



America's *Nutrition Expert*[®]



MITZI DULAN, RD

"With an enormous following on Pinterest, Mitzi's active audience seeks her guidance, tips, and favorites and they are very engaged! The pins featuring her watermelon picks were favorited and repinned thousands of times, providing a huge reach with a simple message. When America's Nutrition Expert recommends, people follow!"

Stephanie Barlow
Director of PR & Social Media
National Watermelon
Promotion Board



Pinterest's uniqueness is using pictures rather than words by allowing users to create "Virtual Pinboards". Pinterest "stokes an enormous buying impulse"

—Fast Company, October 2012



Pinterest users are also the ones making food buying decisions:

-79% female

-Mostly 25-54 years old

-Pinner care more about food and recipes than average Internet user



Fastest growing website in HISTORY!

-Over 40 million users

Mitzi has over **3.7 MILLION** Pinterest followers!

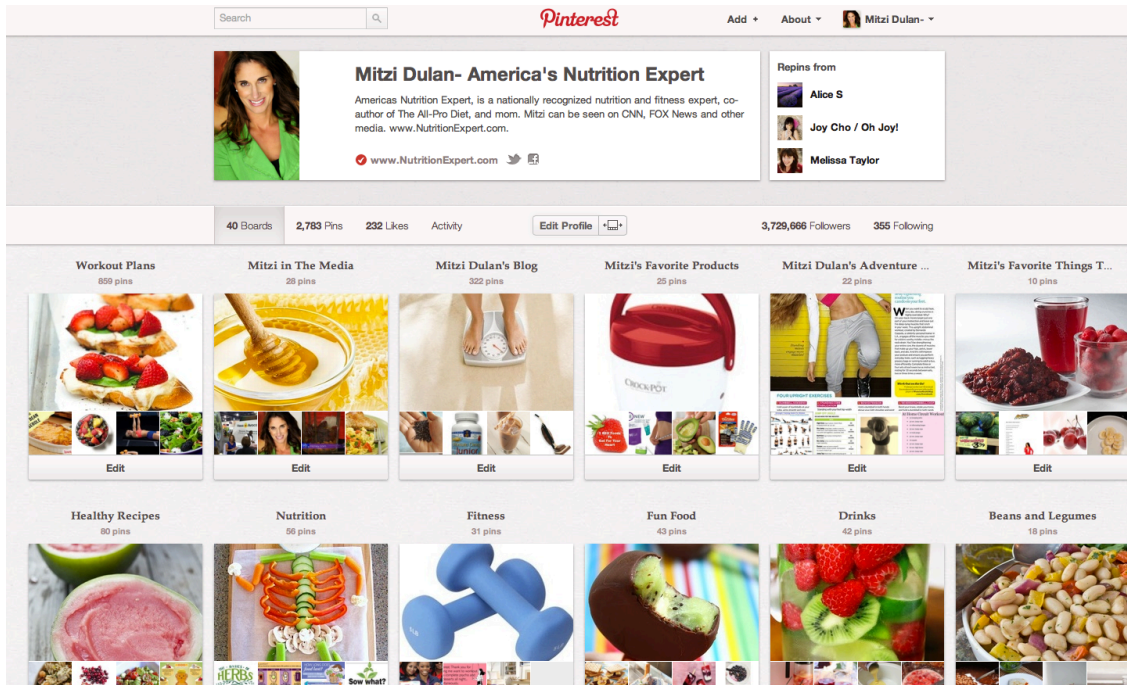
Mitzi is ranked **#1 Pinner** in **THE WORLD** in Health and Fitness!

Mitzi is ranked **#39 Top Overall Pinner** in **THE WORLD**!

Mitzi was chosen as **#5 Top Online Influencer Helping America Eat Better** behind Andrew Weil and Jamie Oliver.

Mitzi shares healthy and delicious recipes that look amazing which make her followers want to take action and try!

When Mitzi Pins People Take Action!



Dip Strawberries in Vanilla Greek Yogurt and Freeze for an POWER snack!! @NutritionExpert

3304 likes 31 comments
8326 repins

glamour.com



P.V. Rajasekhar Raju Looking great



Margaret Morgan Melt chocolate in an ice tray & dip strawberries into it. ???MM



carolina warren that looks waaay to yummy



Sandra (kclu787) Omg!!!! This will make me feel like Im cheating



Ale Garzón healthy and yummy

All 31 comments...



Add a comment...



Mitzi Can Help You!

- Get your product in front of millions and “live” on her pinboards
- Build content onto your site to drive web traffic
- Recipe development
- Blog
- Stay on top of social media trends
- Conduct press and promote products
- Media tours/desksides



Pinterest Users TAKE ACTION & BUY Products Seen On Pinterest More Than Other Social Media:

Twitter	\$68.78
Facebook	\$80.22
Pinterest	\$179.36

Recipe Pins see a 47% higher click-through rate than other types of pins.

