

Cleopatra Salt Introduction

"The only salt of my life!"

Cleopatra Salt





"The only salt of my life,

Cleopatra Salt"



1 Cleopatra Salt | Introduction



Clean

Cleopatra Salt is a natural rock salt from the Siwa Oasis in Sahara Desert. It is a fossilized salt, from salt mines created long ago by primitive, ancient seas 250 million years ago that since evaporate. It is a transparent,, clean salt made only by natural forces, untouched for hundreds of millions of years.



Healthy

Cleopatra salt is free from toxins such as radioactivity, microplastics, and harmful heavy metals and ittherefore it is a healthy edible salt that anyone can eat with peace of mind since no chemicals are added during the production and packaging process.

Purity

Rock salt is classified into crystal salt and regular rock salt, and the former refers to a transparent salt **without any impurities**. Cleopatra Salt is **the world's highest purity crystal salt** with a NaCl content of more than 97 to 99%.

Premium

Cleopatra salt is being produced in the place of history where human civilization began. It is said to be the salt used by Queen Cleopatra for beauty and health, and it became **the most premium salt** after the Roman era, when it called **"the salt of the royal family"** by the ruling class of European royalty and nobles.



Cleopatra Salt | Vision

We sourced and introduced clean, pure, high-quality salt produced in natural, clean areas of the world to provide products that can satisfy your well-being and lifestyle.



01

We provide the finest, cleanest and healthiest salt

Cleopatra Salt is bringing a treasure of 250 million years ago to the world in search of healthy, pure rock salt in the Sahara Desert.



02

We directly manage the entire process from mining to the consumer.

All production processes starting from the production site of the raw product, we manage the entire processes from mining, manufacturing, logistics, packaging, delivery to the final consumer..



03

We supply products that fit your lifestyle

To satisfy the variety of well-being lifestyles of our customers, we are operating two different segmented brands, each of them directed to different target audiences : consumers, and industries.



04

We provide fulfilment services

We provide fulfilment service throughout the process from purchase to customer satisfaction.



05

We are a global premium salt brand

We are a global premium salt brand that conveys the value of clean and healthy superlative salt.

 Cleopatra Salt

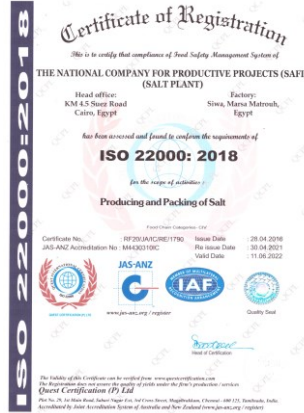
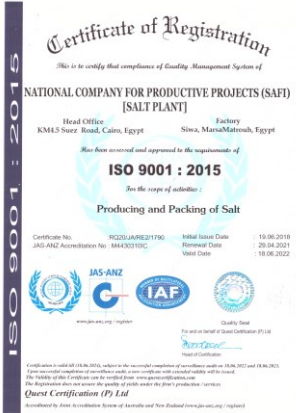


The salt of a pristine area that has preserved the beauty of nature.
"The only salt of my life, Cleopatra Salt."

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Cleopatra Salt | Process

Cleopatra salt maintains the quality of the finest premium salt in areas where clean natural conditions are preserved, with strict manufacturing processes and transportation under the jurisdiction of the Egyptian government.

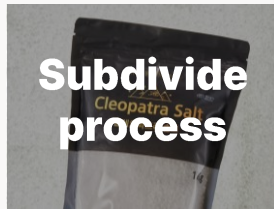
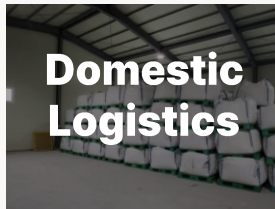
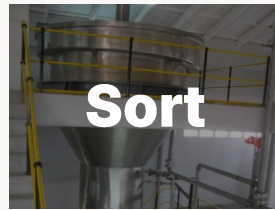
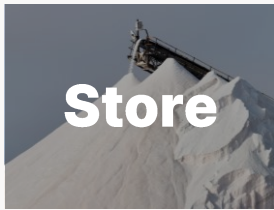


ISO 9001, 22000 Certified

International standard quality management system certification

Certified by SGS means a globally trusted product that complies with International Standards (ISO) procedures.

