

A NEDMAG INNOVATION

Pure Health & Earth is a Nedmag innovation; our products come directly from the purest source of magnesium chloride; the former Zechstein Sea, situated in the North of the Netherlands.

Salt (NaCl) reduction and replacement is a current world-wide issue; alternatives have been presented but faces loss of functionalities or taste.

Magnesium chloride as single salt for salt reduction was not on the market yet; Nedmag is the first producer on the European market to produce and offer a natural Food grade magnesium chloride. The side effect of magnesium enrichment as health aspect might be seen as a benefit next to sodium reduction.

With "Pure Health & Earth" we want to add pure value to every day's life.

Our products are sourced out of the purest layers of magnesium salt that our earth offers to us. Therefor we are obliged to treat our earth with equal moral purity.,

Your natural source of purity

53°12'15883"N6°8358797"E



Pure Health & Earth



SODIUM REDUCTION & MAGNESIUM ENRICHMENT

Your natural source of purity

53°12'15883"N6°8358797"E



Magnesium Chloride Food Grade E511

FOR SODIUM REDUCTION AND MAGNESIUM ENRICHMENT

- SODIUM SUBSTITUTION UP TO 50% POSSIBLE
- FASTER DOUGH DEVELOPMENT
- TASTE ENHANCEMENT
- MAGNESIUM ENRICHMENT









Pure Health & Earth $MgCl_2$ food crystals is a pure and natural magnesium chloride hexahydrate with a minimum of 99,0 % $MgCl_2 \cdot 6H_2O$, which complies to the Current EU Food Additive Regulation E511 on chemical composition and purity.

Magnesium chloride can be used in a wide variety of food products and applications, either for magnesium enrichment and specially for the reduction of the sodium content.

World Health Organization is pushing for salt reduction: to lower world average of 9g per person per day to 5g per person per day. National governments are turning it into national regulations, and retailers are also pushing for it.

Functionalities by application are:

	 Water retention capacity	 Extend shelf life	 Texture enhancement	 Health benefits	 Taste improvement	 Salt replacement
Cheese	+	+	+	++	++	++
Bread	+	+	+	++	+	++
Cake	+	+	+	+	+	+
Meat	+	+	+	++	++	++
Plant-based (tofu and sausages)	+	+	+	++	+	++
Functional foods				++		
Sport drinks				++		

Compared to NaCl and KCl, the higher ionic strength of $MgCl_2$ helps to increase:

- Emulsion stability
- Macromolecular interactions
- Water holding capacity
- Shelf life

	Solution in water in gram/liter	Ionic strength in mol/l
NaCl	10	0.171
KCl	10	0.134
$MgCl_2$	10	0.315

PRODUCT QUALITY

$MgCl_2$ food crystals (99.0% pure) meets or exceeds the requirements of the current EU Food Additive Regulation (E511).

PACKAGING

$MgCl_2$ food crystals (99.0% pure) are available in 25 kg bags and 1000 kg big bags.



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53°12'15.983"N 6°08'53.6797"E





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Magnesium Chloride Food Grade E511

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- FASTER PRODUCT DEVELOPMENT
- FASTER ENRICHMENT
- MAGNESIUM ENRICHMENT

Pure Health & Earth MgCl₂ food crystals is a pure and natural magnesium chloride hexahydrate with a minimum of 99.0% MgCl₂ (MgO) which complies to the Current EU Food Additive Regulation E511 on chemical composition and purity.

Magnesium chloride can be used in wide variety of food products and applications, either for magnesium enrichment and especially for the reduction of the sodium content.

World Health Organization is pushing for salt reduction to lower world average of 10g per person per day to 5g per person per day. National governments are turning it into national regulations, and retailers are also pushing for it.

Functionalities by application are:

	Water retention capacity	Flavor stability	Texture enhancement	Health benefits	Water improvement	Salt replacement
Cheese	+	+	+	++	++	++
Bread	+	+	+	++	++	++
Cake	+	+	+	++	++	++
Meat	+	+	+	++	++	++
Plant-based (vegetarian)	+	+	+	++	++	++
Food (beverage)	+	+	+	++	++	++
Sport drinks	+	+	+	++	++	++

Compared to NaCl and KCl the higher ionic strength of MgCl₂ helps to increase:

- Oxidation stability
- Macromolecular interactions
- Water holding capacity
- Shelf life

PRODUCT QUALITY

MgCl₂ food crystals (99.0% pure) meets or exceeds the requirements of the current EU Food Additive Regulation (E511).

PACKAGING
MgCl₂ food crystals (99.0% pure) are available in 25-kg bags and 1000-kg big bags.



