



# IceMelt FAQs

Safer for Our Planet, Your Pets & Your Property™



## Why choose Natural Alternative® 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, Natural Alternative® Ice Melt outperforms other traditional ice melt products.

## How fast and how long will Natural Alternative® 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 Natural Alternative® 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. Natural Alternative® Ice Melt does not contain high percentages of these ingredients and therefore, is 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 Natural Alternative® 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 Natural Alternative® 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.