

Remember,

The Magic

is in the Minerals

...the

minerals

are in all

my products...

...**AND** all my
products deliver
the minerals
to you, **NATURALLY!!!**



Annie

Founder & CEO
Annie Cunningham



WELCOME TO DEAD SEA WAREHOUSE, INC. AN AMERICAN FAMILY BUSINESS

Founded in 2002

Built and run the old fashioned way

Now found in nearly 2,000 retail stores nationwide



The Dead Sea Warehouse Story

- Begun in 2002 by Annie Cunningham in her home in Elk Grove, California
- Discovered the power of Dead Sea Minerals while working at her local health food store -
 - Helped her husband Charley's osteoarthritis enough he was able to get off of pharmaceutical pain killers!
- Price per lb. was so high! Only sold bulk or in 2 lb. containers
- Determined to make them more affordable for regular therapeutic mineral baths in America
- First 18 months she sold 6,000 lb. in her now famous 5# buckets by driving from store-to-store in California and cold calling on the buyers
- Now providing over 1/2 a Million Pounds per year nationwide in over 2,000 retail and professional locations



MISSION STATEMENT:

**To Make Amazingly Effective
Dead Sea Products an
Amazingly Affordable Choice
in the American Marketplace**

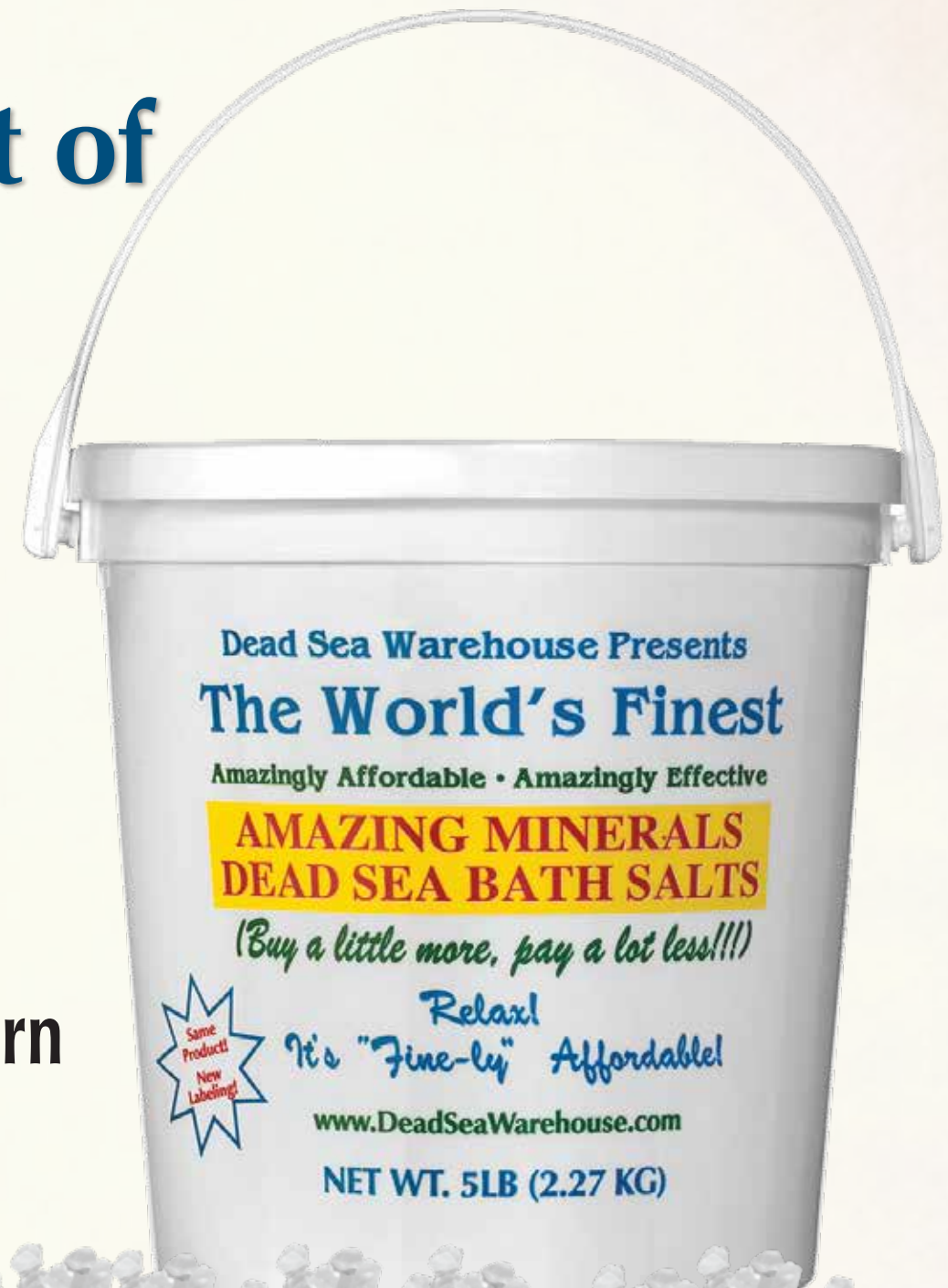


**No longer an expensive
cosmetic indulgence only**

Dead Sea Warehouse Presents Annie's 1st Product

The famous 5# Bucket of
Amazingly Affordable
Amazingly Effective
100% FULL MINERAL
Unscented
Uncolored

Dead Sea Bath Salts sourced from the Southern
End of the Dead Sea, Israeli side, ONLY...



Go ahead - Make My BATH!

Annie Cunningham's Dead Sea Mineral Salts, as well as the rest of her amazing products, have enhanced my life! I first bought them after noticing the unique packaging and the comparatively low price of the salts. After one soak, I was hooked! Within a month, the texture of my skin improved remarkably. As Annie advertises, your skin will feel silky and “glow” without the use of any other products but the salts. Now, on days when I