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Bon Vivant International Introduces Breakthrough Sea Salt at Expo East

*Low in Sodium, All Natural and Rich in Potassium
NutraSalt may be the Next Great Miracle of the Mediterranean*

Boston, MA: September 24, 2009 – Bon Vivant International, LLC launched *NutraSalt*[™] at the Natural Products Expo East Food Show in Boston earlier today. This breakthrough product is the first all-natural Sea Salt to offer a balance of sodium and potassium in ratios recommended by the Institute of Medicine (IOM)*. Rich in natural potassium, *NutraSalt* features 66% less sodium than common table salt and promises to change the way Americans enjoy their food.

“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. “What has received less attention in the public realm however, is utilizing natural resources to help reduce the amount of sodium in our diets. Potassium is what allows the body to excrete excess sodium. 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. You would have to consume a lot of bananas and orange juice to help balance the overwhelming sodium load in our diets, but *NutraSalt* provides the perfect balance of sodium and potassium without increasing sugar and caloric intake. It really is a better salt.”

Excessive sodium intake, which can lead to high blood pressure, cardiovascular disease and kidney disease, is said to be the cause of upwards of 150,000 deaths each year in the US. Naturally high in potassium, which helps the body excrete excess sodium, and lower in sodium, *NutraSalt* is poised to become a household favorite.

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.

Delicious *NutraSalt* products are available in a variety of flavors, from Classic Sea Salt to Asian Fusion. Offerings include:

- Low Sodium Sea Salt
- Seasoned Salt
- Texas BBQ
- Savory Garlic
- Zesty Italian
- Lemon Dill

- Lemon Herbs
- Robusto Adobo
- Spicy Cajun
- Bold Chipotle
- African Medley
- Asian Fusion
- Classic Curry

The product is launching with availability in specialty retailers and directly to consumers through www.nutrasalt.com. Offerings for food service professionals and manufacturers are available upon request. 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.*