

Natural Salt Crystal Lamps Gain in Popularity with Holistic Crowd

PARSIPPANY, N.J., April 8 (SEND2PRESS NEWSWIRE) – The Himalayan Salt Shop (www.himalayansaltshop.com) announced today that 2007 fourth quarter sales of its Himalayan Salt Crystal Lamps have doubled from the previous year. Coverage of these lamps in the November 2007 issue of Woman's World magazine and the December 2007 issue of Harper's Bazaar magazine helped fuel the increase in revenue. To continue spreading the word about their natural air-purifying salt lamps, the Himalayan Salt Shop will also be featured on an episode of the cable TV show "Living In Style" which airs this month. The episode of the show will focus on "green products" – products that are environmentally friendly and that promote well-being.



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"We are trying to get the word out about these beautiful and natural products," said Ernesto Gaglione, President of the Himalayan Salt Shop, "with the continuing focus on holistic means for health improvement, our natural and unique products strike a chord with those looking to live healthier lives."

Himalayan Salt Crystal Lamps help purify the indoor air of the home via natural ionization. Many see the lamps as a favorable alternative to traditional air purifiers since the lamps are of a natural material, crystal

salt, and they are also considered more visually appealing than mechanical air ionizers. These salt crystals, mined from the foothills of the Himalayan Mountains in Asia, are typically orange to reddish in color.

A candelabra-based incandescent bulb serves as the heating source causing the lamp to emit a colorful glow. The company's website can also be visited at www.saltpower.com where individuals can learn about the health benefits of Himalayan Salt Crystal Lamps by visiting the site's "Salt Lamp Information Center."

The company has also announced the growth of their wholesale unit, which presently supplies over sixty retailers across the country who have started carrying Himalayan Salt Shop products.

About The Himalayan Salt Shop:

The Himalayan Salt Shop was founded in 2005 and specializes in the education and marketing of Himalayan Salt Crystal products. Typical customers of the Himalayan Salt Shop include alternative and holistic medicine practitioners, retail store owners, and individuals who prefer natural and organic products. The Himalayan Salt Shop is headquartered in Parsippany, New Jersey.

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