



IceMelt



Safer for Our Planet, Your Pets & Your Property™

www.Natural-Alternative.com

NATURAL ALTERNATIVE® ICE MELT

**The Hardest Working
Environmentally Safer
Ice Melt for the
Harshest Conditions**

- Melts Ice Fast & Works to -16°F
- Resists Re-Freezing
- Requires Less Product than Rock Salt
- Gentle on Concrete
- Safer for Trees, Shrubs & Vegetation
- Longer Shelf Life
- Biodegradable & Non-Toxic (Safer for Fish & Pets)

Why Choose Natural Alternative® Ice Melt?

Traditional ice melter products, such as rock salt, can be very damaging to soil, waterways, and plants. Many are also highly corrosive to metals and lose their melting effectiveness at only 15°F. Calcium chloride, another common ice melter, can even cause severe skin burns or rashes to people and pets, and is slippery when wet.

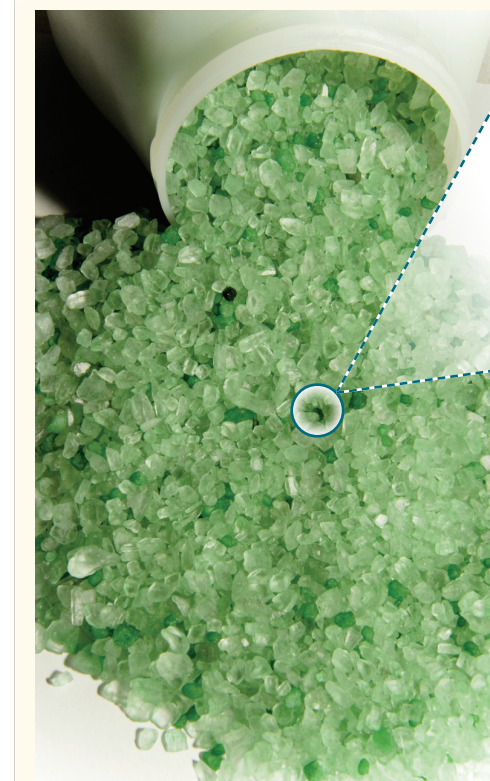
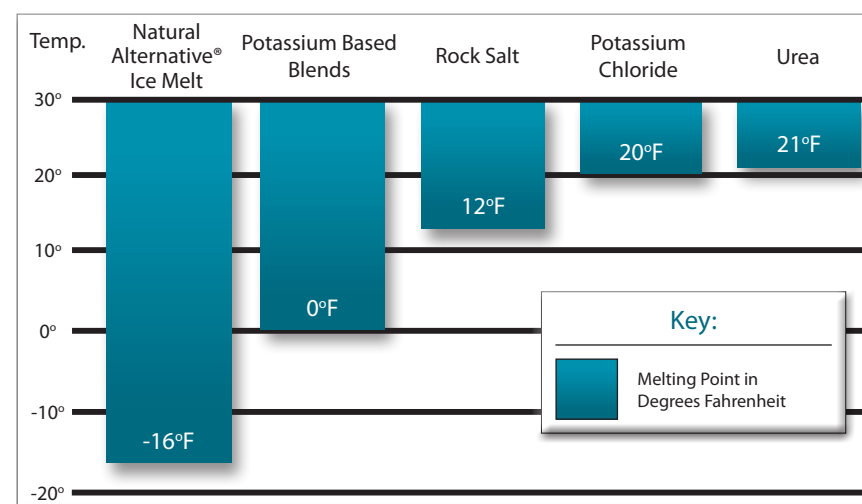
Natural Alternative® Ice Melt does not contain high concentrations of salt, has very low corrosive activity and is safer for you and the environment. Unlike calcium chloride, Natural Alternative® Ice Melt does not get slippery when wet; therefore, reducing potential injuries from falls. So whether it is 32°F or -16°F, Natural Alternative® Ice Melt outperforms traditional ice melter products in numerous ways.

How Fast and How Long Will It Work?

It is always best to apply Natural Alternative® Ice Melt prior to snow and ice. However, as soon as it comes in contact with moisture, the product begins to form a brine (a mixture of Natural Alternative® Ice Melt and water), which acts quickly to melt ice and snow. The brine lowers the freezing point of the ground and effectively minimizes ice and snow accumulations.

Natural Alternative® Ice Melt also lasts longer than most competitive ice melter products—both in use and in storage.

Natural Alternative® Ice Melt's 4-way Blend of Powerful Ice Melters Outperforms Competitors



Product Uniformity

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

Doing the Right Thing

With the public's growing concern for the environment, we realize the importance of offering products that not only work great, but are safer for you and our planet. Natural Alternative® Ice Melt:

- Has been scientifically shown not to harm fish or promote algae growth
- Is listed with the Pacific Northwest Snowfighters Association (PNS) for reduced corrosion
- Requires significantly less product than rock salt

Natural Alternative® Ice Melt is a product of NaturaLawn® of America, who pioneered the breakthrough into environmentally responsible services and products in 1987 and is currently affiliated and/or has working relationships with:

- Green Hotels Association
- Beyond Pesticides
- Professional Landcare Network (PLANET)
- Pesticide Environmental Stewardship Program (PESP)
- Chesapeake Bay Foundation

**Natural Alternative®
Ice Melt Comes in a
Variety of Sizes for
Your Convenience.**



9 lb. Shaker Jug



20 lb. or 50 lb. Bag



1 Ton Super Sack