

Ms. Erica
SALT COMPANY

She Not Salty. She Seasoned.

BOLD. MINERAL-RICH.
Naturally Powerful.



THE SHE NOT SALTY™ BRAND BOOK VOLUME ONE

BLACK OWNED • PURPOSE DRIVEN • BOLD FLAVOR

Created with love by
Ms. Erica
FOUNDER & CEO



Ms. Erica ✨
FOUNDER & CEO

“ I didn't set out to just create a product—I set out to build a legacy of purpose, flavor, and empowerment. ”



The **ORIGIN** of **SHE NOT SALTY.** *SHE SEASONED.*



She Not Salty. She Seasoned.™ started as a reminder to myself—and to every woman—who's ever been told they were “too much.”

I turned my pain into purpose and my purpose into flavor. What began in my kitchen is now a brand built on boldness, healing, and heart.

Every jar you hold carries more than seasoning—it carries a message:

You're not here to blend in.

You're here to be seasoned on purpose.



Thank you for being part of this movement. You're not just supporting a brand—you're supporting a legacy.

xoxo,

Ms. Erica ♥

SEASONED FOR TODAY. **BUILT FOR WHAT'S NEXT.**

Our story begins with one bold seasoning and a purpose bigger than the kitchen.

More flavors will come in their season.



@bymserica

www.msERICA.com



BOLD FLAVOR.
Flavors that bring life to every bite.



BLACK OWNED.
Proudly created, crafted, and owned by me.



MADE WITH PURPOSE.
Every jar supports a mission bigger than myself.

✦ **BOLD FLAVOR.** ✦ **BLACK OWNED.** ✦ **MADE WITH PURPOSE.**

“
*I didn't
just create
a salt.
I created
a movement.*”
♥

**PURE FLAVOR.
POWERFUL PURPOSE.**

Every jar of She Not Salty. She Seasoned.™ represents more than bold flavor—it represents healing, strength, faith, and purpose.

This is about inspiring healthier choices, building confidence in the kitchen, and creating a legacy that **elevates every bite.**

*She's Not Salty.
She's Seasoned.™* ♥

Ms. Erica ★
SALT COMPANY



BOLD FLAVOR.
Unforgettable
taste in every
bite.



**MADE WITH
PURPOSE.**
Every jar supports
wellness & legacy.



BLACK OWNED.
Created, crafted,
and owned
by Ms. Erica.



FEARLESS.
Built to inspire.
Driven to
make impact.

★ BOLD FLAVOR. ★ BLACK OWNED. ★ MADE WITH PURPOSE.

IT'S MORE THAN SALT. IT'S A LIFESTYLE.

She Not Salty. She Seasoned.™ is designed to elevate every part of your life—starting in the kitchen and carrying into your wellness, your confidence, and your legacy.

*We don't just season food.
We season living.*



BOLD FLAVOR

Transform everyday meals into unforgettable experiences.



BETTER YOU

Rich in minerals that support your body and your wellness journey.



CONFIDENCE

Feel good about what you cook, what you eat, and who you are.



FAMILY FOCUSED

Made for the people you love and the memories you create together.



LEGACY DRIVEN

Building a brand that will inspire generations to come.

★ **ELEVATE** EVERY BITE. **NOURISH** EVERY DAY. ♥

She's Not Salty. She's Seasoned.™



BOLD FLAVOR.
BEAUTIFULLY BALANCED.
MADE WITH PURPOSE.

Ms. Erica ★
SALT COMPANY

FOLLOW & CONNECT



@bymserica
www.msERICA.com

THE POWER OF BLACK SALT.

*Bold Flavor.
Real Purpose.* ♥

PURE. AUTHENTIC. PURPOSE DRIVEN.

She Not Salty. She Seasoned.™ is made with 100% Black Himalayan Salt—**naturally rich in minerals** and trace elements. It's bold in flavor and made with purpose for every meal, every day.



100%
BLACK
HIMALAYAN
SALT
♥

* BOLD FLAVOR. REAL BENEFITS. *



MINERAL RICH

Naturally contains trace minerals found in the earth, adding depth and character to every dish.



AUTHENTIC SOURCE

Sourced from the pure Himalayan mountains through trusted and ethical suppliers.



CLEAN & PURE

100% Black Himalayan Salt with no fillers, no additives, and no artificial anything.



