

**COMPANY  
PROFILE  
2023**



**THE CONSUMER  
PRODUCTS**

# TABLE OF CONTENT

INTRODUCTION	2
PINK GRADE SALT	3
BLACK GRADE SALT	4
TASTE MELLOW EDIBLE SALT GRADE	5
COOKING & GRILL SALT	6
SEA SALT	7
PINK SALT LAMP	8
ANIMAL SHAPE LAMP	9
TEQUILA SHOT	10
SKIN DETOXIFICATION	11
SALT PILLOWS	12
SALT CAVES	13
SALT INHALERS	14
MASSAGING PRODUCTS	15
WROUGHT IRON PRODUCT	16
KITCHEN UTENSILS	17
ANIMAL LICKING PRODUCTS	18
AROMA CANDLE LIGHT	19
ELECTRIC OIL DIFFUSER	20
SALT CELLAR AND LIDS	21

# COMPANY INTRODUCTION

Tastemellow is a source of immense pride in being a leading manufacturer and exporter of Himalayan rock salt products in Pakistan, under the banner of The Consumer Products LLP. Represented by the iconic TASTEMELLOW logo, our journey is one that embodies excellence.

Since the building of our establishment in 2022, our singular focus has been on delivering the highest quality Himalayan Pink Rock Salt products. Located in Karachi, Pakistan is our Halal Certified food facility, where our operations unfold. This facility is the crucible in which we transform raw salt into exquisite products with the assurance of no intermediaries being involved. Our comprehensive salt-processing operations, from sorting to meticulous cleaning and manufacturing to the final packaging, occur within the confines of our facility. This indicates our compliance with strict food safety and quality standards. We highlight the advanced and modern nature of our facility, underscoring our dedication to utilizing cutting-edge technology.

Since the inception of our company, our team has undergone a relentless pursuit of understanding the dynamic and ever-evolving market requirements. We've recognized that consumers today seek not just a simple commodity but a diverse array of salt products, each catering to specific tastes and needs. Our collections are not just distinctive but also exceed standards of exceptional quality.

At TASTEMELLOW, we are unwavering in our commitment to serving as your ultimate destination for all your Himalayan Pink Rock Salt requirements. Our dedication revolves around two key pillars: prioritizing customer satisfaction and ensuring the delivery of nothing short of exceptional quality.





HIMALAYAN PINK  
SALT FINE



HIMALAYAN PINK  
0.3 - 0.5MM SIZE



HIMALAYAN PINK  
1 - 2 MM SIZE



HIMALAYAN PINK  
2 - 3 MM SIZE

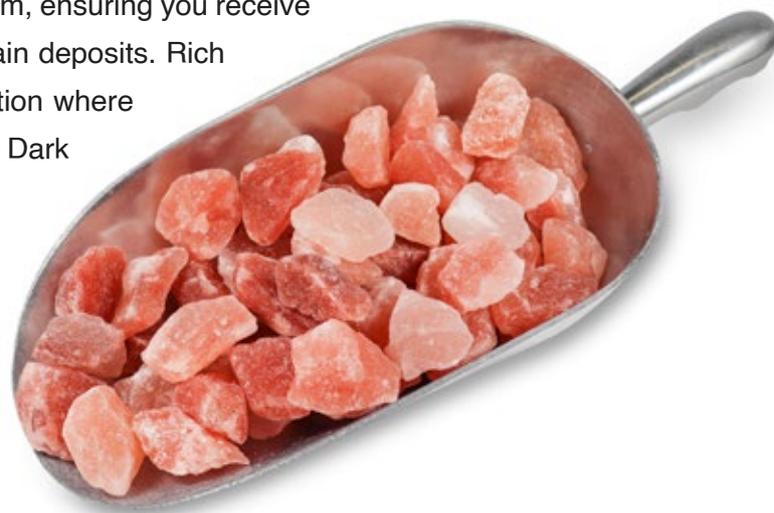
## HIMALAYAN PINK GRADE SALT

Introducing our Himalayan Dark Pink Food Grade Salt, a natural wonder sourced from the pristine salt ranges nestled at the foothills of the majestic Himalayas in Pakistan.