forget to apply lotion, my skin doesn't have the chalky appearance it used to have. The salts also relieve aches and pains, and Dead Sea Warehouse's other body products provide the “icing on the cake.” Annie and her team's customer service is unparalleled. I can't thank Annie Cunningham enough for introducing me to one my favorite products lines - ever!”

Dina Eastwood
Carmel, CA

(Note from Annie: Yes, we have it on good authority that my Dead Sea Warehouse bath salts “Made Clint's Day” many times, LOL...)



Where is the Dead Sea?



Why Israeli Side Only?

- **Consistent High Quality**
- **1st World Processing**



Dead Sea Warehouse - Driven by:

Integrity

Purity

Pricing

**...and the desire to help
others, naturally!**



INTEGRITY:

**Only the highest quality full mineral bath salts
from the Southern End on the Israeli side**

**NEVER cut with inexpensive sodium chloride (or
other extenders of any sort) to increase profit margin**



Note: Many companies increase their profit margin by adding inexpensive Sodium Chloride to their Dead Sea Bath Salts - thus decreasing the mineral density and benefits. Some even sell ONLY the inexpensive Sodium Chloride from the Dead Sea (which cost 1/3 what the full mineral salts cost) as Dead Sea Bath Salts.



PURITY:

Slowly and lovingly hand cleaned at the warehouse in Elk Grove, California in 70# batches prior to packaging in our famous bucket.

No fragrances, colorants, extenders or other additives ever

PRICING:

First company to introduce an affordable high quality 5# Bucket commercially with guaranteed highest quality Israeli sourced Dead Sea Bath Salts only -

Many other companies utilize Jordanian sourced which is less expensive, lower quality.



Minerals, Minerals and MORE Minerals!

What's so special?

Due to natural sourcing of the Dead Sea minerals, mineral content varies by season, rainfall, depth, ambient temperature swings, etc. But there is an acknowledged range of minerals for unadulterated, 100% Full Mineral Dead Sea Bath Salts.

