



Plant-Based  
Dietitian®  
Julieanna



Registered Dietitian, Author,  
Speaker, TV Personality, Influencer

PLANT-BASED  
NUTRITION  
eCornell  
Certificate Program

Forbes  
FORKS  
KNIVES

TED<sup>x</sup>

VegNews

THE OZ  
SHOW

JGC | Journal of  
Geriatric Cardiology

STEVE  
HARVEY  
WORLD TRAVEL SHOW

yahoo!

THE  
PERMANENTE  
JOURNAL

U.S. News & WORLD REPORT

PLANTSTRONG

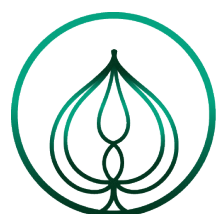
TMZ

# THE PLANT-BASED DIETITIAN®'S VISION

## I HELP PEOPLE TRANSFORM THEIR RELATIONSHIP WITH FOOD.

Diet is the number one cause of early death and disability in the world. This is a jarring - but empowering - statistic because you are quite literally what you eat, and you get to decide what you put on the end of your fork. Food can act as medicine, and a healthy diet is possible regardless of age, location, cooking skills, and palate preferences.

My vision is to communicate this message simply and effectively in order to help as many people as possible achieve their goals, improve their health, and live their best life.



Plant-Based  
Dietitian®  
Julieanna





# ABOUT JULIEANNA

*There is nothing Julieanna loves more than diving into a colossal bowl of salad.* Known as The Plant-Based Dietitian®, Julieanna has a Bachelor of Arts degree in Theatre from UCLA in and a Master of Science degree in Nutrition from Cal State Northridge, bridging her three biggest passions for food, performing, and helping people.

As a Registered Dietitian, Julieanna has authored nine books, including the new *Choose You Now Diet*, *The Healthspan Solution*, *Plant-Based Nutrition (Idiots Guide)*, *Vegiterranean Diet*, and two peer-reviewed journal articles on plant-based nutrition for healthcare professionals (in *Journal of Geriatric Cardiology* and *Permanente Journal*).

Past projects have included being the host of *What Would Julieanna Do?*; giving a TEDx talk; writing as the nutrition columnist for VegNews Magazine; and teaching the eCornell Plant-Based Nutrition Certification Program. She recently co-hosted *The Choose You Now Podcast and Science and Saucery* and Facebook Watch's *Home Sweat Home*, and has appeared on Harry, *The Dr. Oz Show*, The Steve Harvey Show, Reluctantly Healthy, The Marie Osmond Show, and E! News.

New adventures include speaking, presenting, traveling, helping a wide variety of clients achieve their goals, and sharing her passion for healing and happiness eating a whole food, plant-based diet.



## EDUCATIONAL PROGRAMS

The Plant-Based  
Dietitian®'s  
21-DAY  
CHOOSE  
*you*  
NOW  
Challenge

CHOOSE YOU NOW DIET  
TRANSFORMATION PROGRAM

PLANT-BASED DIETITIAN®  
IN THE KITCHEN

THE PLANT-BASED DIETITIAN'S 21-DAY  
CHOOSE YOU NOW CHALLENGE



## MEDIA & SHOWS

CHOOSE YOU NOW PODCAST

WHAT WOULD JULIEANNA DO?

# QUALIFICATIONS

## JULIEANNA HEVER, MS, RD, CPT

The Plant-Based Dietitian®

### EXPERIENCE

2008 – Present

#### Speaker

*Nationally recognized lecturer and presenter on nutrition, wellness, fitness, and health in medical institution, university, conference, festival, destination, and online settings.*

May 2010 – January 2013

#### Executive Director, *EarthSave, International*

*Developed and managed Meals for Health Program, helping clients of Sacramento Food Bank transition to a healthy, whole food, plant-based diet.*

