

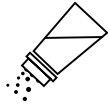
TOO SALTY FOR YOU? SODIUM REDUCTION



Most people consume

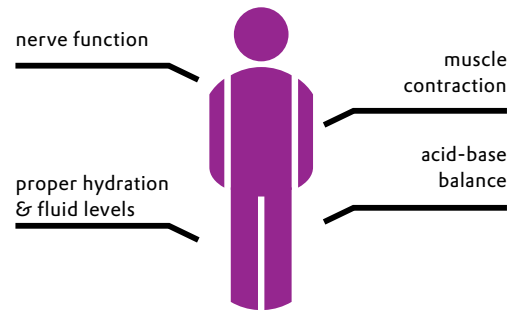
2-3 X

the recommended daily sodium intake of 2300 mg



IN ORDER TO ACHIEVE THE RIGHT ELECTROLYTE BALANCE, MOST PEOPLE NEED MORE POTASSIUM IN THEIR DIET. THEY ONLY GET ABOUT 1/2 OF THE RECOMMENDED 4700 MG/DAY

SODIUM & POTASSIUM BOTH NECESSARY ELECTROLYTES



1 BILLION

estimated number of people with hypertension



Potassium reduces blood pressure, risk of stroke and heart disease



HIGH SODIUM FOOD PRODUCTS



Frozen meals

Breads, pasta and cereals



Processed meats and cheeses

Dairy products



Soups

Dressings and condiments



Snacks



WHO, EU, FDA, FSA etc. all have reduction guidelines

Reduction incentives started with **POTASSIUM CHLORIDE** but **TASTE** limits application

35+



countries with sodium reduction initiatives

BALANCE IS NEEDED FOR FOOD FORMULATIONS BETWEEN FUNCTIONALITY, TASTE, AND HEALTH

MAKE IT WORK WITH EVONIK'S PORTFOLIO OF

Potassium Derivatives

OUR PRODUCTS

- Potassium Hydroxide
- Potassium Carbonate
- Potassium Bicarbonate

FUNCTIONS

- pH adjustment
- Leavening agent
- Drying agent
- Color enhancer
- Source of CO₂

QUALITY AND REGULATORY

- ISO 9001, ISO 14001
- HACCP
- Kosher & Halal
- Vegan, no allergens
- GFSI certified (Potassium Bicarbonate and Potassium Carbonate)
- Regulatory status per product can be viewed online or provided upon request

WANT TO KNOW MORE?

CONTACT US:

**EVONIK CORPORATION
FUNCTIONAL SOLUTIONS
PERFORMANCE MATERIALS**
299 Jefferson Road | Parsippany,
NJ 07054 | USA

Functional-solutions@evonik.com

www.potassium-derivatives.com