Chemical Analysis %	Typical	Range
Magnesium Chloride (MgCl ₂)	33.3	31.0 - 35.0
Potassium Chloride (KCl)	24.3	20.0 - 28.0
Sodium Chloride (NaCl)	5.5	3.0 - 8.0
Calcium Chloride (CaCl ₂)	0.2	0.1 - 0.5
Bromide (Br ⁻)	0.5	0.3 - 0.6
Sulphates (SO ₄)	0.15	0.05 - 0.2
Insolubles	0.03	0 - 0.3
Water of Crystallization	36.4	32.0 - 40.0

Notice the acceptable range of Sodium Chloride is only 3.0 to 8.0% !



Other Popular Bath Salts

**Contain 85% - 98%
Sodium Chloride**

Sea Salts (Celtic)	min 85% up to 98%!!
Redmond	min 93% up to 98%!!
Himalayan	min 85%

**Full Mineral Dead Sea Bath Salts
for Dead Sea Warehouse: Maximum 8%!!!**



Dear Ms. Annie,

Thank you so much for your response in regards to your **(Dead Sea Warehouse Amazing Mineral) dead sea (Bath) salts**. I have used the salts and I must say that they work wonders. I have been a massage therapist now for over 10 years and recommend to clients the importances of soaking in a warm bath for daily stress with maybe some epsom salts. Since I have experienced both types of salts myself, I must say your dead sea salts by far are the best. Since doing my own in depth research on the subject I feel honored to educate every client I see new and old on your product and encourage them to use this as a small way to care for themselves. K.S., CO



MOST COMMONLY ASKED QUESTION:

WHAT IS THE DIFFERENCE BETWEEN DEAD SEA BATH SALTS AND EPSOM SALTS?

EPSOM SALTS ARE ONLY ONE (1) MINERAL - Magnesium Sulphate -

- **Great for anti-inflammatory and detox**
- **Epsom salts are drying to the skin with regular use -**

Dead Sea Bath Salts moisturize and leave the skin silken

You can ingest EPSOM salts - VERY laxative effect -

DO NOT INGEST DEAD SEA BATH SALTS - way too mineral dense



In summary:

Epsom Salts = Magnesium Sulphate ONLY

Vs. Full Mineral Dead Sea Bath Salts =

Chemical Analysis %	Typical	Range
Magnesium Chloride (MgCl ₂)	33.3	31.0 - 35.0
Potassium Chloride (KCl)	24.3	20.0 - 28.0
Sodium Chloride (NaCl)	5.5	3.0 - 8.0
Calcium Chloride (CaCl ₂)	0.2	0.1 - 0.5
Bromide (Br ⁻)	0.5	0.3 - 0.6
Sulphates (SO ₄)	0.15	0.05 - 0.2
Insolubles	0.03	0 - 0.3
Water of Crystallization	36.4	32.0 - 40.0

**With Dead Sea Warehouse,
You'll**

SOAK IN THE MOST!



THE MAGNESIUM IN DEAD SEA SALTS ARE IN THE CHLORIDE FORM

EPSOM SALT MAGNESIUM IS IN THE SULPHATE FORM

Magnesium Chloride Vs Magnesium Sulfate

According to Daniel Reid, author of The Tao of Detox, magnesium sulfate, commonly known as Epsom salts, is rapidly excreted through the kidneys and therefore difficult to assimilate. This would explain in part why the effects from Epsom salt baths do not last long and why you need more magnesium sulfate in a bath than magnesium chloride to get similar results. Daniel also states that Magnesium Chloride is easily assimilated and metabolized in the human body.



ENJOYMENT DIRECTIONS

IF UNDER A DOCTORS CARE, CONSULT PRIOR TO USE

- Full bath soak in “high warm” water
- 1-2 cups (takes approximtely 70 POUNDS in tub to
...recreate mineral density of actual Dead Sea)
- 20 minutes maximum (due to detoxifying) - If longer,
...PLEASE SIP WATER!!
- Less time is ok, but 20 minutes is ideal
- Foot soak is also a great use



ENJOYMENT DIRECTIONS, **continued**

Good for all ages from 6 months - 100+ years

Good for all skin types - balances skin oils



KEEP AWAY FROM EYES - SALTS CAN STING. IF SALTS ENTER EYE AREA, RINSE WITH WATER.



