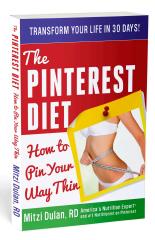


Pinterest





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

P

Pinterest users are also the ones making food buying decisions:

-79% female

-Mostly 25-54 years old

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



Fastest growing website in HISTORY!

-Over 70 million users

Mitzi has over 3.6 MILLION Pinterest followers!

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

Mitzi is ranked #42 Top Overall Pinner in THE WORLD!

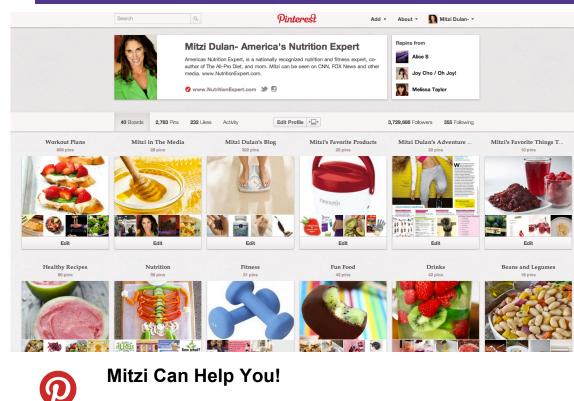
Mitzi was chosen as #5 Top Online Influencer Helping America Eat Better behind Andrew Weil and Jamie Oliver.

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

"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

# When Mitzi Pins People Take Action!



-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



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 vummv All 31 comments...

Add a comment..



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

Twitter	\$68.78
Iwitter	\$68.78

Facebook \$80.22

Pinterest \$179.36

Recipe Pins see a 47% higher clickthrough 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

#### laylita.com



Donald Hubbard looks real good



Lori Parker That is dinner tonite



Indie Mangal Looks delicious!



Marion G Looks absolutely

delicious and nutritious.



Elaine Walker I pick up an



Avocado every chance I get. Oh so good

All 12 comments...



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

1241 likes 20 comments 3171 repins

aimmesomeoven.com



Susan O'Connell To get the recipe, just click on the picture!



Judith Carman Richards | tried these and they are good, thanks!



Tracy Piko anyone know nutritional value



Cecilia I'll definitely be making these soon.



All 20 comments...

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### Eat your fruit!

2479 likes 23 comments 8284 repins

## **Contact Info:**

Julie May, Manager, JulieCarsonMay@mac.com 310.459.7310

Mitzi Dulan Website: www.NutritionExpert.com