

# LOSALT<sup>®</sup>



SEPTEMBER 2010

## STRATHCLYDE UNIVERSITY FRESHERS' FAIR

September brings waves of new students to universities across the UK, and so LoSalt<sup>®</sup> used the recent Strathclyde University Freshers' Fair to introduce the healthier alternative to hundreds of 'Freshers'.

The Sports and Trades Fair is one of the highlights of the Freshers' Week with much hustle and bustle throughout the Union building.

Students were given free samples and were explained the benefits of switching to a low sodium diet of LoSalt<sup>®</sup>, containing 66% less sodium than regular table, sea and rock salts, yet maintaining all the same flavour. Despite their age, young people must be made aware of the dangers of excess salt intake and its potential impact on the heart and blood pressure.

In addition, students could also enter a prize draw to win £50 worth of vouchers, courtesy of 5pm.co.uk.



THE LOSALT STAND AT STRATHCLYDE UNION