



# Salt

## White Gold for your Skin

Cheryl Whitman

Most

people know that the human body is approximately 65% water, but few realize sodium chloride or salt, as it is commonly known, is a critical component. Without salt, we would be unable to generate nerve impulses, maintain electrolyte and fluid balance, or maintain various cardiac and metabolic functions. Sodium helps regulate blood volume, blood pressure, osmotic equilibrium and pH. Without salt, we cannot survive.

Sea salt and naturally occurring rock salt, unlike the overly refined table salt, contain trace minerals. The healing qualities of these natural, unrefined salts have been recognized for centuries. The first recorded use of salt for healing dates back to the ancient Egyptians, who used

sea water to help heal skin wounds and help stomach ailments. In ancient Greece and Rome, salt water was used to treat skin irritations, cuts, and mouth sores. This practice continues today with the use of sterile saline solution—salt dissolved in water—for wound irrigation, during surgical procedures, and intravenous solutions to help maintain blood volume and pressure.

Salt is a natural treatment for inflammation and infection. When salt comes in contact with the surface of an infectious cell, the salt molecule attaches to that cell and draws out its moisture, effectively dehydrating and killing the cell. The trace minerals in rock and sea salt help eliminate bacteria and toxins from the body and have a soothing, relaxing effect on the skin.

The use of salt crystals as an exfoliant results in the removal of excess oils and dead skin cells, stimulates blood circulation in the tissue, and tightening pores. Another benefit of using salt crystals for exfoliation is that they do not promote excess swelling of the tissue. Salt helps hydrate the skin as it attracts water molecules. It acts as a moisturizer for dry skin and helps balance skin pH. As a result, it helps relieve dry and itchy skin, facilitates healing by opening up pores, improving circulation, and hydrating tissue. It makes the skin softer and more supple, reducing the appearance of fine lines, cellulite, and wrinkles.

Acne is a skin condition which can be improved through salt therapy. The trace minerals in sea and rock salt, namely the sulfur, potassium, calcium and magnesium, provide beneficial healing. Sulfur helps synthesize oxygen in the tissues. Potassium helps maintain the cellular water balance which is critical for cell metabolism so that the cell can absorb nutrients and release toxins. Calcium strengthens the cell walls and helps clean pores while the magnesium helps rid the cell of toxins and fight off allergens.

For hundreds of years, humans have used salt therapy for healing. Formal halotherapy (Halo is the Greek word for Salt) resorts existed in Poland as early as the twelfth century. In the 19th century the Miners working in these Polish rock salt caves were studied due to their reduced rate of pulmonary problems compared to the general population.

Today, salt is used to treat a variety of maladies ranging from respiratory issues to skin conditions. Salt rooms, the modern version of the salt cave, are gaining popularity in the United States. These temperature and humidity controlled rooms are designed to provide clients with a full body experience. Salt covers the walls and floor while microscopic salt particles are infused into the air. The inhalation of the salt particles may help address respiratory



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concerns such as asthma, shortness of breath, hay fever, allergies, bronchitis, COPD, cystic fibrosis, and other lung ailments. Skin ailments such as acne, skin rashes, dermatitis, psoriasis, and eczema may also benefit from the minerals which are present in the salt, including iodine, bromine, magnesium, potassium, and other trace minerals which have antibacterial and antiviral properties. Additionally, the salt helps hydrate the skin by drawing moisture in as well as helping to decrease inflammation.

The SaltFacial®, a treatment modality pioneered by renowned Beverly Hills dermatologic surgeon Dr. Jason Emer, provides patients with the healing benefits of Sea Salt. Dr. Emer explains, "I always look for new & innovative technology and The SaltFacial is it. There really has never been anything like it that combines natural Sea Salt exfoliation, cavitation ultrasound & powerful LED in one comprehensive treatment."

The SaltFacial is a no-downtime, three step process which uses pure, natural sea salt crystals to exfoliate the top layer of the facial skin. Once the dead skin cells have been removed, hydrating anti-oxidants are applied to the face and ultrasonic waves are used to help them penetrate the tissue. By penetrating deep into the facial tissue, the hydrating effect is maximized and collagen production is stimulated. Finally LED light therapy is applied to help reduce facial redness, inflammation, even out pigmentation, and rejuvenate the skin. Patients enjoy immediate results.

Salt is truly the white gold for MedSpa practitioners and their patients. For information

on how to integrate salt therapy profitably into your practice, contact Beautiful Forever Consulting: Cheryl@beautifulforever.com

*Cheryl Whitman is founder and CEO of Beautiful Forever, an aesthetic business consulting firm specializing in assisting physicians to identify and execute new business strategies aimed at improving their bottom line. Be sure to consult Cheryl Whitman's newest book, Beautifully Profitable, Forever Profitable 5th edition, for additional information on creating and maintaining a profitable practice. It is available on Amazon at: <http://amzn.to/2APgk1f>*

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