

FOR IMMEDIATE RELEASE

Sana Salt Recognized as Registered Authorized User of “Khewra Pink Rock Salt” under Pakistan’s GI Act, 2020

Official recognition from IPO Pakistan validates origin integrity and strengthens global credibility

Abstract

Sana Salt proudly announces its certification as a Registered Authorized User of “Khewra Pink Rock Salt” under Pakistan’s GI Act, 2020. This prestigious recognition, granted by the Intellectual Property Organization of Pakistan (IPO Pakistan), confirms the company’s authentic sourcing from the historic Khewra region — the true geological origin of Himalayan Pink Salt. The certification strengthens Sana Salt’s global credibility, enhances traceability, and safeguards product integrity across international markets. This milestone reinforces the company’s commitment to responsible sourcing, transparency, and elevating Pakistan’s identity as the world’s original home of genuine Himalayan Pink Salt.

Press Release

Sana Salt is proud to announce that it has officially been recognized as a Registered Authorized User of “Khewra Pink Rock Salt” under the Geographical Indications (GI) Act, 2020. The certification, issued by the Intellectual Property Organization of Pakistan (IPO Pakistan), is a significant achievement that validates the company’s authentic sourcing and strengthens its commitment to protecting Pakistan’s salt heritage.

This prestigious status verifies that Sana Salt’s products originate directly from the historic Khewra region — the only true geological source of Himalayan Pink Salt. At a time when global markets face increasing challenges with mislabeling and non-authentic salt entering circulation, this certification provides undeniable assurance of origin integrity and product traceability.

With this recognition, Sana Salt joins a select group of manufacturers entrusted with upholding strict GI compliance standards, ensuring that every product bearing its name is aligned with Pakistan’s national identity and geological authenticity. The milestone reinforces the company’s long-standing values of transparency, ethical sourcing, and global quality alignment.

Leadership at Sana Salt emphasized that the GI certification marks a defining moment for the brand’s international positioning. It strengthens the company’s credibility with importers, retailers, and private-label partners while protecting consumers from misleading alternatives in global markets.

This achievement not only elevates Sana Salt’s global standing but also contributes to preserving Pakistan’s rightful ownership of Himalayan Pink Salt on the world stage.

Image Caption

This is a proud milestone for Sana Salt as the company receives official recognition as a Registered Authorized User of “Khewra Pink Rock Salt” under Pakistan’s Geographical Indications (GI) Act, 2020. The photo symbolizes authenticity, heritage, and the trust Sana Salt brings to the global Himalayan salt market. It reflects our commitment to transparent sourcing, product traceability, and preserving the true identity of Himalayan salt. This certification stands as a powerful validation of our origin integrity and reinforces Sana Salt’s responsibility in representing Pakistan’s most iconic natural resource with honesty, quality, and global credibility.

Media Contact: info@sana-naturals.com | www.sana-salt.com

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