



Healthspan
Dietitian®
Julieanna



**Registered Dietitian, Author,
Speaker, TV Personality, Influencer**

PLANT-BASED
NUTRITION
eCornell
Certificate Program

Forbes

FORKS
KNIVES

TEDx

VegNews

THE
OZ
SHOW

JGC | Journal of
Geriatric Cardiology

STEVE
HARVEY

yahoo!

THE
PERMANENTE
JOURNAL

U.S. News
A WORLD REPORT

PLANTSTRONG

TMZ

THE HEALTHSPAN 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.



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Julieanna





ABOUT JULIEANNA

There is nothing Julieanna loves more than diving into a colossal bowl of salad. Known as The Healthspan 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 latest *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*, *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 healthspan-promoting 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?

HOME SWEAT HOME

QUALIFICATIONS

JULIEANNA HEVER, MS, RD, CPT

The Healthspan Dietitian®

EXPERIENCE

1998 – Present

Chief Nutrition Officer, *To Your Health Fitness and Nutrition*

Nutrition consultations across the lifespan, weight loss coaching, medical nutrition therapy, and sports nutrition.

2008 – Present

Speaker

Internationally-renowned lecturer and presenter on nutrition, wellness, fitness, and healthspan in medical institutions, universities, conferences, festivals, destinations, and virtual settings.

2019 – 2022

Podcaster, *Host of The Choose You Now Podcast* and *Co-Host of Science and Saucery*

2013

Television Host, *What Would Julieanna Do?* and *Veria Living's Wellness Talk Show Series*

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

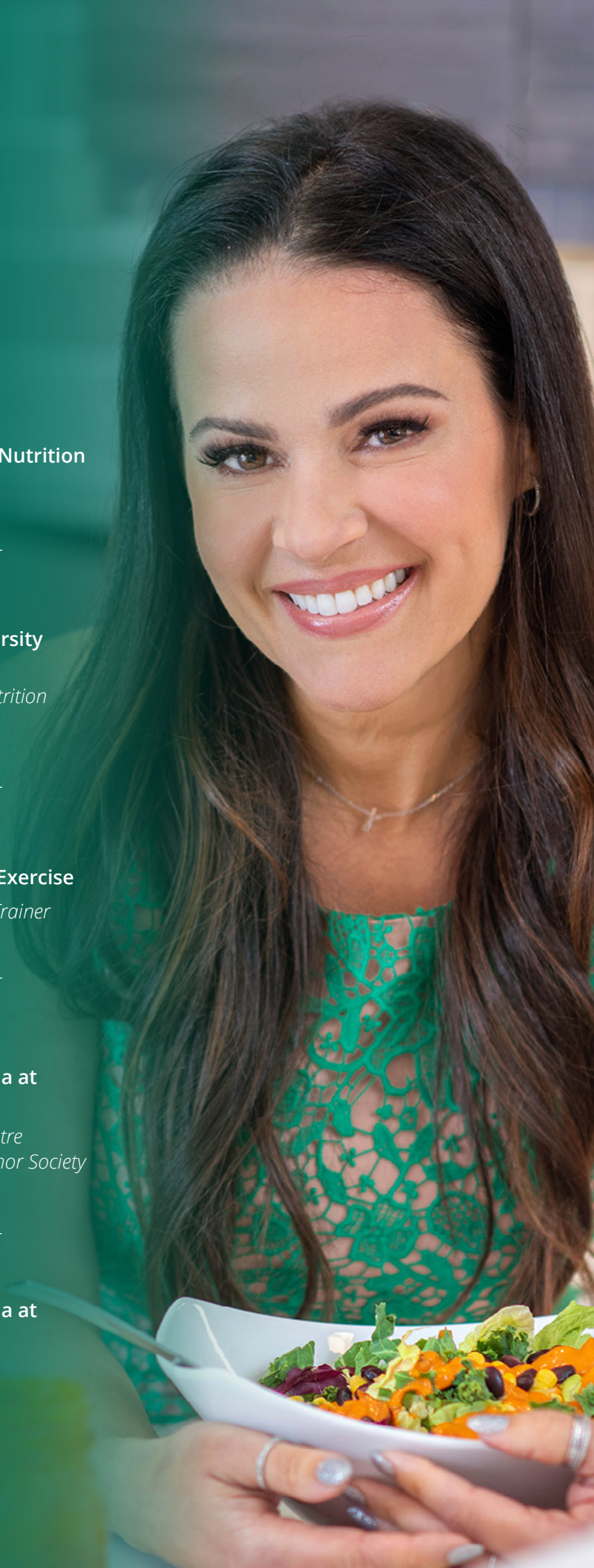
University of California at Los Angeles

*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



ONLINE 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:

