

FOR IMMEDIATE RELEASE

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SaltStick Vitassium is Now Approved and Available in Canada



(October 23, 2017) Thousand Oaks, Calif. – This week, we are happy to share with our customers that our newest product, [SaltStick Vitassium](#), is approved and available for purchase in Canada. SaltStick Vitassium, developed in 2016 and currently available to customers in the United States, is specifically designed to help supply buffered sodium and potassium in a small stomach-friendly capsule. As part of our [partnership with Dysautonomia International](#), the non-profit global patient advocacy group that advocates for individuals with all forms of dysautonomia, we will continue to donate 10 percent of all sales of SaltStick Vitassium to fund research, public awareness, and patient and family support.

SaltStick Vitassium is approved by Health Canada, NPN 80079942, for the management of POTS. Customers interested in purchasing SaltStick Vitassium in Canada can do so by going to The Podium Shop: <https://thepodiumshop.ca/collections/saltstick/products/saltstick-vitassium-100-ct>.

Customers in the United States can continue to purchase SaltStick Vitassium through shopsaltstick.com.

One of the most common forms of dysautonomia is postural orthostatic tachycardia syndrome (POTS). For the past 10 years, the POTS community has found [SaltStick](#) Caps to be a good fit for individuals looking to consume extra sodium without stomach discomfort and without the taste of salt. Last year, we created SaltStick Vitassium as the next step. It's a similar formulation to the original SaltStick Caps product, but without the athlete-specific minerals of magnesium and calcium, so that it's more appropriate for this purpose. As a concentrated source of sodium and potassium in a smaller vegetable-based capsule, this product satisfies the discerning needs of this population.

To learn more about [SaltStick Vitassium](#), and to find purchase details, visit vitassium.com.

How SaltStick Vitassium can help Dysautonomia Patients:

One of the most common forms of dysautonomia is postural orthostatic tachycardia syndrome (POTS), which is estimated to impact 1 out of 100, as well as many adult onset patients. POTS can cause lightheadedness, fainting, tachycardia, chest pains, shortness of breath, GI upset, shaking, exercise intolerance, temperature sensitivity and more. Patients with this condition are often advised by their physicians to dramatically increase their water and salt intake, to help boost blood volume, often in addition to a multitude of prescription drugs and non-pharmacological treatments.

Many POTS patients experience extreme discomfort when taking 1g salt tablets, which can irritate the stomach lining to the point of nausea or vomiting. Additionally, many patients tire of the flavor that results from excessively salting their food every meal.

SaltStick Caps were originally engineered for the demanding nutritional needs of endurance athletes. Part of that design is the vegetable-based capsule, which provides the electrolytes sodium, potassium, magnesium and calcium in a form the body can easily absorb. Time and time again, we have heard people in the POTS community tell us that SaltStick Caps are the only way they can consume the high levels of sodium they need without upsetting their stomach. Now Vitassium is available for this focused population.

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About dysautonomia:

Dysautonomia is an umbrella term used to describe several different medical conditions that cause a malfunction of the Autonomic Nervous System, which controls the “automatic” functions of the body that we do not consciously think about, such as heart rate, blood pressure, digestion, dilation and constriction of the pupils of the eye, kidney function, and temperature control. People living with various forms of dysautonomia have trouble regulating these systems, which can result in lightheadedness, fainting, unstable blood pressure, abnormal heart rates, malnutrition, and in severe cases, death.

Despite impacting over 70 million individuals around the world, many people with dysautonomia experience lengthy diagnostic delays and have difficulty obtaining access to effective treatments after they are diagnosed. There is no cure for any form of dysautonomia at this time, but Dysautonomia International is trying to change that.

About Dysautonomia International:

Dysautonomia International is a 501(c)(3) non-profit that advocates on behalf individuals who live with dysautonomia and their families through research, physician education, public awareness and patient empowerment programs.

At the Dysautonomia International’s [2016 Annual Conference](#), SaltStick announced our partnership with the organization. We have pledged to donate to Dysautonomia International 10 percent of all sales of [SaltStick Vitassium](#), to fund research, education, awareness, and patient and family support programs.

Statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. In general, individuals should consult a physician before using this or any dietary supplement.