BOLD CULINARY USE

Perfect for seasoning meats, veggies, soups, salads, roasted dishes, **and more.**



MADE WITH PURPOSE

Created by Ms. Erica to bring flavor, confidence, and legacy to every kitchen.

WHY BLACK SALT?

- ✓ Naturally bold, savory flavor that enhances any recipe.
- ✓ A beautiful, natural alternative to ordinary salt.
- ✓ Elevates everyday meals into something special.



Real Salt. Real Flavor. Real Difference.

MADE FOR EVERYDAY GREATNESS.

Use it on everything.



SEASON
YOUR MEALS



ELEVATE
YOUR RECIPES



PERFECT FOR
EVERY CUISINE



NOURISH
YOUR FAMILY



INSPIRE
YOUR JOURNEY



BUILD YOUR
LEGACY

* BOLD BY NATURE. OWNED BY PURPOSE. *

Ms. Erica *
SALT COMPANY



SHE'S NOT SALTY.
SHE'S SEASONED.™

FOLLOW & CONNECT



@bymserica
www.msERICA.com

* PURE INGREDIENTS. * BOLD FLAVOR. * MADE WITH PURPOSE.



About MS. ERICA[♥]

FOUNDER & CEO

By Ms. Erica

I'm Erica—a entrepreneur, visionary, and believer in **turning life's challenges into purpose.**

After facing my own health journey, I discovered the power of better choices, clean ingredients, and a fresh start. That journey changed my life—and it inspired me to create something that could change the lives of others.

*That's how She Not Salty.
She Seasoned.™ was born.*

★
FOUNDER.
CREATOR.
VISIONARY.
PURPOSE DRIVEN.
♥



BUILT ON FAITH.

Every step I take in this business is covered in prayer and guided by God's plan.



ROOTED IN PURPOSE.

This brand is more than a product—it's a purpose to help others live healthier, cook confidently, and build a legacy.



CREATED FOR IMPACT.

I created this brand for my family, my community, and every woman ready to rise.

★ MY MISSION

To inspire healthier living through bold flavor, premium ingredients, and meaningful purpose.

Elevate Every Bite.

SEASON. • SAVOR. • REPEAT. ♥



THIS ISN'T JUST A BRAND.

It's my legacy in the making. ★



WOMAN OWNED.
Created with passion.
Driven by purpose.



PREMIUM QUALITY.
Only the best
ingredients make
the cut.



MADE WITH PURPOSE.
Every jar supports
wellness, confidence,
and legacy.



INSPIRED BY NATURE.
Pure Himalayan salt.
Rich in minerals.
Made to elevate.



PURE FLAVOR. • POWERFUL PURPOSE. • MADE TO IMPACT. ★

THE POWER OF BLACK SALT.

*Bold Flavor.
Real Purpose.* ♥

SIMPLE INGREDIENT. **EXTRAORDINARY IMPACT.**

Ms. Erica's She Not Salty. She Seasoned.™ Black Himalayan Salt is pure, authentic, and unrefined—naturally bold in taste and mineral-rich by nature.

One ingredient. Endless possibilities.



100%
BLACK
HIMALAYAN
SALT

★ NATURALLY BOLD. SIMPLY BETTER. ★



MINERAL RICH

Naturally contains trace minerals from the Himalayan mountains. Unrefined and full of character.



AUTHENTIC SOURCE

Sourced from the pure Himalayan mountains through trusted and ethical suppliers.



CLEAN & PURE

No fillers, no additives, no artificial colors—just 100% pure Black Himalayan Salt.



BOLD CULINARY USE

Perfect for seasoning meats, veggies, soups, salads, snacks, and everyday dishes.



MADE WITH PURPOSE

Created by Ms. Erica to bring flavor, confidence, and legacy to every kitchen.

ENDLESS WAYS TO ENJOY THE BOLD FLAVOR OF BLACK SALT ♥



SALADS

Sprinkle on fresh greens for a bold, savory kick.



ROASTED VEGGIES

Enhance natural flavors with the perfect finish.



SOUPS & STEWS

Add depth and richness to your favorite recipes.



SNACKS

A unique seasoning for popcorn, nuts, and more.



EGGS & OMELETS

Elevate everyday meals with a simple sprinkle.



MEATS & MORE

Perfect for grilling, marinating, and finishing dishes.

