

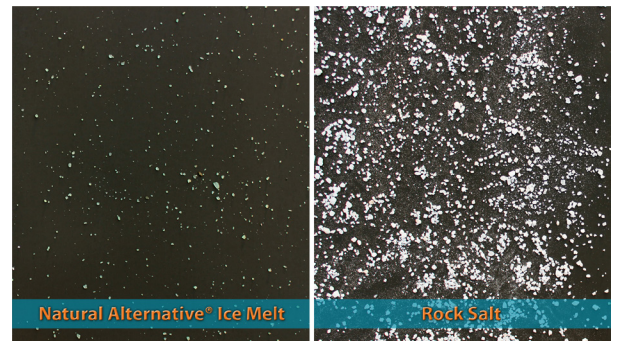


Natural Alternative® Ice Melt vs. Rock Salt

Back in the day, rock salt was the “go to” ice melt product. It appears to be an economical solution, but is it really?

Consider these things:

1. The quantity needed compared to 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. When your pet licks their paws, the salt can cause vomiting and diarrhea.

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.

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.

Flooring

Salt cakes and is easily 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.

Efficacy

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

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.

Environment

Salts mingle with melting water and runs 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. CMA's are more expensive, but are they?