



Taryn Stein

Trained Dietitian
& Brand Partner

MEDIA KIT

www.mindshifme.com
taryn@mindshifme.com

Trusted Resource

MINDSHIFTME.COM

Are you a brand committed to promoting health and wellness? Imagine partnering with a trusted and experienced dietitian to elevate your brand's impact and connect with your target audience on a deeper level.

As a nutrition brand partner, I bring a wealth of knowledge and expertise in nutrition to the table. I am passionate about empowering individuals to make informed choices about their health, and I can help your brand effectively communicate that message.

As a trained dietitian,
I have a deep
understanding of the
intricacies of nutrition and
its impact on overall health.
I specialize in translating
complex scientific concepts
into clear and accessible
language, ensuring that
your customers can easily
comprehend and apply the
information.



By partnering with me, your brand will gain credibility and trust, as consumers increasingly seek expert advice to guide their wellness journeys.

Together, we can inspire and educate your audience, building a loyal community of health-conscious individuals who trust your brand as a reliable source of information and support.

Hi. I'm Taryn!

NUTRITION EXPERT

Taryn Stein, RD, trained and worked as a dietitian in both the UK and South Africa, practicing as a clinical dietitian for the NHS, until moving into private practice in London Mayfair. In later years, Taryn worked for a global health company in their research & development team, focusing on health content creation, corporate wellness and behavioural science in healthcare communication.

Taryn currently practices as a wellness nutrition coach in the Cayman Islands, and is a registered dietitian in both the UK and Cayman.

Taryn is also a certified Life Coach with the American Life Coach Academy and completed a Behavioural Economics in Healthcare course from Penn University.

Taryn has a passion for simplifying scientific nutrition concepts to inspire consumers into healthy action.



WHY CHOOSE A NUTRITION EXPERT TO SUPPORT YOUR BRAND?

Expertise

With a background in nutrition and dietetics, I bring a wealth of knowledge and credibility to brand products, and content. Your customers can trust the information they receive, knowing it is grounded in scientific evidence and professional expertise.

Engagement

I understand the power of storytelling and know how to captivate audiences with engaging narratives, real-life examples, and relatable experiences. By blending science with storytelling, I ensure that your content, products and services resonate with your customers and keeps them engaged.

Versatility

Whether your customers are health-conscious individuals, parents, or individuals with specific dietary needs and health goals, I can tailor my media outreach to their unique interests and concerns. I adapt my style and tone to suit your brand and customer preferences, ensuring maximum impact and relevance.

Reliability

I offer flexibility and a quick turnaround time, ensuring that your content is delivered on schedule without compromising on quality. You can count on my professionalism and commitment to meeting your expectations.



A FOCUS ON WOMEN OVER 45

Women over 45, are "**super consumers**", holding **\$15 trillion in spending power** and control **95 percent** of the household purchasing decisions.

As a dietitian who specializes in supporting women in midlife with their health needs, I can help you reach this incredibly lucrative group of women through brand partnerships.





HOW CAN I HELP?

Together, we can collaborate to develop compelling and educational content that showcases your brand's commitment to promoting a healthy lifestyle. From recipe development and meal planning tips to debunking nutrition myths and providing evidence-based insights, I'll create engaging content that resonates with your audience.

I'll also serve as a spokesperson and advocate for your brand, representing your values and mission to the wider community. Through various channels such as social media, blog posts, videos, and live events, I'll leverage my expertise to showcase the benefits of your products or services in a credible and relatable way.



Blogs & articles
(Digital/Print)



Social Media
Posts & Video



Newsletters &
E-books



Recipe
Development



Events, Interviews &
Cooking Demos



Product Reviews &
Marketing Collateral



WHO I WORK WITH

I work with small, medium, and large food, health and wellness brands, who are invested in the opportunity to position themselves as a leader in promoting health & wellbeing

WHAT YOU CAN EXPECT

Science-backed promotions, events, content, and advocacy that is easily digestible and actionable.

Timeliness & professionalism, delivering agreed quality services and content on schedule.



taryn@mindshiftme.com

Taryn

GET IN TOUCH

Let's join forces to make a meaningful impact on people's lives. Together, we'll revolutionize the way individuals approach nutrition and wellness, and position your brand as a leader in promoting health and well-being.

Contact me today to discuss how I can partner with your brand and let's embark on an exciting journey to shape a healthier future together.