



Nature's gift, direct from the mines

Pink Himalayan Salt is unprocessed raw mineral mined by hand from caves that formed 250 million years ago. Trace amounts of iron oxide lend Himalayan salt its signature ruddy pigment. It has more minerals and is less processed than regular salt, making it a healthier option.

Pink Himalayan salt is the most beneficial and purest form of salt. With an abundance of nutritional and therapeutic properties it has culinary uses and is used to create salt lamps and tealight holders, cooking tiles, bath salts, body scrubs, culinary salts and more.

SELROX
Home of Authentic Himalayan Salt

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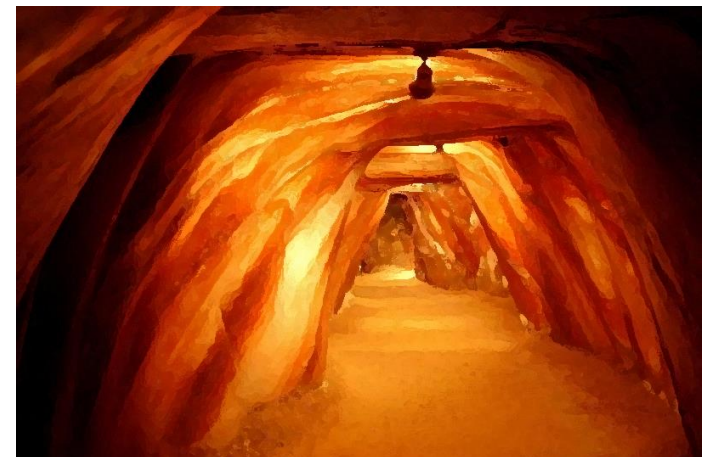
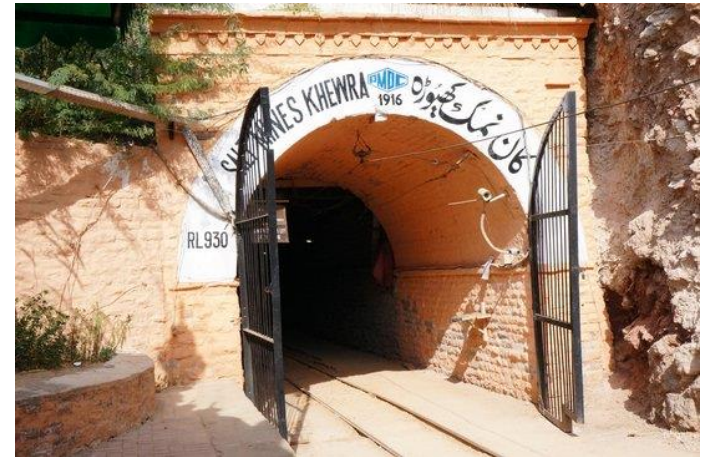
**HIMALAYAN SALT
PRODUCTS**

The Only Source Of Authentic Himalayan Salt

While Pakistan is home to a number of salt mines, the Khewra Salt Mine is arguably the most renowned and a major source of Himalayan pink salt.

Rising from the Indo-Gangetic Plain, it is Pakistan's largest and oldest, and the world's second largest salt mine. It is the primary source of pure Himalayan salt around the world. Although it dates back to its discovery by Alexander's troops in 320 BC, it only started trading during the Mughal era in Indian sub-continent.

The main tunnel at ground level was developed by Dr. H. Warth, a mining engineer, in 1872 during British rule. After independence, Pakistan Mineral Development Corporation (PMDC) took over the mine, which produces more than 350,000 tons per annum of 99% pure halite.



Crafted With Passion

Selrox is a leading source of Himalayan Salt Products that includes gourmet and specialty salts, salt & herb blends, cooking & BBQ tiles, salt lamps, bath salts, agricultural and animal lick salt.

Sourced directly from the largest salt mines in the Indo-Gangetic Plains, refined, crafted and packed in a fully certified production facility, we deliver the purest quality Himalayan salt products to North America and around the world.

At Selrox, we take pride in sourcing our Himalayan salt from a fully food-certified production facility that meets the highest industry standards. Our facility holds GFSI, HACCP, Non-GMO, Kosher, Halal, and FDA certifications, ensuring that every batch of salt is produced with the utmost care for safety, quality, and compliance. This rigorous certification process guarantees that our customers receive only the purest, safest Himalayan salt, as we help food manufacturers, brands, organic retailers, bulk wholesalers, feed producers and copackers across Canada and the US enhance their product quality and value to their customers.