This exceptional salt is a testament to purity, untouched by the pollutants that often plague air and water sources. Tastemellow proudly presents this 100% natural, pure, and organic salt, devoid of any artificial additives or anti-caking agents.

Our Dark Pink Salt is offered in a non-iodized form, ensuring you receive the finest pink salt derived from the Himalayan Mountain deposits. Rich in minerals and notably higher in iron content, in a nation where over 49% of children suffer from iron deficiency, our Dark Pink Salt stands as a potential solution.

We have a range of sizes, from fine powder for seasoning to various grain sizes that elevate the flavor of your salads and grilled vegetables. For a culinary masterpiece, our larger chunks and lumps not only refine the taste of your dishes but also add a captivating visual element to your presentations.





# HIMALAYAN BLACK SALT



Himalayan Black Food Grade Salt, a captivating addition to our gourmet salt collection. Renowned as “Kala namak” in South Asian households, this remarkable seasoning salt has captured the hearts and palates of culinary enthusiasts worldwide.



Its distinct flavor profile is characterized by its smoky, umami essence, which effortlessly elevates the taste of fruits, salads, and a myriad of dishes. As well as our Black Salt can also be your secret ingredient in citrusy drinks, delivering a double-edged burst of flavor that’s both refreshing and enticing.

Beyond its culinary purposes, this salt boasts exceptional health benefits. Packed with antioxidants and essential minerals like iron, calcium, and magnesium, it contributes to your overall well-being. Moreover, it’s renowned for its potential to alleviate heartburn and bloating.





Discover the natural sense of purity with our Edible Salt- a crystalline mineral substance made of Sodium Chloride. It is naturally rich in minerals such as calcium, magnesium, potassium, and iron, all of which contribute to a healthy diet. We take pride in delivering salt in its purest form, free from additives, preservatives, or any artificial enhancements. It's the way salt is meant to be enjoyed – unadulterated and full of flavor.

## TASTEMELLOW EDIBLE SALT



Salt is necessary for thyroid function and iodine deficit prevention. It keeps electrolytes balanced for hydration and muscle function, however, should be used moderately. A pinch of Tastemellows Edible Salt enhances ingredient flavors, making recipes more pleasurable. It also extends the shelf life of pickles, selected meats, and fish.

Pakistani households often prefer fine-grain edible for most dishes, even the non-main ones. flat breads like naan and paratha, snacks such as pakoras (fried fritter) and chaats.

To enhance the flavors of international cuisine in Dubai's cosmopolitan restaurants, edible salt is a staple ingredient. Given Dubai's coastal location, seafood is a prominent part of the cuisine. Our Edible Salt enhances the natural flavors of fresh seafood like fish and prawns, often prepared with traditional Arabic spices and herbs.





## SALT COOKING & **GRILLING SLABS**



Salt cooking and grilling slabs are culinary gems that have gained popularity for their unique way of enhancing flavor. Sourced from Himalayan salt, these slabs serve as both cooking surfaces and presentation platforms.

In Pakistan, where these salt slabs are abundant, they are widely used for grilling meats, seafood, and vegetables, imparting a subtle yet distinct saltiness to the food.

Similarly, in Middle Eastern countries, they have become integral to traditional cuisine, where they are used for cooking, chilling, and serving a variety of dishes like kebabs and mezzes. The salt slabs not only add a rich flavor but also an element of spectacle to the dining experience, making them a cherished kitchen tool in these regions.



# TASTEMELLOW SEA SALT



Sea salt is a type of salt that is obtained through the evaporation of seawater. It is a natural and unrefined salt product that is rich in minerals and retains some of the trace elements found in seawater. Sea salt is typically unrefined and can vary in color and texture depending on where it is harvested.



It is widely used in cooking and seasoning to enhance the taste of various dishes, and it is a popular choice among chefs and home cooks for its ability to add depth and complexity to food. Common uses include enhancing the flavors of meats, poultry, and seafood; elevating the taste of vegetables and salads; rimming cocktail glasses for drinks like margaritas; improving the texture of baked goods like bread and pretzels; and aiding in pickling and food preservation.