The process of transparent and strict quality control



3

Cleopatra Salt | Process

01 Collection We collect rock salt in an eco-friendly way using water.



02 Storage Collected salt is stored in a clean area without any pollutants.



3

Cleopatra Salt | Process

03 Delivering & Grinding

We manufacture our salt with advanced system.



04 Washing & Sorting

We remove impurities with clean water and select the best salt.



3

Cleopatra Salt | Process

05 Centrifuge dehydration and water purification

We are operating a purification system for our environment.



06 Packaging & Land/Sea logistics

We deliver anywhere around the world with our global logistics.



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Cleopatra Salt | Process

07 Quality inspection

Quality inspection is carried out separately in each country.



08 Domestic logistics & Storage

We store and manage our product in a hygienic warehouse, close to our customers.

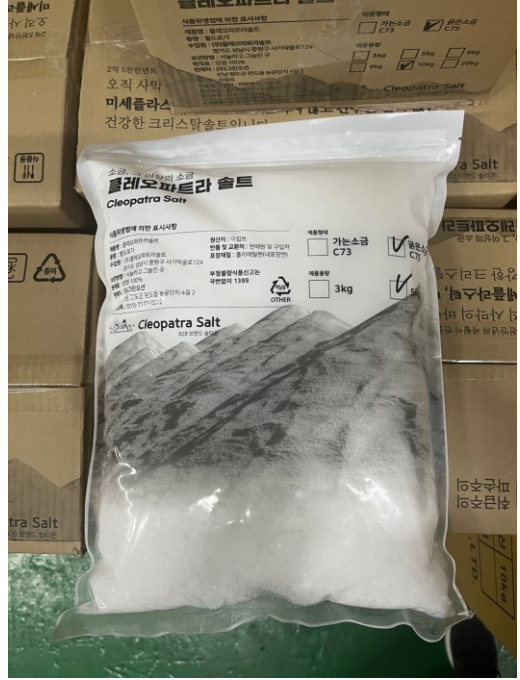


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Cleopatra Salt | Process

09 Product sorting

We divide our product into the variety of units to suit our customer's usage.



10 Delivering & Follow-up management

We deliver our product to customers quickly and safely.



 **Cleopatra Salt**



A clean, transparent salt collected in a nature-friendly manner.
"The only salt of my life, Cleopatra Salt."

 Cleopatra Salt



Enjoy the original taste and deep flavor of your ingredients with Cleopatra salt.

"The only salt of my life, Cleopatra Salt."



Enjoy your well-being style with Cleopatra salt.
"The only salt of my life, Cleopatra Salt".

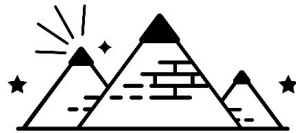
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Brand | We are a well-being lifestyle brand

Under the main brand **Cleopatra Salt**, we sub-divided our products into two separate brands, a consumer brand "**Salra**" and an industrial brand "**Soltion**".

Salra and Soltion are once again subdivided to support customers' well-being styles from various angles.

The only salt of my life, '**Cleopatra salt**'



Cleopatra Salt

"The only salt of my life"

Enjoy your well-being style with Cleopatra salt



"Salra" is a product for individual household, restaurants, and bakeries. It supports all types of well-being lifestyle by providing the best salt at the closest place.

"Saltion" is a co-working brand of producing well-being product such as meal packaging companies, food manufacturers, pharmaceutical companies, and saps & cosmetic companies.

Sal (Salt) + care (Precious)

My precious salt

Salt + ~ion(States/ionic bonds)

the purest state and value of salt

- Salra Original
- Salra Sole
- Salra Belle

- Saltion RED
- Saltion BLUE
- Saltion GREEN



Introduce our three different types of Salra

Original : Premium well-being table salt brand

Sole : Limited premium artisan brand

Belle : Brand for beauty, fashion, and culture

sāra

ORIGINAL

Premium well-being table salt brand

Salra Original provides clean and pure Cleopatra salt to make you feel the original taste of the food.



sāra

SOLE

Limited premium artisan brand

Salra Sole is a limited present edition for precious people that contains carefully selected salt packed with special packaging designed by master's pottery and work of artist.



sāra

BELLE

Brand for beauty, fashion, and culture

We provide **Salra Belle**, the secret of Queen Cleopatra's beauty, to safely cultivate your own state of beauty.