November 2009 – May 2010

#### Instructor, *eCornell Plant-Based Nutrition Certification Program*

2008

#### Clinical Dietitian, *Century City Doctor's Hospital*

*In-patient nutrition care for all types of patients including tube feeding, diabetes, and metabolic disorders.*

2002

#### Patient Care Representative, *Cedars-Sinai Medical Center*

*Provided direct foodservice intervention for patients.*

### EDUCATION

2009

#### *eCornell Plant-Based Nutrition Certification Program*

2005

#### *California State University at Northridge*

*Masters of Science in Nutrition Dietetic Internship*

1998 – Present

#### *American Council on Exercise*

*Gold-Certified Personal Trainer*

1998

#### *University of California at Los Angeles*

*Bachelors of Arts in Theatre  
Golden Key National Honor Society*

1994 – 1998

#### *University of California at Los Angeles*

*Licensed Emergency Medical Technician*





# ENDORSEMENTS FOR JULIEANNA

"It's not enough to tell people why to eat healthier, you have to learn HOW to eat healthier. That's where Julieanna comes in."

–**Dr. Michael Greger, M.D. FACLM**, physician, New York Times bestselling author, founder of NutritionFacts.org, and internationally recognized professional speaker on a number of important public health issues.

"There are lots of people who throw out all kinds of advice, and while some of it is good, there is a lot to be wary of. Julieanna is the expert on helping you find your way with food. She will help you to heal, find your strength, and get the body you want and deserve."

–**Kathy Freston**, New York Times best-selling author of *Quantum Wellness*, *The lean*, and *Clean Protein*

"The food we eat has the largest effect on determining the quality and length of our lives. Julieanna puts together knowledge, enthusiasm and warmth to teach and motivate people to obtain a more pleasurable life."

–**Joel Fuhrman, M.D.**, author of the New York Times best-seller, *Eat to Live*, and *Super Immunity*, and family physician

# SERVICES



## PRIVATE CONSULTATIONS



## KEYNOTE SPEAKER



## E-LEARNING PROGRAMS



## WRITING & INTERVIEWS

Julieanna specializes in weight loss, sports nutrition, as well as disease prevention, management, and reversal. She works with people across the lifespan (from infants to seniors) and with various health concerns and goals. Julieanna guides her clients through a transition to a healthy, whole food, plant-based diet, helping fulfill the goals of:

- **IMPROVING CHRONIC HEALTH CONDITION**
- **ACHIEVING AND MAINTAINING IDEAL BODY WEIGHT**
- **ENHANCING SPORTS AND EXERCISE PERFORMANCE**
- **HELPING PARENTS FEED THEIR CHILDREN AND EASING FAMILY DIETARY TRANSITION**
- **EAT HEALTHY ON A BUDGET**
- **INCORPORATING A BALANCED, VARIED, HEALTH-PROMOTING DIET**

## COLLABORATE WITH JULIEANNA

- Television, Radio, Podcast Nutrition Expert Guest Appearances
- Lectures
- Host, Moderate Q&A's
- Media Quotes
- Pre-Recorded Video Content
- Article Writing & Research
- Strategic Nutrition Consulting
- Social Media Advising
- Sponsored Posts (Facebook, Instagram, Blog)
- Social Media Collaborations
- Product Reviews
- Attendance at Events
- Book Signings
- Brand Ambassadorship



# PRINT MEDIA



Plant-Based Nutrition for Healthcare Professionals  
(*J Geriatr Cardiol* 2017)

Plant-Based Diets: A Physician's Guide (*Perm J* 2016)

 National Library of Medicine  
National Center for Biotechnology Information

All books are available for purchase on Amazon.com



## THE CHOOSE YOU NOW DIET BOOK

Supported by 75 delicious, plant-based recipes, *The Choose You Now Diet* provides the information and motivation you need to drop your extra pounds—and change your relationship with food for good.