The reason why Tastemellow sea salt is of the highest quality is it typically contains 98% pure NaCl, with variations between 95%-98% depending on seasonal factors and factory management. Karachi's low rainfall and consistently warm, sunny weather make it an ideal region for optimal sea salt production.

It adds richness and flavor to biryani, kebabs, and chaats. Our sea salt products can be found in both traditional Emirati cuisine and Dubai's thriving international food scene. Our sea salt adds authenticity and flavor to Arabic foods in any recipe.





## HIMALAYAN PINK **SALT LAMPS**

Pink salt lamps are decorative lighting fixtures crafted from blocks of Himalayan pink salt, known for their alluring, warm glow when illuminated. Believed by some to offer potential health benefits through the release of negative ions, pink salt lamps have gained popularity as holistic decor items. In Pakistan, where the Himalayan salt is sourced, pink salt lamps are appreciated for their aesthetic appeal and the belief that they can purify the air.



Similarly, in Middle Eastern countries, these lamps are used for their calming ambiance and potential health benefits, making them a trendy addition to homes and wellness spaces.



# ANIMAL SHAPE SALT LAMP



Animal shape salt lamps are a creative and charming variation of traditional Himalayan salt lamps, handcrafted into various animal forms. These unique lamps offer the same warm, ambient glow while adding a playful touch to home decor. In Pakistan, where Himalayan salt is abundant, these lamps have gained popularity not only for their aesthetics but also for their potential air-purifying properties.





These shot glasses, hand carved from 100% natural pink Himalayan rock salt, are the perfect vessel for your drink to add a hint of salty flavor. Experience the refreshing chill by sipping your drink from a salt shot glass.



## SALT TEQUILA SHOT & WINE GLASS



Our shot glasses are made from the finest rocks handpicked by our team to ensure the glasses maintain their structural integrity. The trick to using these shot glasses correctly is to use them for drinks designed for quick gulping. Liquid dissolves salt quickly, hence, if the shot is let to sit for long, it becomes too salty.

*--They are designed to enhance the unique experience of savoring tequila and wine, offering a perfect balance of flavor and presentation--*

# DETOX LAMPS FOR **SKIN DETOXIFICATION**



Our Detox Foot Lamps possess intrinsic moisture-retaining characteristics that renew and smooth dry, cracked skin, promoting a healthier, more radiant appearance. What's truly astonishing is that these lamps have a negative charge, making them a magnet for toxins within the body. They attract and draw out these toxins, aiding in the detoxification process.



But that's not all – we also offer our Himalayan Salt Detox Lamps. When warmed, these lamps release negative ions that purify the air and skin, inducing gentle sweating. This process helps expel toxins and restore minerals, reducing acidity, fatigue, and stress-related symptoms, all while improving circulation.



Whether you're at the office, engaged in a yoga session, or simply looking to relax, our Detox Foot and Salt Lamps enrich your space and well-being. Experience the rejuvenating power of our holistic skin detoxification range today.





Salt pillows are unique therapeutic cushions filled with Himalayan pink salt crystals, offering a natural and holistic approach to relaxation and wellness.

## HIMALAYAN SALT PILLOWS



In Pakistan, where the renowned Salt Range is located, salt pillows have a long history of use. They are cherished for their potential to soothe aches and pains, improve sleep quality, and promote overall well-being. Similarly, in Middle Eastern countries, these pillows have gained popularity as they are believed to provide relief from stress, fatigue, and respiratory issues. The comforting warmth and salt's mineral properties make these pillows a sought-after addition to traditional wellness practices and modern relaxation routines in both regions.





Rock Salt Bricks, Tiles, Lumps, and Sheets are commonly used to make speleotherapy cabins. Speleotherapy is an alternative medicine respiratory therapy involving inside a cave. The use of Salt mines and caves is not a conventional treatment, however, is an effective and special form of climatotherapy used to treat several respiratory medical conditions.