- **OPTIMIZING HEALTHSPAN**
- **ACHIEVING AND MAINTAINING IDEAL BODY WEIGHT**
- **IMPROVING NUTRITION**
- **HELPING PARENTS FEED THEIR CHILDREN**
- **EATING HEALTHY ON A BUDGET**
- **ENHANCING SPORTS AND EXERCISE PERFORMANCE**

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



@JULIEANNAEVER
27.8K FOLLOWERS



@JULIEANNAEVER
6.4K SUBSCRIBERS



@PLANTDIETITIAN
28.3K FOLLOWERS



HEALTHSPANDIETITIAN.COM
14K MONTHLY VISITORS

FACEBOOK DEMOGRAPHICS

GENDER

 **79%**
Women

 **21%**
Male

AGE



LOCATIONS



170k
USA

14k
AUSTRALIA

14k
CANADA

12k
UK



Plant-Based Dietitian

268K followers • 16 following

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

 Following

 Message

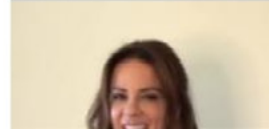
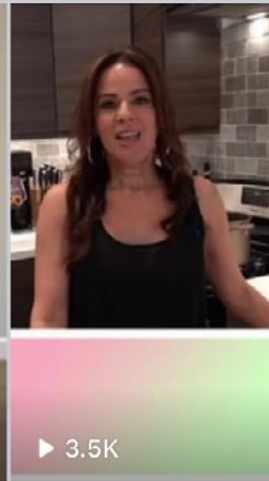
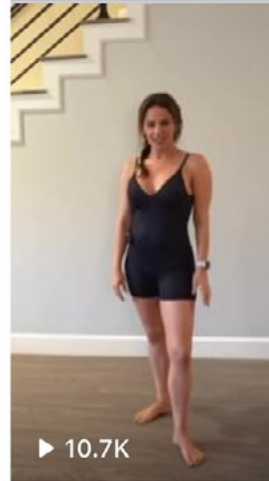
Posts

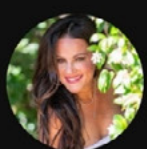
About

Videos

Photos

Reels 





Julieanna Hever

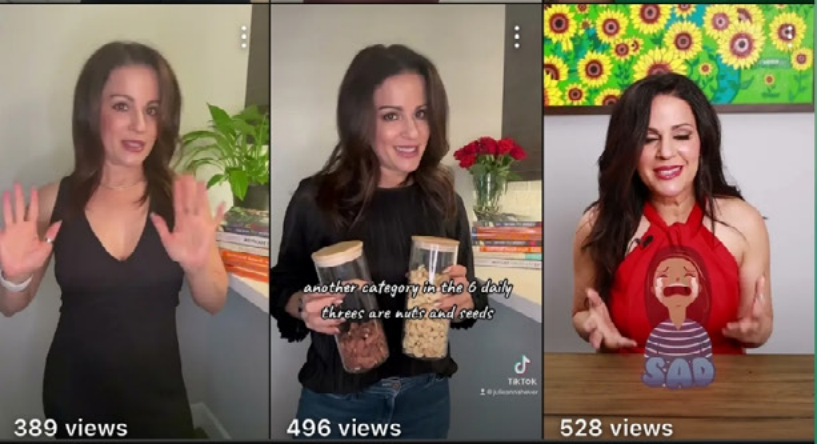
@JulieannaHever
6.4K subscribers • 252 videos

