

IT MAKES FOOD TASTE BETTER.

IT HAS ZERO CALORIES.

AND IT'S NATURAL.

QUICK NEW YORK, LET'S REGULATE IT.



No single ingredient does more positive things to food than salt. It improves flavor. It provides balance. It's a natural preservative. It even helps bread rise properly. And it does it all without adding a single calorie.

In fact, it's been the secret ingredient of the human race for thousands of years. And yet, some still want to regulate our salt intake to dangerously low levels.

Learn the facts and discover how everything's better with a little salt.

alittlesalt.org/savethesalt