



Press Release

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**For Immediate
Release**
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Mark your calendars!

Salt Innovation will be participating in the Giving Tuesday's movement on November 28, 2017. Last year The World Health Organization reported, that there was over 383k deaths worldwide due to asthma and severe allergies. This year we're counting on you, to help us raise \$50,000 to continue our efforts. With salt-based therapy's widespread popularity in wellness and health, we believe building an evidence base for this therapy as a form of alternative treatment is a worthy investment. Given the predicted rise in prevalence of respiratory diseases, both in developing and industrialized nations, cost-effective therapies with desired impact should be pursued. Salt Innovation has been working since 2016 towards establishing a research project near the heart of one of the world's richest sources of salt, the Himalayan salt mines of Pakistan.

Our mission is to improve the knowledge and understanding of Himalayan salt therapy for human diseases. Working with experts in the field and creating a global network by enhancing the education and research, we hope to focus salt therapy options for asthma and allergies and work towards improvement of patient's quality of life", says founding member, Idrees Munir. PhD

Targets, aims and aspirations of salt innovation are higher, which needs your generous support in the form of donations, suggestions, tools and techniques which will definitely make the task easier.

Please feel free to contact us at: info@saltinnovation.org or visit our website for further information and donation procedures www.saltinnovation.org

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