

## Natural & Pure

NEDMAG ICE MELT FLAKES is a 100% natural product: pure Magnesium Chloride extracted from mineral layers deep down in the earth. It has been there for ages, waiting to be discovered. Nedmag brought it up and made it available for you!



## Vegetation & Concrete

NEDMAG ICE MELT FLAKES contains approx. 40% less Chloride than Calcium Chloride pellets (containing 90%  $\text{CaCl}_2$ ) and rock salt (containing 95%  $\text{NaCl}$ ). Therefore it is less harmful to the environment, much safer to vegetation and also friendlier to pets. When used as directed, NEDMAG ICE MELT FLAKES is perfectly safe on all kinds of pavement and harmless to vegetation. However, all deicers increase the number of freeze thaw cycles and if used on concrete of poor quality, less than one year old or in excessive amounts, may hasten the occurrence of scaling or flaking of the concrete surface. NEDMAG ICE MELT FLAKES is the least spalling of other deicers.

For more information contact your distributor

## Powerful & Fast

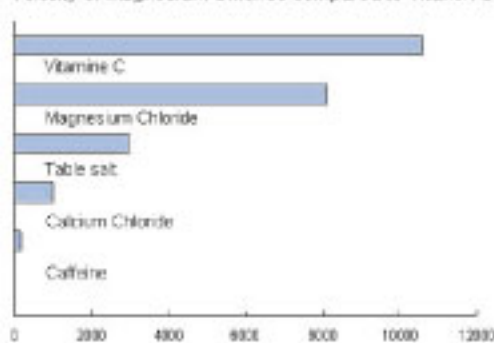
NEDMAG ICE MELT FLAKES is a powerful and effective ice melter. As soon as the Flakes hit the ice layers it starts working immediately, even at lower temperatures. Where common ice melters usually stop at  $+20^\circ\text{F}$ , NEDMAG ICE MELT FLAKES is effective until  $-25^\circ\text{F}$ .

Due to its very hygroscopic character NEDMAG ICE MELT FLAKES is not only the fastest ice melter, it also works much longer: the brine produced by melting snow and ice is not drying out but remains active.

## Friendly & Safe

NEDMAG ICE MELT FLAKES is a safe ice melter. It's a friendly, non dangerous product which causes no skin burn. Nedmag's Magnesium Chloride is even used to treat certain skin diseases. It is also the main ingredient of high quality bath salts: 5 lbs per 25 gallons of water creates a bath like the sea. However less toxic since Magnesium Chloride is much less toxic than table (or sea) salt!

Toxicity of Magnesium Chloride compared to Vitamin C, Salt & Caffeine



LD50 (oral, rat) in mg/kg; the Lethal Dose for 50% of the tested rats.  
The higher the LD50 value the lower the toxicity!

## Multi Purpose

NEDMAG ICE MELT FLAKES is also a superior product for use in dust control, tennis court and horse ring conditioning, and tire ballasting. It is significantly more user and environmentally friendlier than other alternatives.

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# NEDMAG

## ICE MELT FLAKES

### THE NATURAL & SAFE ICE MELTER

- ❄ works faster at any temperature
- ❄ melts effectively down to -25 °F
- ❄ leaves no messy residue
- ❄ safer on concrete and vegetation
- ❄ user and animal friendly
- ❄ multipurpose: dust control, horse ring & tennis court conditioning

