

SaltStick Vitassium, Specifically Designed to Meet the Needs of People Suffering From Dysautonomia, Is Available

(November 15, 2016) Malibu, Calif. – Today SaltStick is thrilled to announce that our newest product, SaltStick Vitassium, is available for purchase. SaltStick Vitassium, developed this year, is specifically designed to help supply buffered sodium and potassium in a small stomach-friendly capsule. As part of our [partnership with Dysautonomia International](#), the non-profit global patient advocacy group that advocates for individuals with all forms of dysautonomia, we will donate 10 percent of all sales of SaltStick Vitassium to fund research, education, awareness, and patient and family support.

One of the most common forms of dysautonomia is postural orthostatic tachycardia syndrome (POTS). For the past 10 years, the POTS community has found [SaltStick](#) Caps to be a good fit for individuals looking to consume extra sodium without stomach discomfort and without the taste of salt. This year, we created SaltStick Vitassium as the next step. It's a similar formulation to the original SaltStick Caps product, but without the athlete-specific minerals of magnesium and calcium, so that it's more appropriate for this purpose. As a concentrated source of sodium and potassium in a smaller vegetable-based capsule, this product satisfies the discerning needs of this population.

To learn more about SaltStick Vitassium, and to find purchase details, visit vitassium.com.

Jonathan Toker, CEO of Toker Engineering, LLC, the makers of SaltStick products, has this to say about the product release:

"In the ten years since I started SaltStick, I have been proud to look back on the supportive athletic community, which has benefited greatly from SaltStick Caps and other products. During those ten years, I was also thrilled to find that SaltStick Caps could be used by people suffering from dysautonomia to help reduce their symptoms. In response, I decided to create a product specifically designed for this community. The support we've received from Dysautonomia International and patients has so far been fantastic, and I'm glad to know we will be able to support them and their research with SaltStick Vitassium, while also helping POTS patients manage their incredibly tough symptoms."

Lauren Stiles, President of Dysautonomia International, says the following about SaltStick Vitassium:

"On behalf of Dysautonomia International's volunteer Board of Directors, we'd like to thank SaltStick for their generous support of our organization. While dysautonomia is not rare, impacting an estimated 70 million individuals worldwide, very few companies have put their scientific and entrepreneurial talents into making a product that can help people living with dysautonomia. We're glad SaltStick saw the value in getting involved and finding ways to make life a little easier for this large patient community, and we hope other companies will do the same."

How SaltStick Vitassium can help Dysautonomia Patients:

One of the most common forms of dysautonomia is postural orthostatic tachycardia syndrome (POTS), which is estimated to impact 1 out of 100 teenagers and a total of 1-3 million Americans including adult onset patients. POTS can cause lightheadedness, fainting, tachycardia, chest pains, shortness of breath, GI upset, shaking, exercise intolerance, temperature sensitivity and more. Patients with this condition are often advised by their physicians to dramatically increase their water and salt intake, to help boost blood volume, often in addition to a multitude of prescription drugs and non-pharmacological treatments.

Many POTS patients experience extreme discomfort when taking 1g salt tablets, which can irritate the stomach lining to the point of nausea or vomiting. Additionally, many patients tire of the flavor that results from excessively salting their food every meal.

SaltStick Caps were originally engineered for the demanding nutritional needs of endurance athletes. Part of that design is the vegetable-based capsule, which provides the electrolytes sodium, potassium, magnesium and calcium in a form the body can easily absorb. Time and time again, we have heard people in the POTS community tell us that SaltStick Caps are the only way they can consume the high levels of sodium they need without upsetting their stomach. Now Vitassium is available for this focused population.

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About dysautonomia:

Dysautonomia is an umbrella term used to describe several different medical conditions that cause a malfunction of the Autonomic Nervous System, which controls the “automatic” functions of the body that we do not consciously think about, such as heart rate, blood pressure, digestion, dilation and constriction of the pupils of the eye, kidney function, and temperature control. People living with various forms of dysautonomia have trouble regulating these systems, which can result in lightheadedness, fainting, unstable blood pressure, abnormal heart rates, malnutrition, and in severe cases, death.

Despite impacting over 70 million individuals around the world, many people with dysautonomia experience lengthy diagnostic delays and have difficulty obtaining access to effective treatments after they are diagnosed. There is no cure for any form of dysautonomia at this time, but Dysautonomia International is trying to change that.

About Dysautonomia International:

Dysautonomia International is a 501(c)(3) non-profit that advocates on behalf individuals who live with dysautonomia and their families through research, physician education, public awareness and patient empowerment programs.

At the Dysautonomia International's [2016 Annual Conference](#), SaltStick announced our partnership with the organization. We have pledged to donate to Dysautonomia International 10 percent of all sales of SaltStick Vitassium, to fund research, education, awareness, and patient and family support programs.