Not just for humans- great for our animal friends, too!




Hi and thanks for a great product. This is the only thing (***your Dead Sea Warehouse Bath Salts***) I've been able to use on my French Bulldog's itchy skin to make her stop scratching and chewing herself to death. During allergy season I soak her about once a week for 10-15 minutes - she loves it...it relaxes her. I only shampoo her first very occasionally. The salts helps condition her coat and eliminates doggy odor, too!!!

Sincerely, N.J., Ohio



Primary Minerals and Their Benefits

(humans and pets, too!)



Magnesium Chloride: Quick repair of skin tissue. Provides anti-allergenic elements to the skin's surface. Magnesium is essential for cell metabolism. GREAT for the relief of many aches and pains, too. (Anti-inflammatory).

Potassium Chloride: Regulates the nervous system. Provides energy to skin cells for hydration and regeneration of cells. Helps balance skin and body moisture. Helps reduce water retention.

Calcium Chloride: Cleanses pores. Known to strengthen bones and teeth. Strengthens cell walls and membranes, too.

Bromides: Helps soothe and repair damaged skin.
Relaxes muscles and calms nerves.

Sulphur: Natural disinfectant.
Utilized in many anti-acne soaps.
Works closely with the liver
to rid the body of toxins.

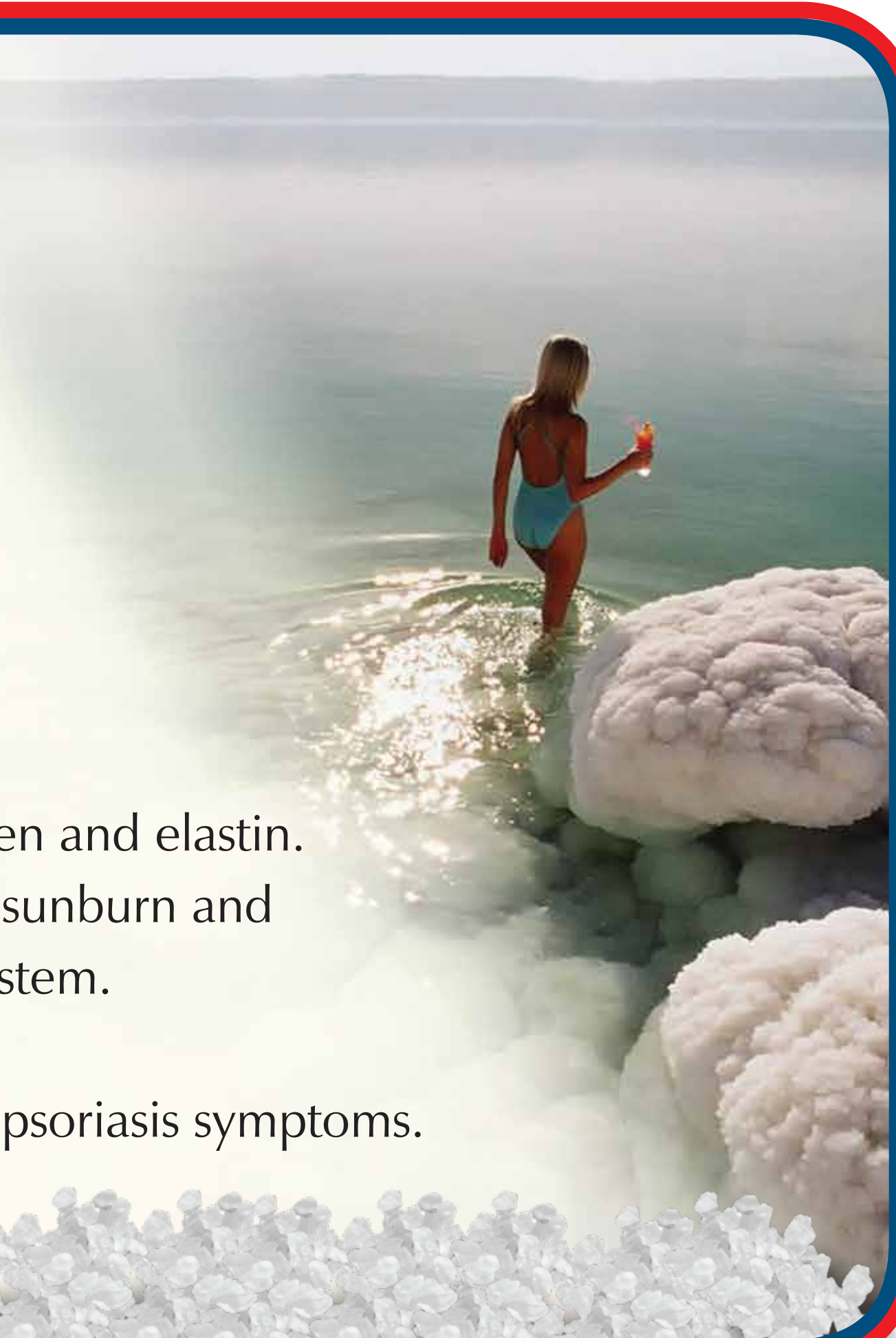


Iodine: Aids in correct functioning of thyroid gland and body's metabolic exchanges.

Sodium: Skin soothing. Helps cells retain nourishment and expel waste. Powerful detoxifying agent. Relieves stiffness and cramps.

Zinc: Stimulates production of collagen and elastin. Also known to protect the skin against sunburn and windburn and to boost the immune system.