SALTION

Introduce our three different types of Saltion

GREEN : Premium food additive brand

BLUE : High purity cleaning industry brand

RED : High purity non-cleaning industry brand

SALTION GREEN

Premium food additive brand

We provide high-quality, clean bulk of **Saltion GREEN** to produce products that fit for the well-being lifestyle.



SALTION BLUE

High purity cleaning industry brand

For your high-quality raw materials, we provide **Saltion BLUE**, which boasts the highest purity.



SALTION RED

High purity non-cleaning industry brand

We offer a bulk of non-cleaning, highest purity **Sation RED**, optimized for industrial environments.



The salt classification code

'CLEOPATRA SALT CODE'

CLEOPATRA SALT CODE is our own-generated salt proprietary salt classification code for customers to choose a salt that fit for their own purposes.

색상	투명	흰색	핑크	노랑	파랑	검정	녹색	빨강	주황	
	C	W	P	Y	B	K	G	R	O	
투명도	불투명 ←								→ 투명	
	1	2	3	4	5	6	7	8	9	
용해도	잘 녹음 ←								→ 천천히 녹음	
	1	2	3	4	5	6	7	8	9	

2억 5천만년의 시간이 만든
100% 천연 알염 sãira
천연 그대로 순수하고 건강합니다

살라 분말소금 250g

음식에 쉽게 녹는
분말 형태의 소금으로
반죽이나 고급요리에
잘 어울립니다

C71

건조 0% 미세 염화나트륨 0% 100% 천연 100% 천연 소금

예) C71 : 맑고 투명하고 잘 녹는 분말소금

It can be checked through the 3-letter code, which means color, transparency, and solubility.

- Color : the color of the salt (identifier)
- Transparency : Transparency of salt crystals
(the higher the number, the more transparent)
- Solubility : How well salt dissolves
(the higher the number, the slower it dissolves)



각종 반죽요리 : C71 맑고 투명하고 잘 녹는 분말소금



스테이크 : C73 맑고 투명하고 잘 녹는 가는 소금



각종 찌개요리 : C73 맑고 투명하고 잘 녹는 가는 소금

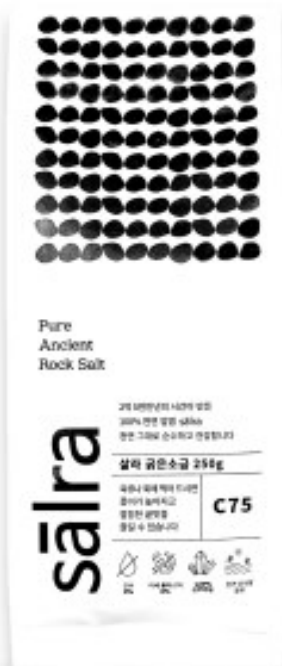


생선회 : C75 맑고 투명하고 굵은 소금

 Cleopatra Salt

SALT that is GOURMET

by its NATURE.



sāra
L A B

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Product | Cleopatra salt

Cleopatra salt

- **Cleopatra salt** : 100g, 250g, 1kg, 3kg etc
- **Cleopatra salt Salra professional** : 20kg (5kg x 4 ea)
Salra professional is a premium salt delivered only to 'Salra lab members' who regularly purchase it for use in high-end restaurants and high-end ingredients.
- **Cleopatra salt, Salra set of 3 salts** : C71, C73, C75. 250g each.
- **Cleopatra salt B2B** : Purchase after consultation.

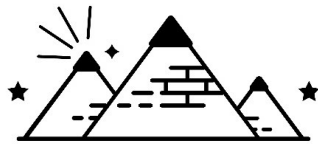
sālra
LAB

'Salra Lab' is a community that creates a healthy lifestyle with pure and clean salt. Be a member of 'Salra Lab' after making long-term purchase. **The more member it gets, the cheaper your price tag will be** as you can buy your salt in a way of joint purchase.



Thank you

Cleopatra Salt,
along with a group of **leading salt consultants** at home and abroad,
offers customers the highest level of service and valuable salt.



Cleopatra Salt

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