

Magic Salt™



An environmentally friendly deicer that makes ice and snow disappear quicker and safer than ever before!

Product Overview

Magic Salt™ starts out as ordinary rock salt and is treated with a special liquid; an agricultural by-product of the distilling processes blended with Magnesium Chloride. When this environmentally friendly liquid which has more positive health and environmental characteristics than conventional de-icers bonds with rock salt, the corrosive nature of the rock salt is diminished - making Magic Salt™ safer for machinery, concrete, pavement, people, pets and plants.

Product Features

- **Environmentally Friendly** - Magic Salt™ releases far less sodium and chloride ions into the environment than either plain rock salt or calcium chloride.
- **Beneficial to Your Health** - Reduces dust clouds associated with the use of untreated salt.
- **Save Time, Money and Labour** - Magic Salt™ has a veneer of viscous material enabling it to adhere better to roads and walkways reducing bounce and scatter and providing better traction. Magic Salt™ won't leave behind a stone or sand residue, making spring cleanup simple.
- **Economically Superior** - Since it works better and lasts longer, less Magic Salt™ is required to displace an equal amount of ice or snow than any other commonly used ice melter.
- **Improved Working Temperatures (-30°C or -22°F)** - Works better at lower temperatures.
- **Corrosion Protection** - Use of Magic Salt™ reduces the corrosive nature of rock salt, thereby protecting your valuable equipment.
- **Won't Cake or Clump** - Magic liquid prevents the salt from freezing and acts as an anti-caking agent, hence avoiding the caking or clumping issue associated with rock salt - saving your spreader from damage.

'Ready When Nature Strikes. Guaranteed.'





Product Application

For driveways and walkways, use 2 to 2½ oz (1/4 to 1/3 cup) per square yard. Melting will begin immediately and continue longer than other regular rock salt products. Shovel off slush and re-apply if needed. For best results, remove all loose snow and slush from driveways, steps and walkways. Spread a generous amount in the path of traction wheels to get out of slick parking areas.

For highway use, reduce conventional dry salt application rates by 20-40%.

Magic Salt™ never loses its ability to de-ice no matter how long it is stored.



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This product is (or includes) a patented product of Sears Ecological Applications Co., LLC and is manufactured under one or more U.S. Patents, including U.S. Patent No. 6,299,793 and related patents.

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