## SALT CAVES CONSTRUCTION MATERIAL



The cabins are entirely designed with Rock Salt bricks and tiles on the floor and walls, creating a unique environment where people breathe in ionized air enriched with natural negative ions produced through the ionization process by the salt crystals.

The pink and red shaded rock salt along with utilizing lights that are positioned behind the rock salt walls create a warm, beautiful, soothing, and relaxing environment.

*--So, Experience The Tranquility And Ambiance  
Of The Salt Caves.--*



## HIMALAYAN SALT INHALERS



The salt pipe inhaler works on the basic principle of halo therapy which involves breathing in fine particles of salt. The particles of salt, due to their antiseptic, antibacterial, and anti-fungal properties, help the body get rid of all harmful toxins and bacteria etc. present in the body. Inhaling the salt particles also helps clear out the respiratory system by drawing in moisture into the airway to help cleanse the system.

The salt inhalers provided by **The Consumer Products** include all natural pink Himalayan salt which is by far the purest salt available on Earth. Our Pink Salt Inhalers attempt to replicate the environment of the salt caves with the crystals placed between the porcelain filters of the device. The moisture of the passing air absorbs the micro sized salt particles that then penetrate into the respiratory system to achieve beneficial results. You simply inhale the salty air through your mouth and exhale through your nose. It is a 100% organic way to address the symptoms of respiratory ailments.





# MASSAGING PRODUCTS

Discover the versatility of our professionally hand-carved Himalayan Rock Salt Massaging Stones, designed to enhance your well-being holistically. These therapeutic tools alleviate physical discomfort and create a serene ambiance for various purposes.



Experience skin rejuvenation with our Himalayan Rock Salt Massage Bars, offering exceptional exfoliation to restore your skin's natural softness, smooth texture, and maintain suppleness and moisture. They are also ideal for addressing calluses, bunions, and rough skin surfaces. Simply wrap the bar in a light cloth and gently apply it to your skin.

Additionally, our Salt Bars possess remarkable natural deodorizing properties, forming an effective barrier against bacteria and unpleasant odors on damp skin, making them an excellent choice for individuals with skin sensitivities and allergies.

# WROUGHT IRON PRODUCTS



Crafted from top-quality wrought iron, these Metal Baskets are built to withstand the test of time, boasting 100% corrosion resistance and exceptional durability. The unique illumination of our Himalayan Chunk Salt Basket fosters a relaxing and serene atmosphere, making it the ideal choice for meditation and yoga sessions. Furthermore, this versatile piece serves as a striking centerpiece for your coffee table or office desk, infusing sophistication into any setting.





## KITCHEN UTENSILS



Our craftsmen are also experts at preparing a wide variety of kitchen utensils using pink Himalayan rock salt. We make glasses, cups, large serving bowls, serving platters, vases, mortar & pestle and a variety of other utensils to be used in your kitchen and dining area. The natural and smooth look of the rock salt will add a very unique look to your table. The products are great for functional use and are very easy to clean due to the natural microbial and anti-bacterial properties of salt and also these add a very beautiful aesthetic to your space.

*--The Products Are Great For Functional Use And Are Very Easy To Clean Due To The Natural Microbial And Anti-Bacterial Properties Of Salt.--*



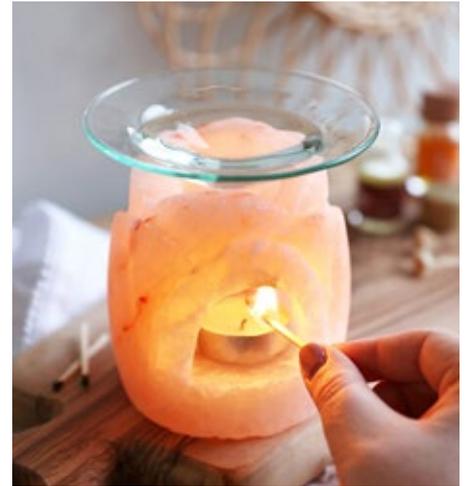
# ANIMAL LICKING SALT

Discover our exceptional 100% natural Himalayan Rock Salt Animal Licks, which offer a comprehensive array of eighty-four essential minerals and trace elements. These mineral-rich licks stand as the paramount source of vital nutrients for a wide range of animals such as horses, cows, deer, goats, etc



