



Statement on Natural Alternative® Ice Melt

Since 1986 NaturaLawn® of America has provided environmentally friendly lawn care services including fertilization, flea, tick and mosquito control programs and aeration with over seeding. After seeing damage to many of the properties we service caused by various ice melters, we developed the Natural Alternative® Ice Melt brand -- a safer, effective and affordable biodegradable and non-toxic alternative.

Natural Alternative® Ice Melt is used by many companies in several states.

- Capitol Hill
- Cassidy Turley Property Management
- Chevy Chase Land Company
- Cox Communications
- Cushman & Wakefield Property Management
- Hardware Stores
- Independent Lawn & Garden Centers
- Johns Hopkins University
- Jones Lang LaSalle
- Leisure World of Maryland
- MedStar® Health
- The World Bank
- Tower Construction
- United States Army
- United States Dept. of the Interior
- Villanova University
- Virginia Tech University

NaturaLawn® of America is the pioneer in environmentally responsible lawn care. *INC Magazine* chose us as one of the 50 cutting edge green companies making its "Green 50 List". *Plenty Magazine* recognized the company as a leader in the green movement by placing us on its "Plenty 20 List" of "20 Companies that Will Change the World." Today, NaturaLawn® of America continues to be a member of the EPA's Pesticide Environmental Stewardship Program, (PESP) and is active in many environmental programs and organizations including the Chesapeake Bay Foundation.

In May 2010, Natural Alternative® Ice Melt was listed by the Pacific Northwest Snowfighters Association (PNS) and included on its Qualified Product List for containing ingredients with fewer corrosive properties. A consortium of the Departments of Transportation in Idaho, Montana, Oregon, Washington and British Columbia, PNS is renowned for its expertise on snow management and ice-melting products.

Natural Alternative® Ice Melt uses the U.S. Green Building Council's LEED Guidelines in its formulation to reduce sodium content and qualify for OE credits. Our product has been independently tested and has scientifically demonstrated that it does not harm aquatic life or promote algae growth in waterways.

When used as directed, Natural Alternative® Ice Melt will not harm grass, plants, bricks, stone, asphalt or concrete, provided the concrete has cured for one year and is not faulty. Natural Alternative® Ice Melt does not track indoors and does not leave a greasy floor residue.

With an application rate of only one third of traditional rock salt, Natural Alternative® Ice Melt works to -16 degrees Fahrenheit. Unlike straight magnesium chloride and calcium chloride, Natural Alternative® does not become slippery when wet. Natural Alternative® Ice Melt consists of a unique blend of sodium chloride, calcium chloride, potassium chloride, magnesium chloride, corn steep liquor and an organic dye. Its angular shape allows more surface contact resulting in maximum melting performance. Its green color also helps avoid over application.