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Himalayan Salt Shop Natural Salt Crystal Lamps Gain in Popularity with Holistic Crowd

The Himalayan Salt Shop announced that 2007 holiday sales doubled from the previous year. This growth is attributed to increased media coverage and heightened interest in natural products. The company will also be featured on the TV show "Living In Style" which will focus on "green products".

/24-7PressRelease/ - PARSIPPANY, NJ, April 21, 2008 - The Himalayan Salt Shop, www.himalayansaltshop.com, reported 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". The episode will focus on "green products" - products that are environmentally friendly and that promote well-being. Air dates for the episode can be found at <http://www.himalayansaltshop.com/living-in-style.html>.

"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.

The Himalayan Salt Shop sells and educates consumers on Himalayan salt crystal lamps. For further information, please contact Ernest Gaglione at (800) 507-2050.