**AVAILABLE AT YOUR FAVORITE BOOKSTORE**



### THE CHOOSE YOU NOW DIET BOOK IS CHOCK-FULL OF:

- Unique, tried-and-tested plan combining whole food, plant-based nutrition plus time-restricted feeding plus powerful mindfulness techniques to transform your relationship to food.
- 75+ delicious whole food, plant-based recipes that make nutritious taste delicious.
- Practical tenets to sustainable weight loss, tons of tips, gorgeous photos and leafy green love!

# SOCIAL MEDIA & ONLINE PRESENCE



**PLANT-BASED DIETITIAN**  
**268K FOLLOWERS**



**@JULIEANNAHEVER**  
**27.7K FOLLOWERS**



**@JULIEANNAHEVER**  
**6K SUBSCRIBERS**



**@PLANTDIETITIAN**  
**28.3K FOLLOWERS**



**PLANTBASEDDIETITIAN.COM**  
**14K MONTHLY VISITORS**

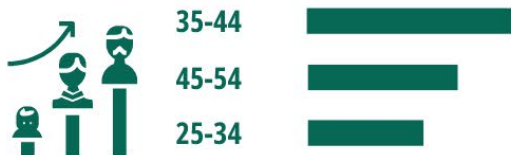
# FACEBOOK DEMOGRAPHICS

## GENDER

♀ 79%  
Women

♂ 21%  
Male

## AGE



## LOCATIONS



170k

USA

14k

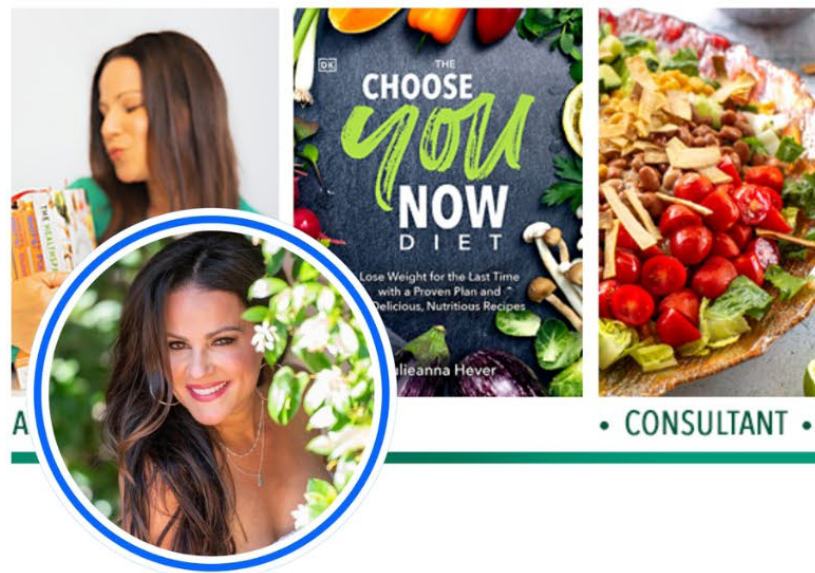
AUSTRALIA

14k

CANADA

12k

UK



• CONSULTANT •

## Plant-Based Dietitian

268K followers • 15 following

Plant-Based Dietitian®, nutrition, food, weight loss, health, & more. <http://PlantBasedDietitian.com>

Following

Message

...