Mitzi's Incredible Engagement With Her Pinterest Followers:



Shrimp stuffed avocado. Looks nutritious and delicious! #healthy #hassavocados

1117 likes 12 comments
3273 repins




Oatmeal bites! Two of my fave ingredients: honey and oatmeal! #energy @NutritionExpert

1241 likes 20 comments
3171 repins

FRUIT FOR HEALTH			
The Sweet & Juicy Benefits Of 20 Natural Disease Fighters			
RASPBERRY 1/2 cup (15 calories)	Rich in ellagic acid & antioxidants. May help prevent cervical, esophageal & colon cancer. Regularly before bedtime may boost metabolism to help burn fat.	APPLE 1 medium (95 calories)	Contains antioxidants called flavonoids, which may help lower risk of developing diabetes and asthma. Also a natural mouth freshener that cleans your teeth. The vitamins lie just beneath the skin.
BLACKBERRY 1/2 cup (15 calories)	Cells cancer from antioxidant anthocyanins, which may reduce risk of stroke & cancer. Extract may stop growth of lung cancer cells. The ancient Greeks called them "good berries" & used them to treat good constipation.	PEAR 1 medium (100 calories)	Much of the fiber found in pears is soluble, which can help prevent constipation. Unlike most, pears also help reduce blood cholesterol levels and prevent heart disease.
GRAPE 1/2 cup (15 calories)	Contains resveratrol, an anti-oxidant that helps reduce blood pressure & lowers the risk of blood clots. They also help stop the spread of breast, stomach & colon cancer cells. Frozen & use as ice cubes in your favorite drink.	TOMATO 1 medium (22 calories)	Best source of lycopene, a potent antioxidant that may help reduce cholesterol levels & protect against advanced stage prostate cancer. Cook with oil to provide more lycopene than the tomatoes alone.
ORANGE 1/2 medium (40 calories)	High in antioxidants like vitamin C, which may help protect against cancer & reduce the risk of heart disease in adults. Eat these up for a dessert or snack for a more, healthy addition to your salad.	AVOCADO 1/2 medium (110 calories)	Has twice as much potassium as a banana. The healthy monounsaturated fat can help lower cholesterol levels. Babies could live on avocado due to the high fat content that helps with normal infant growth and development.
GRAPEFRUIT 1/2 grapefruit (110 calories)	Contains lycopene & flavonoids, which may help protect against cancer & reduce the risk of heart disease. May also help lower cholesterol levels.	CHERRY 1/2 cup (15 calories)	Contains more of the potent antioxidant anthocyanins than any other fruit. May help reduce inflammation & ease the pain of arthritis and psoriasis. Much of the vitamin C is lost when they are heated.
PINEAPPLE 1/2 cup (15 calories)	Contains a natural enzyme called bromelain, which breaks down proteins and helps aid digestion. Bromelain may also help prevent blood clots, inhibit growth of cancer cells and speed wound healing.	LEMON 1 medium (15 calories)	Help prevent diabetes, control weight, boost immune system, lower cholesterol & many other health problems. Lemonade or lemon juice can cause kidney stones by forming urinary crystals, which can prevent formation of crystals.
KIWI 1 large (60 calories)	Has more vitamin C than oranges & can help in the development & maintenance of bones, cartilage, teeth & joints. Can also help lower blood triglyceride levels. Wash can actually be eaten whole - skin and all.	ORANGE 1 medium (100 calories)	High in folate, helping to prevent neural tube defects. Contains a phytochemical called hesperidin, which may lower triglyceride & blood cholesterol levels. The white part of the rind is edible and full of vitamin C!
BANANA 1 medium (100 calories)	With 40% potassium of potassium per banana, these sweet delights may help lower blood pressure levels. People with rubber latex allergies may also be allergic to bananas because they both.	B. BERRY 1/2 cup (15 calories)	No. 1 in antioxidants when compared to 50 other fruits and vegetables. Blackberries may help lower the risk of developing age-related diseases such as Parkinson's and Alzheimer's.
STRAWBERRY 1/2 cup (15 calories)	Rich in many antioxidants that have anti-inflammatory properties, including helping to prevent atherosclerosis (hardened arteries) & to suppress the progression of cancerous tumors.	PAPAYA 1/2 medium (100 calories)	Contains papain, an enzyme that aids digestion. Provides support for immune system & has anti-inflammatory effects. Also promotes healthy skin. The black seeds are edible & have a sharp, spicy flavor. Try substituting for black pepper.
WATERMELON 1/2 cup (15 calories)	Made up of 92% water, making it a healthy snack. It's a great addition to any weight-loss diet because it's low in calories. The rind and seeds are both edible.	PEACH 1 medium (100 calories)	High in vitamin A, potassium helps regulate the immune system and can help fight off infections.

SOURCES:
<http://www.heartanddiabetes.com>
<http://www.organicfacts.net>
<http://articles.mercola.com>



Natural
Health
Concepts

www.NaturalHealthConcepts.com
Infographic created July 2012 by NaturalHealthConcepts.com

Eat your fruit!

2479 likes 23 comments
8284 repins

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