Our aim is to make Himalayan Salt – a truly wonderful gift of nature – accessible to everyone. At the same time, we are also working to contribute to the people and community that plays a pivotal role in bringing this amazing product to our kitchens, living and work spaces - from mining, and hauling to crafting and production.



Who We Are

Established in 2018 and headquartered in Markham, Ontario, Selrox Inc. is a trusted wholesaler of authentic Himalayan salt products. With a commitment to quality and sustainability, Selrox caters to a diverse range of customers across Canada and the USA.

Our client base includes:

- Organic food manufacturers
- Spice manufacturers
- Bulk retailers
- Co-packers and resellers
- Halotherapy service providers
- Farms and feed producers

By offering premium Himalayan salt in various forms, we support industries that value natural, high-quality ingredients while fostering long-term relationships with businesses focused on health, wellness, and sustainability.



Social Responsibility

At Selrox we are committed to conducting business in a way that benefits not only our customers but also the communities and environments where we operate. As a wholesaler of premium Himalayan salt products, we recognize the importance of sustainability and ethical sourcing in preserving the planet's natural resources.

We actively contribute to the well-being of the communities where our Himalayan salt is harvested. Through partnerships with local organizations, we support community development projects aimed at improving quality of life.

At Selrox Inc., we strive to reduce our environmental footprint by implementing eco-friendly packaging, reducing waste in our supply chain, and advocating for sustainable practices across all levels of our business.

As we continue to grow, our commitment to responsible business practices will remain at the core of our operations, helping us create lasting value for both people and the planet.



Bulk Products





Pink Powder < 0.25mm



Pink Fine 0.3mm - 0.5mm



Pink Granular / Coarse 1mm-2mm



Pink Granular/Coarse 2mm - 3mm



Pink Granular /Coarse 2mm - 4mm.



Pink Granular/Coarse 2mm - 5mm.



White Granular/Coarse 2mm-3mm



Pink/White Chunks 60mm - 90mm

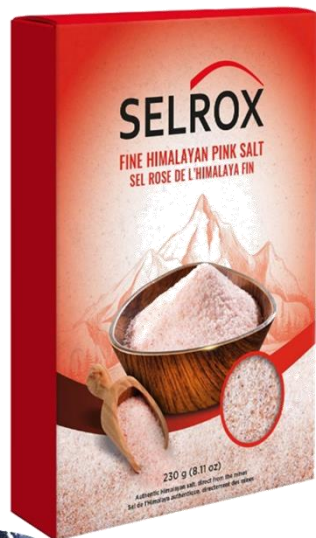


Pink/White Pebbles 10mm-30mm





**Packaged &
Private Label
Seasonings**



Himalayan Pink Salt

100% natural Himalayan salt from the renowned Khewra Mines. Hand-mined and unprocessed with 84 minerals and trace elements. Perfect for cooking, grilling and seasoning. Available in 8oz Grinder (coarse), 8oz Box (Fine) and 2.2 lb Jar (Fine).



Himalayan Smoked Salt
Smoked from apple oak, this exquisite salt is made from 100% natural Himalayan salt, has an amazing aroma and perfectly blended flavor. Available in 8oz Grinder (course).