Real Salt. Real Flavor. Real Difference. ♥

**BOLD BY NATURE.
OWNED BY PURPOSE.
MADE FOR YOU.**

Ms. Erica ★
SALT COMPANY



SHE'S NOT SALTY.
SHE'S SEASONED.™

FOLLOW & CONNECT



@bymserica

www.mserica.com

★ PURE INGREDIENTS. ★ BOLD FLAVOR. ★ MADE WITH PURPOSE.

Ms. EricaTM
THANK YOU
FOR BEING PART OF
The Movement. ♥

5 BOLD
BLENDS.
1 LEGACY.
INFINITE
POSSIBILITIES.
♥

You're not just buying a seasoning.

You're supporting a legacy.

Every jar of She Not SaltyTM Black Himalayan Salt represents bold flavor, real ingredients, and a purpose that goes beyond the kitchen.

TOGETHER, WE'RE CHOOSING BETTER.
TOGETHER, WE'RE BUILDING LEGACY.



THIS IS MORE THAN SALT. THIS IS OUR PROMISE TO YOU.



REAL INGREDIENTS

Pure, clean, and packed with minerals you can trust.



BOLD FLAVOR

Elevating every meal with rich, unforgettable seasoning.



REAL RESULTS

Better choices.
Better habits.
Better you.



PURPOSE DRIVEN

Creating opportunities, empowering families, and building legacy.



COMMUNITY FIRST

We rise together.
Your support fuels our mission.

OUR MISSION

To inspire healthier living through bold flavor, simple ingredients, and purposeful choices.

We're here to help you create meals that nourish your body and feed your purpose.



SEASONED FOR LIFE.

Built for Generations.



OUR LEGACY

By Ms. EricaTM is more than a brand. It's a legacy for my daughters, grandchildren, and generations to come. We're building a future rooted in faith, family, flavor, and financial freedom.



THANK YOU FOR CHOOSING SHE NOT SALTY. SHE SEASONED.TM

THANK YOU FOR CHOOSING PURPOSE.

Let's Keep Seasoning Life... Together. ♥

LET'S STAY CONNECTED

Follow for recipes, tips, updates, and inspiration!



@bymserica

www.msERICA.com

WHOLESALE & PARTNERSHIP

Interested in carrying She Not SaltyTM?
Let's build flavor and legacy together.



consulting@msERICA.com

MADE WITH LOVE BY

Ms. Erica. ♥

FOUNDER • CREATOR • VISIONARY

SEASONED FOR LIFE.TM

Thank you for supporting a Black woman-owned brand! ♥



BOLD FLAVOR. BEAUTIFULLY BALANCED. MADE WITH PURPOSE.

SHE'S NOT SALTY. SHE'S SEASONED.TM

A LEGACY OF FLAVOR. A FUTURE OF IMPACT. ♥

START WITH A LITTLE *Sprinkle*

BIG FLAVOR.
BOLD YOU.



100%
NATURAL



RICH IN
MINERALS



MADE WITH
PURPOSE



MS. ERICA SALT COMPANY

SHE NOT SALTY. MINI SPRINKLE

START WITH A LITTLE SPRINKLE



MINI SIZE. BIG BRAND MOMENT.

1 OZ (28G) | EASY TO TRY | PERFECT FOR TRAVEL
GREAT FOR GIFTING | COUNTERTOPS | EVENTS & POP-UPS

Bold flavor. Beautifully balanced. Made with purpose.



The Journey Is Just Beginning.

WELCOME TO THE
MS. ERICA FAMILY. ♥

Every meal you season is more than food.
It's a reminder to:

- ♥ Season with purpose.
- ♥ Lead with faith.
- ♥ Build your legacy.
- ♥ Live boldly.

Thank you for believing in a Black
woman-owned business built on purpose,
passion, and perseverance.

*Together, we're creating something
bigger than seasoning.* ♥

★ STAY CONNECTED ★



@bymserica

www.mserica.com

SHOP OUR COLLECTIONS

- ♥ She Not Salty. She Seasoned™ Ms. Erica Rock Salt™
- ♥ The Healthy Plate™
- ♥ Wholesale Opportunities
- ♥ Retail Partnerships
- ♥ Corporate Gifts



Our Promise

REAL INGREDIENTS.
REAL FLAVOR. REAL PURPOSE.

“One jar can season a meal.
One purpose can season
a generation.”

With love,

Ms. Erica ♥

FOUNDER & CEO
MS. ERICA SALT COMPANY

Seasoned for Life.™ ♥

★ BOLD FLAVOR. ★ BLACK OWNED. ★ MADE WITH PURPOSE.