Boron: Offers temporary relief from psoriasis symptoms.



The Dead Sea is a popular center for wellness and health today.

There are numerous health resorts along the shoreline and people the world over flock to the Dead Sea to enjoy balneotherapy (taking the waters) for:

Rheumatologic Conditions – Soaking in authentic Dead Sea Bath salts can be effective for addressing symptoms of rheumatoid arthritis, psoriatic arthritis, and osteoarthritis. The minerals are absorbed while soaking, stimulating blood circulation.[1]

Common skin ailments – Research has demonstrated that skin disorders such as acne and psoriasis are relieved by regular soaking in water with added Dead Sea salt. The National Psoriasis Foundation recommends Dead Sea and Dead Sea salts as effective treatments for psoriasis.[2]

- ***Countries such as Denmark, Austria, Germany, Holland and Switzerland provide state aid to their citizens to visit the Dead Sea for their psoriasis.***



Allergies – The high concentration of bromide and magnesium in the Dead Sea salt can relieve allergic reactions by cleansing and detoxifying.[3]

Skin aging – Another study concluded that the high concentration of magnesium in Dead Sea salt was instrumental in improving skin hydration and reducing inflammation.[3] Further research into Dead Sea salt benefits has shown a 40% reduction in the depth of wrinkling.[4]

(1) Harari, Marco; Shani, Jashovam. "Demographic evaluation of successful antipsoriatic climatotherapy at the Dead Sea (Israel) DMZ Clinic". *International Journal of Dermatology*. 36(4): 304–305. doi:10.1046/j.1365-4362.1997.00204.x.