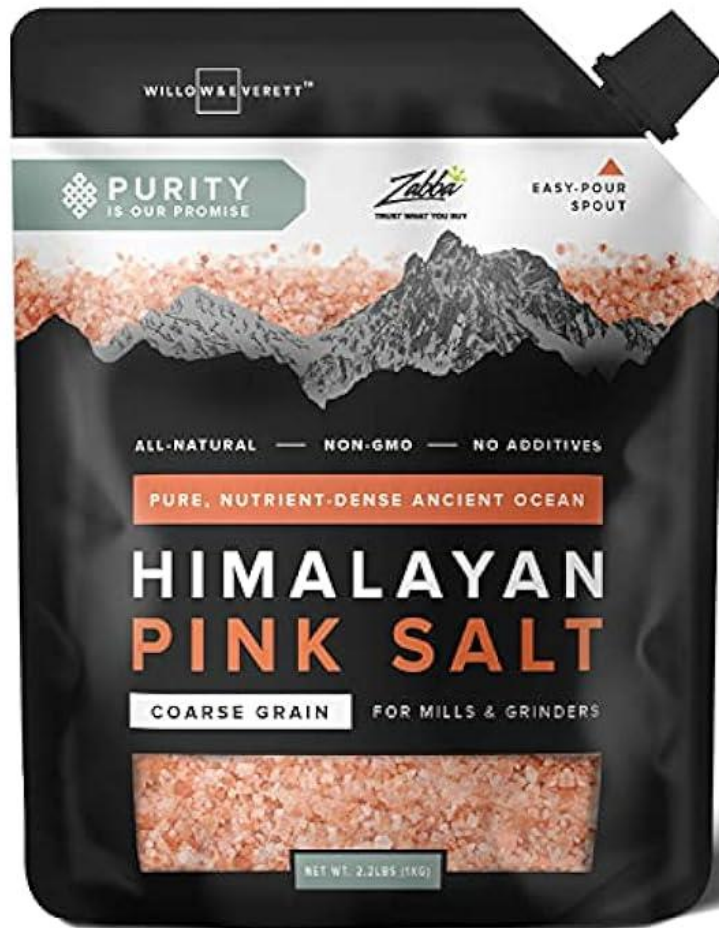


Himalayan Salt Pizza Seasoning
An exquisite blend of Himalayan salt, garlic, onion, red pepper flakes, parsley, thyme and fennel seed, this seasoning adds a little oomph to pizza, garlic bread, pasta, roasted potato and wide selection of Italian and other ethnic food. Add to tomato sauce for a unique flavor boost. Available in 8oz Grinder.



Himalayan Sriracha Seasoning

Wide range of culinary applications including cooking, baking, seasoning and food manufacturing. Sprinkle on eggs, avocado toast, popcorn, sandwich spreads, grilled meat and chicken, steamed and roasted vegetables, baked potatoes. Available in 4oz Shaker.



1 kg (2.2 lb) Stand-up
Spout Pouch



10 oz (283 g) Pillow Pouch



2.5/3.5/5 lb Zip-lock
Pouch Flat-base



500 g / 1 kg Spout Pouch



Standard 2.5 lb Pouch



8 oz PET Grinder



8 oz Glass & Ceramic
Grinder



4/12/26 oz
Conical Shaker




8 oz Standard
Shaker



14 oz Shaker With
Butterfly Cap



500 g / 750 g / 1 kg
Jar



Selrox salts, spices and blends are perfect for prep, marination or seasoning of a variety of foods

Steaks
Meat/Poultry
Seafood
Eggs
Veggies
Fried Food
Pizza

Pasta
Other Fast Food
Popcorn
Dried nuts
Juices/Smoothies
Cocktails
Fruits/Desserts



BBQ & Cooking Tile

- Handcrafted from 100% natural premium pink Himalayan salt, celebrated for health benefits of 80+ trace minerals essential to our health & wellbeing.
- Ideal as a BBQ accessory gift.
- Use on the grill, BBQ, stove-top & oven to naturally infuse salt & enhance flavour of meats, seafood, veggie & more.
- Can be chilled in freezer for serving sushi & desserts
- Naturally anti-microbial quality keeps germs and bacteria at bay, thus the salt block also serves as the best, natural, and organic large cutting board.



Salt Lamps & Tealights





Salt Lamps & Tealights

Real Himalayan salt lamps are actually solid blocks of Himalayan salt that have been hand-carved. Deep underground mines in Khewra, Pakistan, located on the western edge of the Himalayan Mountains, are the only source of true Himalayan pink salt. The color of Himalayan salt lamps ranges from a light pink to a pinkish orange with the hue a result of the mineral concentration. Within the hollowed-out center of this block of salt is a light bulb that enhances these hues.

There is some scientific evidence that large amounts of a natural compound concentration in an enclosed space (such as quartz, amethyst, jade or Himalayan salt) can alter the vibrational frequency of the physical environment, since all elements resonate at different frequencies, and, thus, alter the feeling in the room, Himalayan salt décor can create a nice, ambient environment to sit and relax.

There is also some scientific evidence about chromotherapy, also known as color therapy, where the warm orange and pink hues of the lighted Himalayan salt bricks or panels create a soothing environment to aid emotional and mental health.

Salt, by its nature, is hygroscopic, meaning that it attracts water to its surface. It is likely that due to the hygroscopic nature of salt, these lamps have a positive effect on air quality.



Natural Salt Lamp



Cube Salt Lamp



Pyramid Salt Lamp



Globe Salt Lamp



Firebowl Lamp



Basket Lamp



Natural USB Salt Lamp



Sphere USB Salt Lamp



Cube USB Salt Lamp



Natural Tealight Holder



Heart Tealight Holder



Star Tealight Holder

Pink Salt Crafts





Himalayan Salt Cup

Himalayan Salt Cup adds beauty and warm glow to a festive occasion. It contains over 80 essential minerals and trace elements for health and well-being. Available in packs of 6, these cups are great for chilled sorbet, tequila, margaritas, shrimp cocktail, cubed watermelon, fruit skewers, pickles, olives, or use them to serve slender pieces of tempura, bread sticks, cheese, or fill one with Himalaya Salt fine grain as a unique salt cellar.



