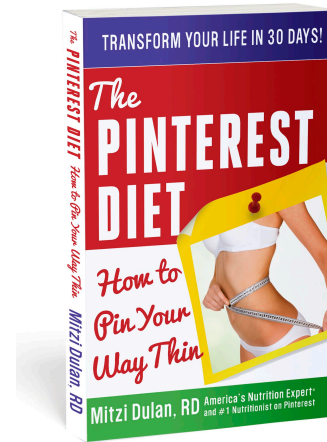


mitzirddulan
America's Nutrition Expert®

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



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 70 million users

"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

Mitzi has over **3.6 MILLION** Pinterest followers!

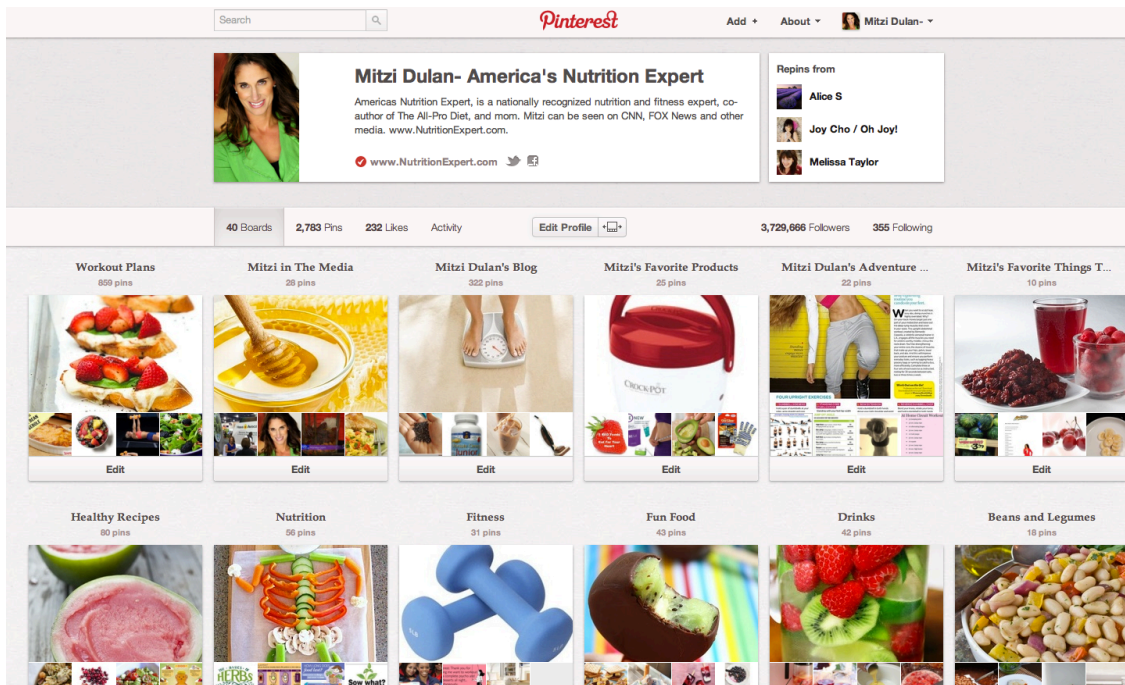
Mitzi is ranked **#1 Pinner** in **THE WORLD** in Health and Fitness!

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!

When Mitzi Pins People Take Action!



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/deskides



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.



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'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)
BLACKBERRY 1/2 cup (15 calories)	Color comes from antioxidant anthocyanins, which may reduce risk of stroke & cancer. Extract may stop growth of lung cancer cells. The ancient Greeks called them "agave berries" & used them to treat good constipation.	PEAR 1 medium (100 calories)
GRAPE 1/2 cup (15 calories)	Contains resveratrol, an antioxidant that helps reduce blood pressure & lowers the risk of blood clots. May also help stop the spread of breast, stomach & colon cancer cells.	TOMATO 1 medium (25 calories)
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.	AVOCADO 1/2 medium (150 calories)
LEMON 1/2 medium (15 calories)	Contains vitamin C & flavonoids, which may help protect against cancer & reduce the risk of heart disease in adults.	CHERRY 1/2 cup (15 calories)
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.	GRAPES 1/2 cup (15 calories)
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.	LEMON 1 medium (15 calories)
BANANA 1 medium (100 calories)	With 40% potassium, potassium is an electrolyte that helps regulate heart rate & blood pressure.	ORANGE 1 medium (100 calories)
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.	GRAPES 1/2 cup (15 calories)
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 is low in calories.	PAPAYA 1/2 medium (100 calories)
	The seed and seeds are both edible.	PEACH 1 medium (100 calories)

Eat your fruit!

2479 likes 23 comments
8284 repins

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