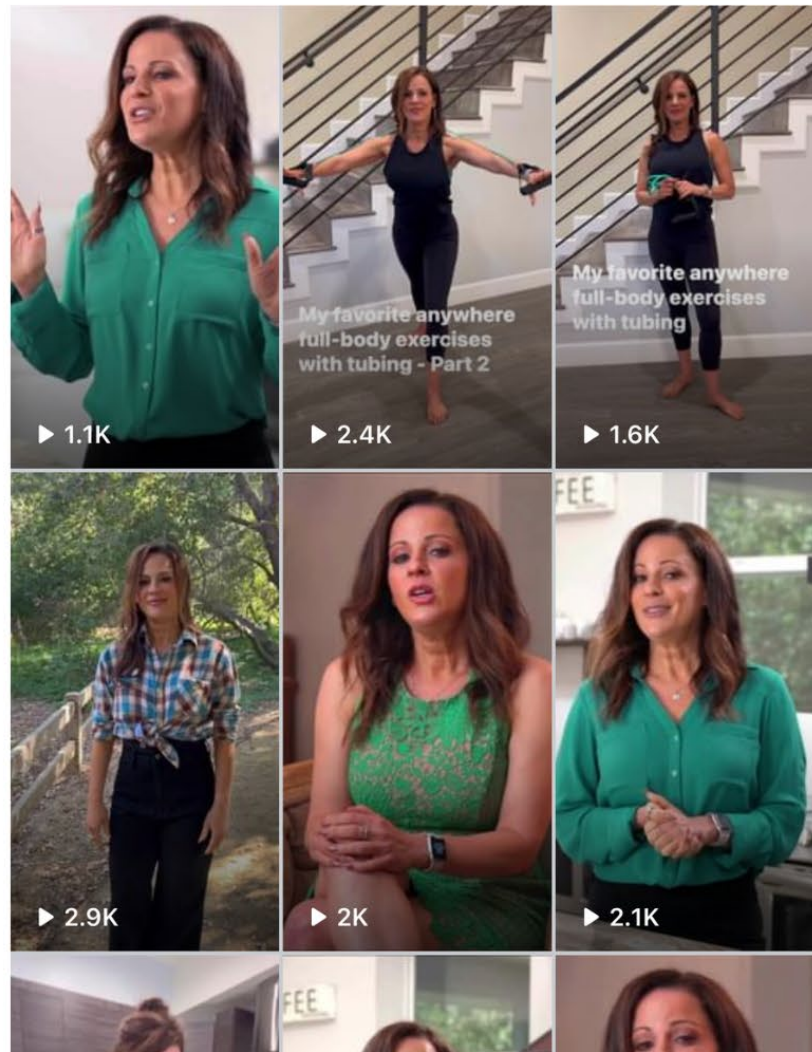
Posts

About

Videos

Photos

Reels





**Julieanna Hever**

@JulieannaHever

6.08K subscribers · 245 videos

Julieanna Hever, MS, RD, CPT, The Plant-Based Dietitian, has a BA in Theatre and an MS in Nutrition, bridging her biggest pass...