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

Subscribed

Home Videos Shorts Live Playlists Com



YOUTUBE DEMOGRAPHICS

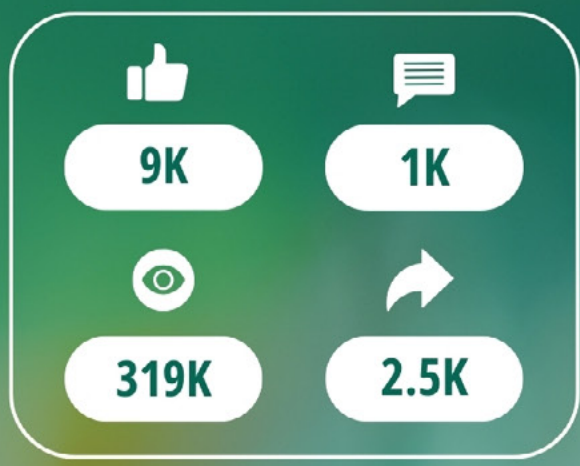
GENDER



AGE



ENGAGEMENT



INSTAGRAM DEMOGRAPHICS

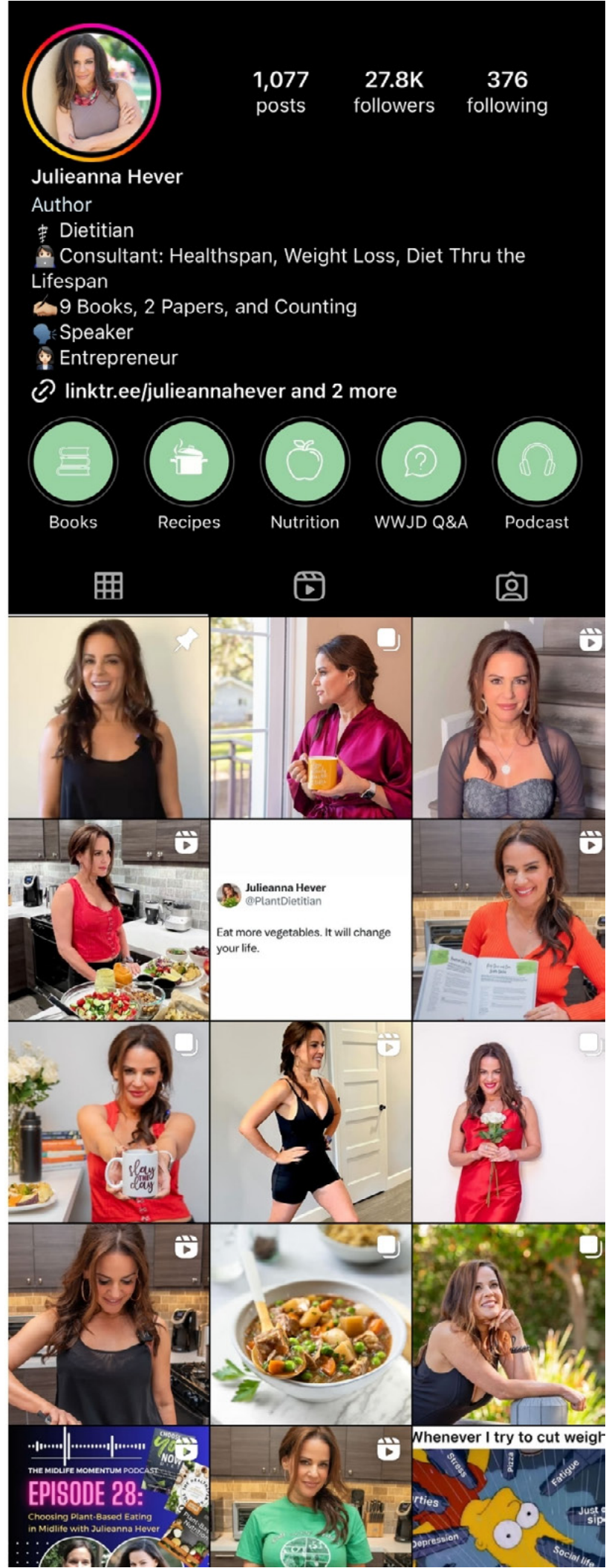
GENDER



AGE



LOCATIONS



MEDIA HIGHLIGHTS

WHAT WOULD JULIEANNA DO? TV SHOW

CHOOSE YOU NOW
PODCAST

TED^x

PLANT BASED NUTRITION
*Julieanna Hever at
TEDxConejo 2012*

TO YOUR HEALTH
Official Trailer

PLANTSTRONG PODCAST
*Lose Weight for the
Last Time*





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 Y.

"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