Himalayan Salt Chunks

The salt from the Himalayas is rich in minerals and has many therapeutic characteristics. When used during baths, the Himalayan Salt not only relaxes the body and beautifies the skin, but also helps with skin, joint and gynecological diseases.



Salt Plate For Sushi

This 7x7x2 plate is ideal to serve sushi. These plates are easy to clean and naturally anti-microbial.



Hot Salt Plate With Wooden Tray

Salt plates add complex flavor to food and as a dish that can be used to serve hot and cold foods. This plate, available with the wooden tray, is ideal for serving hot food.



Salt Bowl

100% hand carved crystal Himalayan salt bowl. This kitchenware adds a hint of salt to the food and replenishes essential minerals. Easy to clean and naturally anti-bacterial, these bowls are available in 100, 150, and 200mm depth,

Sizes:

Salt Bowl 100mm - 4"
Salt Bowl 150mm - 6"
Salt Bowl 200mm - 8"



Round Salt Plate

Ideal for health purpose, it can be heated on the grill to sear seafood and meat, or chilled for serving a selection of fruits, vegetables and cheeses with a hint of salt. Available in two different size of **8" (dia) x 2" (thick)** and **12" (dia) x 2" (thick)**. These plates are easy to clean and naturally anti-microbial.





Rock Salt Soap Bar

The manufacturing process of soap, detergent and glycerin involves the use of salt. Himalayan Salt Soap Bar cleanses, exfoliates, and detoxifies skin, leaving it smooth soft and re-mineralized. They are packed with essential trace minerals, many of which act as potent treatments against a myriad of skin conditions.



Shot Glass

Carved from some of the finest Himalayan pink crystal salt, Rock Salt Shot Glass adds a touch of salty flavor to the drinks.



Salt Mortar & Pestle

Salt mortar and pestle for kitchen features a 100% hand carved crystal Himalayan salt bowl cup, a drink vase and a wine glass. These kitchenware items add a touch of salty flavor to the food when served in them while replenishing essential body salt and minerals. The kitchenware are easy to clean and naturally anti-bacterial. The bowl cup, drink vase and the wine glass also add to the decor of the kitchen.



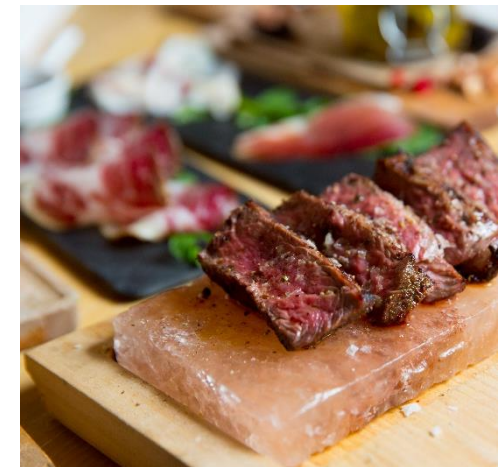
Salt Bricks

With hues of pink - a signature of the natural salt from renowned mines of the Indo-Gangetic Plains - these Himalayan salt bricks lend an exceptional splendor and ambiance to any room. Salt walls made with these bricks help create an uplifting, therapeutic atmosphere in salt caves, spas, gyms, yoga rooms, even restaurants and homes.

