

# #RETHINKPINK



A world-first study led by Nutrition Research Australia (NRAUS) 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.

# 31

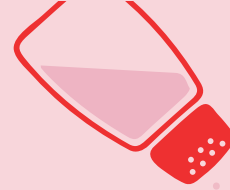
samples were tested + a white table salt control



# 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



## WHAT WAS FOUND IN PINK SALT?

### 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%

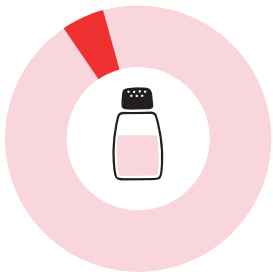
contained lead  
(one with toxic levels)

# 83%

contained silicon  
(none in white)

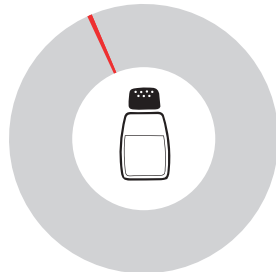
## PINK V WHITE\*

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

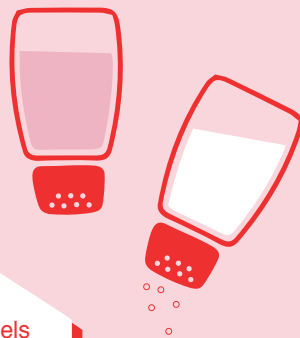
PEOPLE THINK PINK SALT IS...

“ 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 [www.nraus.com/rethinkpink](http://www.nraus.com/rethinkpink)