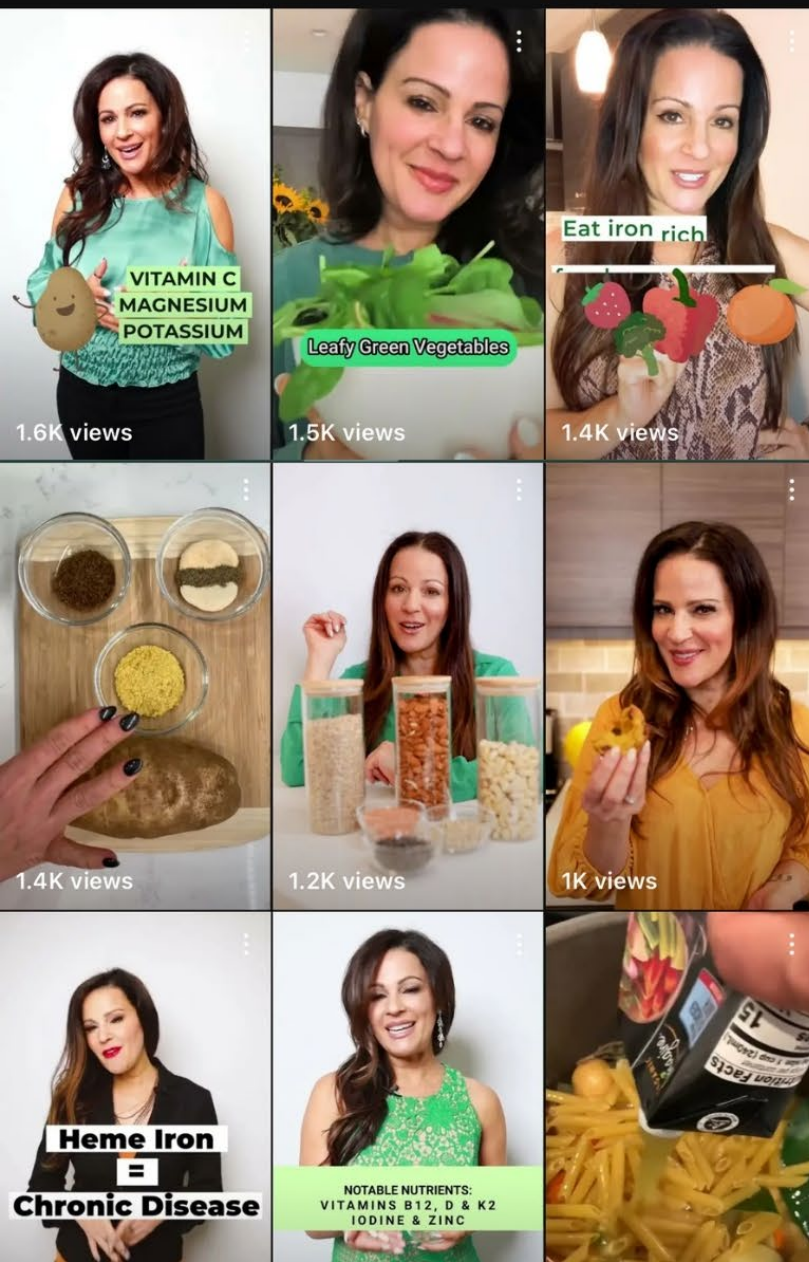
[plantbaseddietitian.com](http://plantbaseddietitian.com)