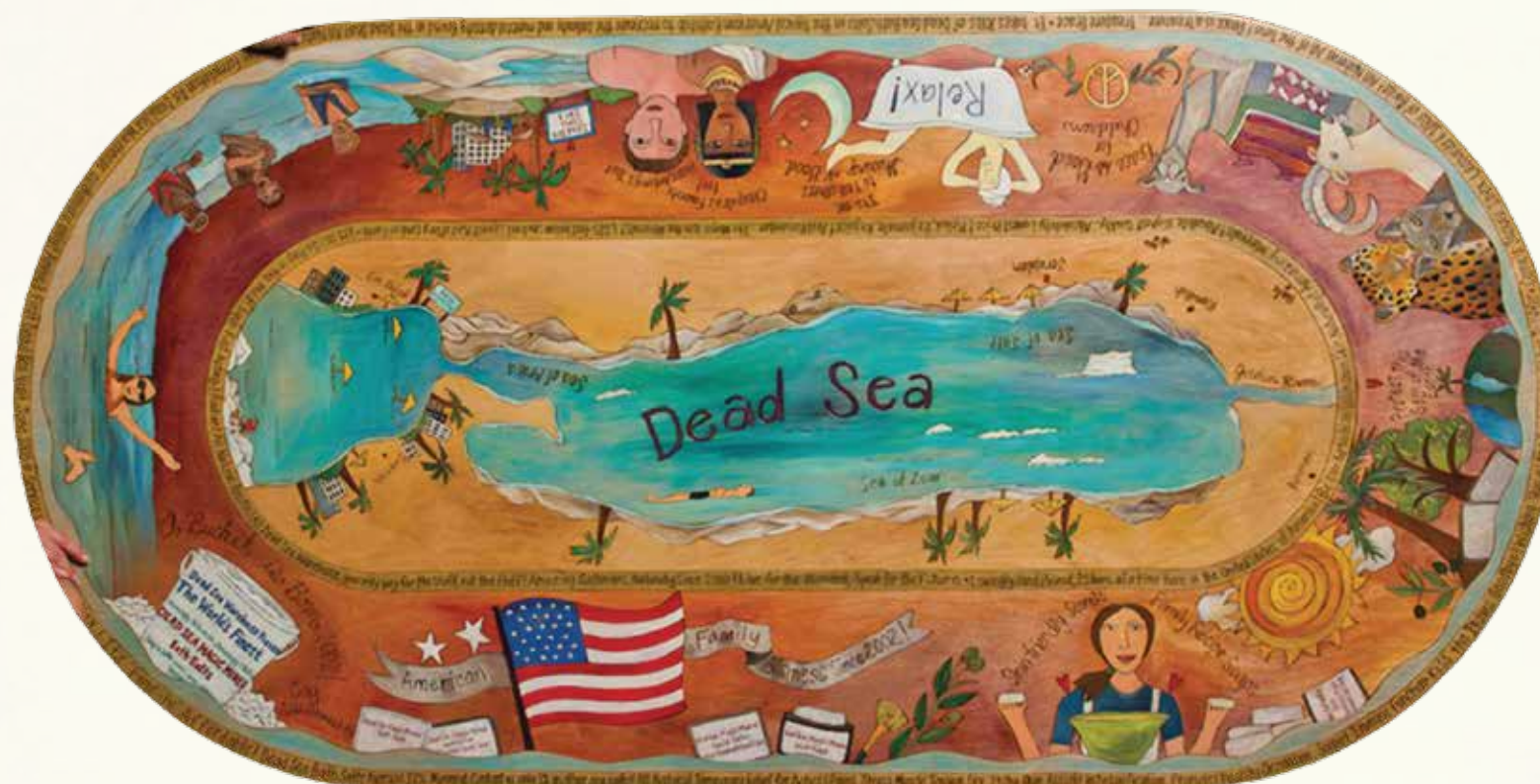
(2) "The Dead Sea" National Psoriasis Foundation. Retrieved on 2008-04-10.

(3) Proksch, Ehrhardt MD, PhD et al. "Bathing in a magnesium-rich Dead Sea salt solution improves skin barrier function, enhances skin hydration, and reduces inflammation in atopic dry skin", *International Journal of Dermatology*, February 2005. Retrieved on 2008-04-13.

(4) Ehrhardt, Proksch; Nissen, HP; Bremgartner, M; Urquhart, C. "Bathing in a magnesium-rich Dead Sea salt solution: follow-on review". *International Journal of Dermatology*. 46(2): 177–179. doi:10.1111/j.1365-4632.2005.02079.x. PMID 15689218.