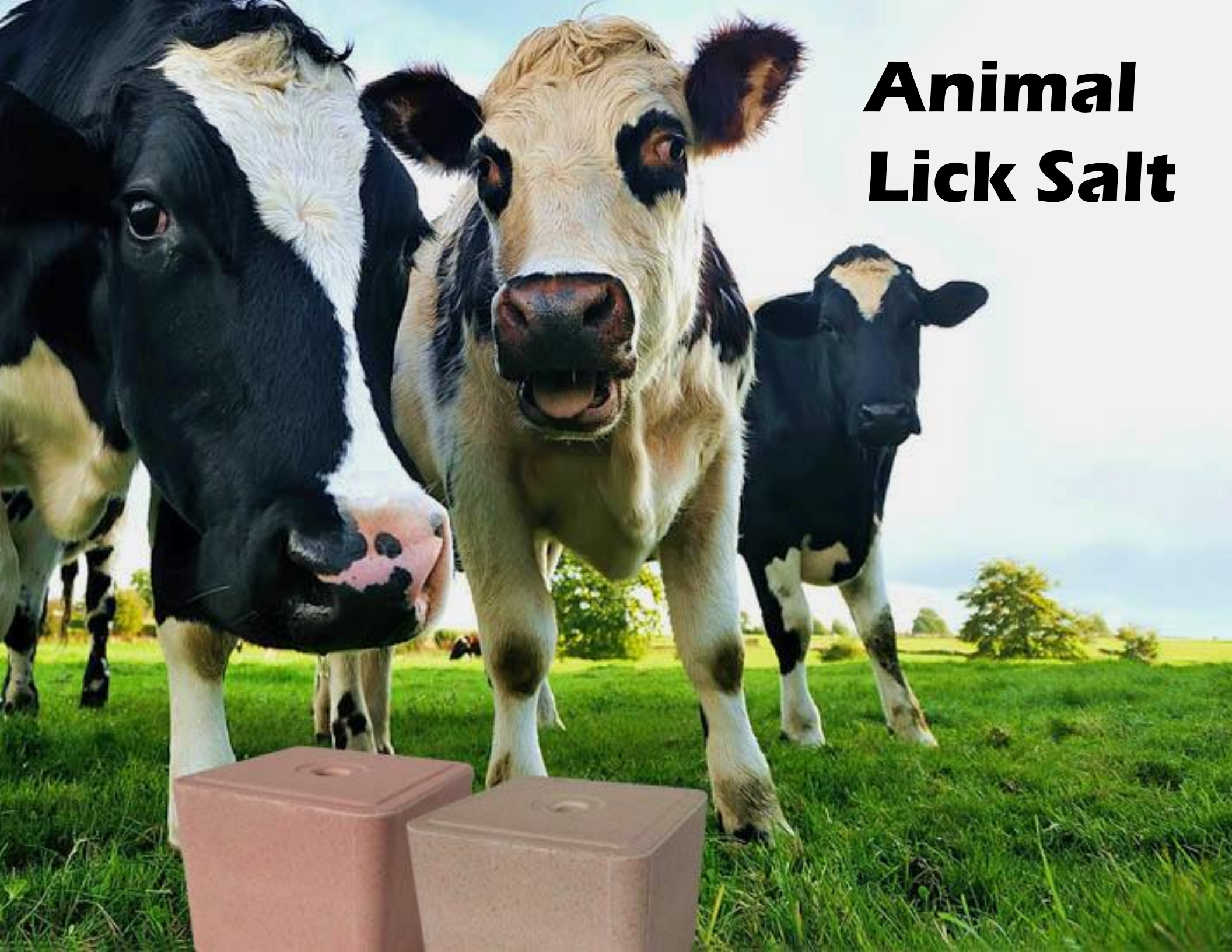


◀ Bath Salts

Our bath salt is picked, washed and sorted carefully by hand from the mountains of Himalayas so that the natural essence is not lost. They are available in bulk of 25 and 50 kg bags and vary from 2mm to 4 inches in crystal size. Adding salt crystals to bath provides relief from pain and aches. The natural, chemical-free, untreated and unscented bath salt is also good for the skin. It softens the skin, cleans the pores and detoxifies the body.



Animal Lick Salt





Himalayan Salt licks are the perfect salt nutrition and mineral supplement for cattle, horses, and other livestock. With all the essential nutrients needed by the animal at all life stages, they are an essential part of daily feed. Salt licks are especially important in harsh weather and environments with poor availability of the much needed nutrients, as well as elements such as phosphorus, sodium, calcium, iron, zinc and other trace elements required for bone, muscle and other formation in animals.

Lactating cows, for instance, are particularly vulnerable to salt deficiency and every day, they need salt to make milk which contains a good amount of sodium and chloride.

Standard compressed salt lick blocks are made of 100% natural pink salt without any additives or derivatives. These natural salt licks contain 84+ minerals & trace elements. However, subject to order quantities, these blocks can also be produced with specified added minerals/nutrients in respective ratio.



Compressed Pink
Salt Block



Natural Salt Licks

Why Himalayan Salt Licks?

Considering that daily free-choice salt intake of 1-2 oz is not enough for most farm and other animals, Himalayan salt remains a preferred supplement for their salt, minerals and trace elements intake.

Himalayan salt licks and compressed salt blocks offer a number of benefits such as strengthening the immune system, reducing nervousness and stress, increasing milk yields, helping develop healthier coats, increasing feed intake, restoring low or lost body salts, ensuring optimal weight and fundamentally increasing farm productivity and efficiency.

the nutrients in a flavor they





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CERTIFIED HIMALAYAN SALT PRODUCTS

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