



**Issues/pitfalls that LAVAGRIP may help address:**

**Slip and Falls**

**Who it impacts:** Homeowners, businesses, workplaces, seniors, everyone

**Did you know?** Salt or Chemicals typically stops working in temperatures below -6C, and even strong chemically enhanced road salt have a limit.

<p><b>+108 %</b></p> <p>The rise in commercial liability claims (which includes slip-and-fall accidents) between 2013 and 2020. There were \$5.2 B in claims in 2020, up from \$2.4 B in 2013.</p> <p>(Insurance Bureau of Canada)</p>	<p><b>1.7 million</b></p> <p>The number of falls that occur for people aged 12 and older each year, accounting for about 40 percent of all injuries</p> <p>(Canadian Institute for Health Information)</p>	<p><b>4/5</b></p> <p>The number of hospitalizations involving seniors caused by slips and falls</p> <p>(Canadian Institute for Health Information)</p>	<p><b>42,000</b></p> <p>The number of workers that are injured annually in Canada due to slip or fall incidents</p> <p>(Association of Workers' Compensation Boards of Canada, 2016)</p>	<p><b>18 %</b></p> <p>The proportion of time-loss injuries slip and falls represent based on those accepted by workers' compensation boards or commissions across Canada</p> <p>(Association of Workers' Compensation Boards of Canada, 2016)</p>	<p><b>Prevention is possible</b></p> <p>A natural traction aid such as LAVAGRIP works even at temperatures of -50°C. Improving traction on slippery surfaces is an effective way to reduce risk and protect people.</p>
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**Animal injuries and illness**

**Who it impacts:** Pet owners; Domestic animals such as dogs and cats and all types of wildlife

**Did you know?:** Paw injuries are common in pets and wildlife, and road salt can present a serious hazard.

<p><b>Dry, itchy and cracked paw pads &amp; skin</b></p> <p>Common in animals as a result of exposure to road salt</p>	<p><b>Burning sensation</b></p> <p>Can be experienced by dogs and cats with cracked, dry paws when they walk on surfaces treated with road salt</p>	<p><b>Stomach upset, vomiting or diarrhea</b></p> <p>Can occur in animals who lick salt from their paws</p>	<p><b>Toxic if digested</b></p> <p>Some Urea-based deicers or ones that contain magnesium chloride are safer for a dog's feet, but can be toxic if ingested by animals and only work at temps above -10°C</p>	<p><b>Contaminated water source</b></p> <p>Puddles are often a source of drinking water for wildlife, especially small animals and birds. Rock salt and alternatives can pose a real risk to their health.</p>	<p><b>Opt for chemical-free</b></p> <p>A natural traction aid such as LAVAGRIP does not harm pets or the environment, and is a safe eco-friendly alternative to chemical ice melters.</p>
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**Vehicle Corrosion and Rust**

**Who does it impact?** Vehicle Owners, collectors/enthusiasts, businesses with fleet vehicles/equipment

**Did you know?** Corrosion or rust can cause considerable damage to cars, trucks and machinery.

<p><b>Corrosion damage is more than aesthetics</b></p> <p>Corrosion can cause issues that impact vehicle performance</p>	<p><b>Costly repairs</b></p> <p>Damage caused over time by corrosion/rust can cost hundreds or thousands of dollars in repairs or replacement parts</p>	<p><b>Resale value</b></p> <p>Condition is everything when it comes to resale value, and corrosion/rust will often impact your bottom line.</p>	<p><b>An ounce of prevention</b></p> <p>You can reduce the potential for corrosion by not using salt on the surfaces where you park your vehicle, and instead opt for a natural traction aid like LAVAGRIP</p>
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**Environmental pollution and contamination**

**Who does it impact:** People, wildlife, the planet (land, plants, water)

**Did you know?** Road salt can pose serious environmental hazards.

<p><b>Road salt can affect human health</b></p> <p>Road salt can make its way into drinking water, causing concern for people, not just the environment.</p> <p>(Study: <a href="#">Environmental Impact of Road Salt and Deicers</a>)</p>	<p><b>Harmful to soil, plant life, aquatic life and aquatic environments</b></p> <p><a href="#">Finding</a> by Environment Canada report.</p>	<p><b>In 2001, it was recommend that road salt be added to Canada's list of toxic substances</b></p> <p>Industry pushback instead saw guidelines introduced for its use and management.</p> <p>(<a href="#">Government of Canada</a>)</p>	<p><b>Nearly \$5 Billion</b></p> <p>The estimated value of damage to roads and infrastructure by road salt in Canada each year.</p> <p>Source: <a href="#">CBC</a></p>	<p><b>Management of surfaces should include eco-friendly solutions</b></p> <p>It is being recognized that eco-friendly solutions must be sought to limit the impacts on the environment. LAVAGRIP, being made of rock, won't harm the people, pets or the planet.</p>
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