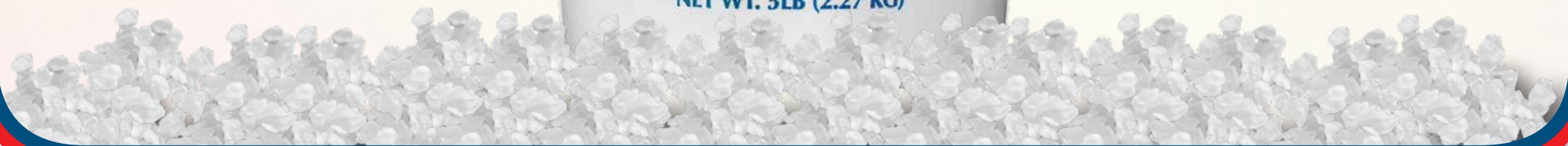
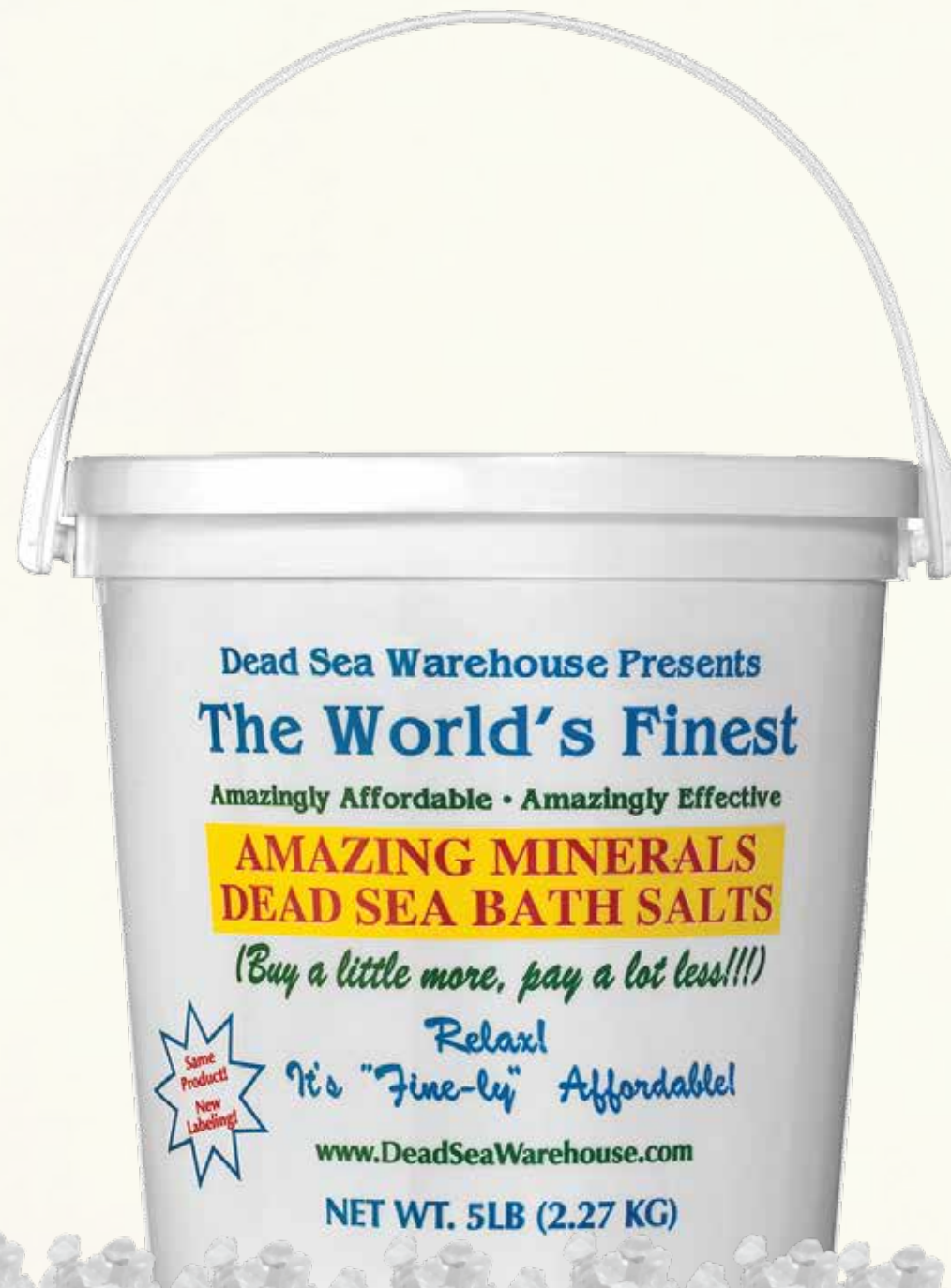
**YOU AND YOUR CUSTOMERS NO LONGER
NEED TO GO ALL THE WAY TO THE DEAD SEA...**



GO TO DEAD SEA WAREHOUSE INSTEAD...



