush, founder of Bon Vivant. “This is an immediate priority for many manufacturers and we are pleased to offer a powerful solution. NutraSalt 66 offers ease of use in product formulation making it possible to quickly offer a 66% sodium reduction without compromising taste.”

NutraSalt 66, a clean-label product, is the first all-natural Sea Salt of its kind and offers a balance of sodium and potassium in ratios recommended by the Institute of Medicine* The balance of potassium in NutraSalt 66 has been applauded by medical professionals who hail the natural resource’s ability to help the body excrete excess sodium.

“Every major health study on hypertension conducted in the past five years points to high sodium as a top health problem in the U.S.,” said Laura J. Lefkowitz, M.D. and nutrition consultant in New York. “It is no surprise that that we must reduce the amount of sodium consumed by the public. In addition, potassium is what allows the body to excrete excess sodium. NutraSalt 66 is quite interesting because it provides the perfect balance of sodium and potassium without increasing sugar and caloric intake.”

NutraSalt 66 features 66% less sodium than common table salt and was designed to provide a revolutionary alternative for food manufacturers, food service professionals and health care practitioners looking to meet the needs of sodium conscious consumers. NutraSalt’s proprietary product is harvested from the seas of the Mediterranean region. Natural salts and rich minerals from the Red Sea and Dead Sea, known for its healing properties, come together in a line of salts and seasonings that can replace common salt 1:1 in any recipe or on the tabletop.

Customized offerings are available for food service professionals and include single serve packs, multi-packs, office kits and variety packs. Bon Vivant has educational and informational materials available for institutions, dietitians, nutrition counselors, physicians and chefs. Food

industry professionals can inquire about customized offerings and learn more about the product at www.nutrasalt.com. The website also features recipes, wellness information and details about the full line of NutraSalt products.

About NutraSalt

NutraSalt, a Bon Vivant International company, was created to provide the food industry and consumers with an all-natural, delicious, low-sodium Sea Salt featuring the recommended amount of potassium in each serving.

NutraSalt's proprietary product is harvested from the seas of the Mediterranean. Natural salts and rich minerals from the Red Sea and Dead Sea, known for its healing properties, come together in a line of salts and seasonings that promise to change the way you eat. Each serving contains less than 66% sodium than other salts. Learn more at www.nutrasalt.com.

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Institute of Medicine- <http://www.iom.edu/?id=18495&redirect=0>

Healthy 19- to 50-year-old adults should consume 1.5 grams of sodium and 2.3 grams of chloride each day -- or 3.8 grams of salt -- to replace the amount lost daily on average through sweat and to achieve a diet that provides sufficient amounts of other essential nutrients. Adults should consume at least 4.7 grams of potassium per day to lower blood pressure, blunt the effects of salt, and reduce the risk of kidney stones and bone loss. However, most American women 31 to 50 years old consume no more than half of the recommended amount of potassium, and men's intake is only moderately higher.

*Center for Disease Control: Application of Lower Sodium Intake Recommendations to Adults
http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5811a2.htm?s_cid=mm5811a2_e*