Subscribed

Home Videos Shorts Live Playlists Com

Latest

Popular



# YOUTUBE DEMOGRAPHICS

## GENDER

♀ 76%  
Women

♂ 22%  
Male

## AGE



35-44

45-54

55-64



## ENGAGEMENT



9K



1K



319K



2.5K

48%

USA

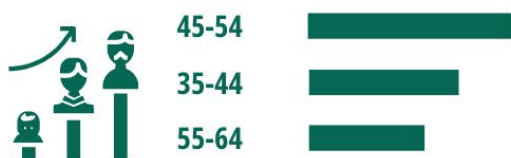


# INSTAGRAM DEMOGRAPHICS

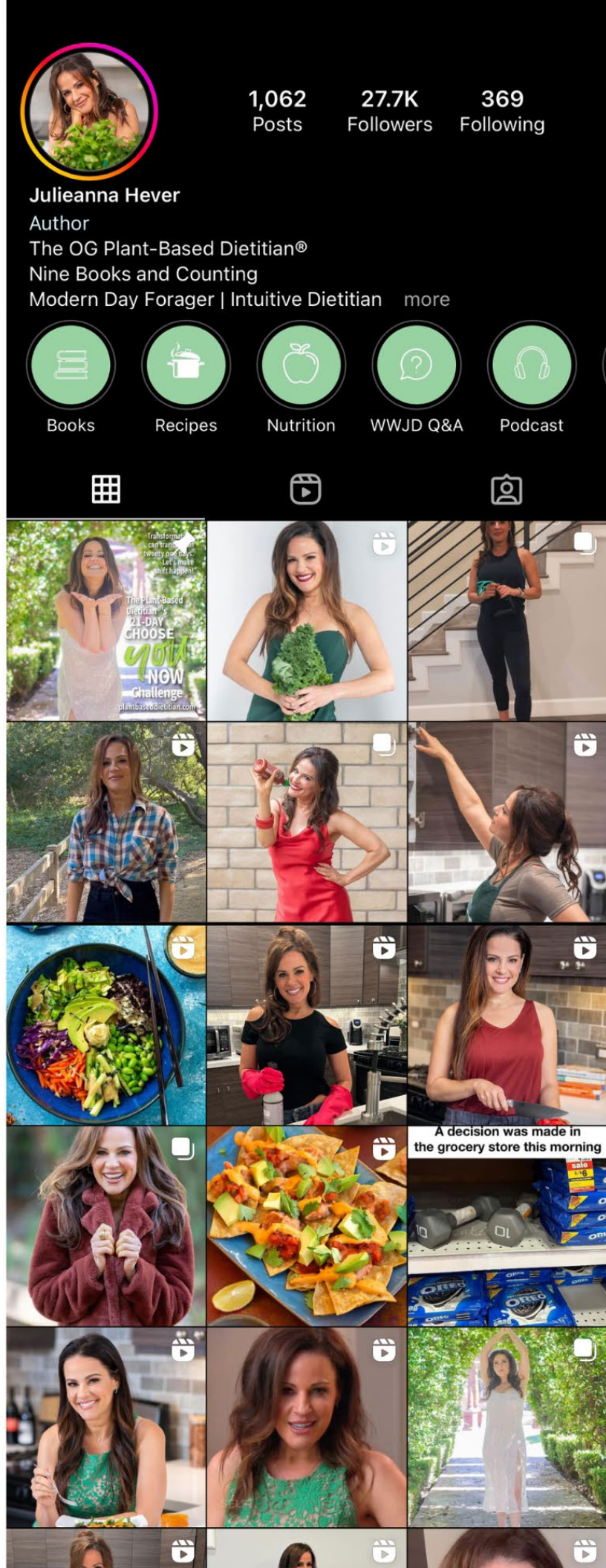
## GENDER



## AGE



## LOCATIONS



# MEDIA HIGHLIGHTS

WHAT WOULD JULIEANNA DO? TV SHOW

CHOOSE YOU NOW  
PODCAST

**TED<sup>x</sup>**

PLANT BASED NUTRITION  
*Julieanna Hever at  
TEDxConejo 2012*

TO YOUR HEALTH  
*Official Trailer*

PLANTSTRONG PODCAST  
*Lose Weight for the  
Last Time*



U.S. News & WORLD REPORT

**TED<sup>x</sup>**



**Forbes**

**yahoo!**

**VegNews**

PLANT-BASED  
NUTRITION  
eCornell  
Certificate Program

**TMZ**

THE **STEVE  
HARVEY**  
MORNING SHOW

OVER **FORKS  
KNIVES**

**JGC** | Journal of  
Geriatric Cardiology

THE  
**PERMANENTE**  
JOURNAL



## TESTIMONIALS

*"Julieanna is kind, encouraging, and most of all, radiates positive energy that she passes on to you. I think the best thing about Julieanna's program is learning the skills to be mindful of what you eat, and knowing how to take control of your health."*

- Juana Yupangco

"I am the healthiest I have ever been. Working with Julieanna truly saved my life and allowed me to watch my children grow up. I truly believe I added not only years to my life, but also life to my years."

- Jonathan S.

"In just 7 months I've lost over 30lbs, in a steady and healthy way. This is by far the easiest thing I've ever done and Julieanna's delicious recipes make it effortless. My only regret is that I didn't find Julieanna sooner!"

-Linda B.

"I not only lost the weight I'd been dragging around for years, but learned how to cook, and most of all, the freedom and joy to be a person I am proud of and love being!"

- Susan G.

"Julieanna and her approach have completely changed my dietary and weight management life. I now have the tools and know-how to effectively lose or maintain my weight."

- Dani P.



*“Choose You Now  
means begin from your heart.”  
- Julieanna*

## CONNECT WITH JULIEANNA

**PHONE:**  
310-502-0690

**E-MAIL:**  
[j@julieanna.com](mailto:j@julieanna.com)