DEAD SEA WAREHOUSE...Your "Go To" Choice



Remember,

The Magic

is in the Minerals



Annie
Founder & CEO
Annie Cunningham

ORIGINAL FACE & BODY BAR



Like a mineral moisturizer in a gentle & effective Face & Body Cleansing Bar

Saturated, not sprinkled, with skin supportive Dead Sea Minerals



SOAP STORY:

Annie loved how soaking in her Dead Sea Bath Salts left her skin feeling – soft, silken and itch free

Became determined to develop a gentle, mineral-rich cleansing bar effective for all skin types

Must leave face & body feeling as though they had enjoyed a tub full of minerals

Took a soap making class and worked for two years with the instructor to develop the recipe and discover the secrets required



DEAD SEA WAREHOUSE SOAP FACTS

- **Hand poured in California by well-paid soap makers**
Each batch hand measured, mixed, poured, trimmed and packaged
No third world machine made soaps for Dead Sea Warehouse!
- **Simple 3-oil blend & OODLES of Minerals!!**
Olive Oil, Coconut Oil and (Sustainable) Palm Oil only
- **ALWAYS unscented & uncolored**
Like ALL Dead Sea Warehouse products
- **Should retail for 3 x's present retail**
Commitment to affordability = present pricing



FOR CONSISTENT, AMAZING RESULTS ANNIE MUST...

- Create in tiny “crock pot” batches to accommodate the quantity of minerals each bar is saturated with
Like Grandma making soap gifts in her kitchen, only for thousands of bars each month!
- Use “single bar” molds only – no “blocks of soaps with air cutters” that create 400-500 bars per “whoosh”
Not possible with our soaps due to high mineral density
- Cure each bar 3 months prior to entry into the marketplace for the full magic to happen
Long cure time also = very hard, long lasting bar of soap!
- Guarantee unadulterated Olive Oil – a HUGE problem in the Olive Oil marketplace
Purchase from a trusted family owned olive oil business – costs more, but worth it!



AMAZING TESTIMONIALS FOR ORIGINAL FACE & BODY BAR

I honestly cannot thank you all enough. My first purchase from Dead Sea Warehouse was the classic(Original) Face and Body Bar and within a few days I saw results. I tried every facial product there was before this and as of now my face is completely clear. The other day I got my first pimple while using this product and within a day my face was clear again, I could not believe it. The minute I got home for Christmas Break I had to tell all of my friends about your products..... I will continue to use your products for the rest of my life, guaranteed. Thanks, T.W. of Miami, Fl.

...I have severe eczema along with my father and good friend. We have used this (Dead Sea Warehouse Original Face & Body Bar) soap exclusively for the past year and no longer have open wounds that bleed (sorry for being graphic) all of the time. My husband is not afraid to hold my hand. I never knew that he was until he mentioned that he didn't want to cause me pain. Thank you for making this soap... S.W., GA.

I must tell you I've always bought the best of the best of facial cleansers from Dermalogica to Aveda and beyond, and none of them have had the effects of this bar of (Dead Sea Warehouse Original Face & Body Bar) soap...Not only is my skin soft and smooth...it also maintains a more porcelain look during the day even while I'm out and about in the hot & humid Florida weather!...I think it's so cool you took the time to e-mail me back. Great products are one thing, but great customer service is the cherry on the top for me. C.K., FLORIDA



Remember,

The Magic

is in the Minerals



Annie

Founder & CEO
Annie Cunningham

Dead Sea Warehouse, Inc.



Remember, *The* **Magic** *is in the Minerals* ...the minerals are in all my products...

...**AND** all my
products deliver
the minerals
to you, **NATURALLY!!!**



Annie
Founder & CEO
Annie Cunningham

