

# Why Should You Choose Natural Alternative® Ice Melt?

Natural Alternative® Ice Melt keeps you on solid footing. Ice and snow begin melting as soon as the product comes into contact with moisture. Unlike straight calcium chloride, Natural Alternative® Ice Melt does not get slippery when wet.

Traditional ice melt products (rock salt) can be very damaging to the soil, plants, and lawns. They are also highly corrosive to metals and normally lose their efficacy at 15°F.

- Non-toxic and biodegradable • Safer -16°F for pets and fish
- Melts ice fast and works to -16°F • Requires  $\frac{2}{3}$  less product than rock salt
- Resists thawing and re-freezing cycles
- Won't harm hardscapes, vegetation, lawns, or one-year cured concrete *when used as directed*
- Leaves no greasy residue on floors
- Long shelf-life—doesn't become brick-like



# FAQs

## **Why choose Natural Alternative® (NA) Ice Melt over rock salt?**

Traditional ice melt products (rock salt) can be very damaging to the soil, plants, and lawns. They are also highly corrosive to metals and normally lose their efficacy at 15°F.

Natural Alternative® Ice Melt is much better for the environment, because it does not contain high salt concentrations, and for the same reason, reduces corrosive activity. Natural Alternative® Ice Melt does not get slippery when wet, reducing injuries from falls. Whether it is 32°F or -16°F, NA Ice Melt outperforms other traditional ice melt products.

## **How fast and how long will NA Ice Melt work?**

It is always best to apply Natural Alternative® Ice Melt prior to snowfall. However, as soon as our product comes in contact with moisture, it begins to form a brine that melts ice and snow immediately. One of our product's unique attributes is the long lasting benefit, reducing the number of applications. Natural Alternative® Ice Melt is coated with an organic ingredient that interrupts the freezing, thawing and refreezing cycle—minimizing continued slippery conditions.

## **Is the NA Ice Melt safe for my pet?**

Natural Alternative® Ice Melt is the safer alternative for pets—rock salt can actually heat up as high as 175°F. Exposure to this can cause severe inflammation of the paws and serious digestive problems including vomiting and internal burns of the mouth and digestive tract. Natural Alternative® Ice Melt is blended to be safer for your pets and one year cured concrete.

## **Are there side effects to turf and vegetation from Natural Alternative® Ice Melt?**

High concentrations of sodium or salt can kill turf and damage vegetation. NA Ice Melt doesn't contain high percentages of these ingredients, making it much gentler for lawns and the environment.

## **Does Natural Alternative® Ice Melt have any potential effects on concrete?**

As long as the surface is cured (more than a year old) and are not damaged, Natural Alternative® Ice Melt minimizes cracking and flaking.

## **How does particle size and shape influence the melting capabilities of NA Ice Melt?**

Angular-shaped granules are screened and sized to consistently outperform spherical pellets by having more surface contact, resulting in maximum melting performance.

## **How long can I store NA Ice Melt?**

Natural Alternative® Ice Melt does not absorb moisture and has an almost unlimited shelf life providing it stays in an area that is dry.

## **What are the ingredients in your ice melt product?**

The active ingredients in our ice melt product are: sodium chloride, potassium chloride, magnesium chloride and calcium chloride and a proprietary blend of natural enhancers. The granules are coated with a powerful ice melting activator to initiate faster melting and perform at lower temperatures. These ingredients are blended together to provide a safer alternative to traditional ice melts.

# NA Ice Melt vs. RockSalt

Rock salt used to be the “go to” ice melt product. It appears to be an economical solution, but is it really?

## Consider These:

1. The quantity needed compared to Natural Alternative® blends to be effective
2. The potential property and environmental damage caused by rock salt, often times requiring replacements of pavement surfaces, shrubbery, grates drain, etc.
3. The environmental impact for soil, water and aquatic life
4. Pet safety.

## Pets

Rock salt can irritate paw pads and ingesting it can cause vomiting and diarrhea.

## Soil

Rock salt reduces the availability of water to plants and significantly increases water stress in spring and summer. This effect is known as chemical drought.

## Shrubbery

Foliage-splash can burn or kill plants.

## Metal

Rock salt accelerates the rusting of metal railings, grates, drains, and door frames as well as underground utility lines if they aren't protected. Vehicles can rust from the bottom undercarriage.

## Flooring

Salt cakes and is tracked onto flooring. Rock salt degrades wax and finishes, leaving the floor dull, leaving a greasy, white film—and requiring wet cleaning with detergent to remove the residue.

## Hardscapes



Salt creeps into void spaces in concrete and expands by 10-20% when freezing. The expansion fractures the concrete. Porous brick, masonry, and natural stone are especially vulnerable.

## Efficacy

Rock salt works slowly, and it is not effective below 15°F. Additionally, you need 2/3 more rock salt compared to Natural Alternative. Is it really less ex

## Environment

Salts mingle with melting water and run into soil and water ways. The salty brine can leach into the ground and degrade the quality of water (remembering only 2.7% of the earth's water is drinkable). Fish and other aquatic life and living organisms can be compromised or killed.

## Magnesium Coating

Liquid magnesium is better for concrete and plants; however, it is only effective to the same temperature as rock salt. And, magnesium is a little better at preventing water from re-freezing but tends to leave an undesirable slush. Do not confuse magnesium with the coating Calcium Magnesium Acetate (CMA) which is used to reduce caking and has a far better grade for being kind to the environment.