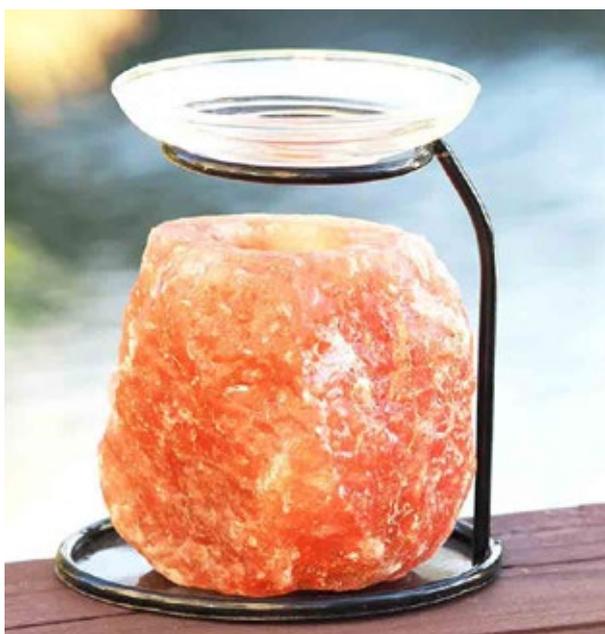
Animals innately possess a well-defined appetite for sodium chloride, ranking it second in importance only to water. Regrettably, their daily dietary intake often falls short of providing the requisite sodium chloride levels, making salt supplementation a critical component in maintaining the well-being of livestock. Our premium Himalayan Mineral Salt emerges as the quintessential solution, addressing this fundamental nutritional requirement with unparalleled effectiveness.

Ensure your animals thrive with the exceptional benefits of our Himalayan Animal Licking Salt.



## AROMA CANDLE OIL BURNER

Salt aroma candle oil burners are elegant and functional pieces of decor that blend the natural beauty of Himalayan salt with the calming essence of aromatic oils. These burners create a serene ambiance and a delightful sensory experience.



By placing a candle beneath a bowl or plate made from salt, the essential oils are gently heated, releasing their soothing fragrance and complementing the warm, soft glow of the candle. Whether for relaxation, meditation, or simply elevating the atmosphere of a room, salt aroma candle oil burners offer a unique and holistic way to enhance your living spaces.



The Himalayan electric oil diffuser is a modern fusion of Himalayan salt's natural beauty and the convenience of aromatherapy. This elegant device harnesses the soothing power of essential oils by dispersing their fragrance into the air using electricity.

## HIMALAYAN ELECTRIC OIL DIFFUSER



The Himalayan salt base adds a touch of natural aesthetic to any space. To use, simply add water and a few drops of your favorite essential oil to the diffuser, and the device emits a fine mist of aromatic vapor, creating a tranquil and rejuvenating atmosphere. Whether for relaxation, stress relief, or simply enhancing the ambiance of a room, the Himalayan electric oil diffuser is a convenient and stylish way to embrace the benefits of aromatherapy in your daily life.



## SALT CELLAR & LIDS

Salt cellars with lids are classic and practical kitchen accessories designed to hold and protect salt. These elegantly designed containers serve both a functional and aesthetic purpose, preserving the quality of salt while adding a touch of sophistication to your dining table.



They are typically made from materials such as ceramic, glass, or even wood, with a snug-fitting lid to keep moisture and contaminants at bay. Salt cellars with lids are perfect for easily dispensing just the right amount of salt during cooking or at the dining table, ensuring that your salt remains fresh and easily accessible, all while adding a tasteful element to your culinary presentation.

*--Salt cellars with lids excel at safeguarding salt's quality and enhancing dining aesthetics.--*

# Certificates





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PRODUCTS**

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