

# Nutrition for NON-Nutritionists™

## Inspiring Relevant Nutrition Communication

**Consumer interest in healthy foods continues to rise**  
**Leverage this growing demand**

### Reasons to Attend

- ✓ Understand nutrition fundamentals
- ✓ Get behind-the-scene insights on nutrition trends
- ✓ Listen to current health issues relevant to your business
- ✓ Learn from nutrition marketing case studies
- ✓ Maximize the success of your product innovations and nutrition communications

### Who Should Attend?

- Marketing and Sales Professionals
- Agency Partners in Public Relations and Advertising
- Professionals in the Food, Beverage & Grocery Industries
- Consumer Relations Representatives
- Product Developers and Technologists

**Spaces are limited**

**Secure your spot for the next workshop**

**Wednesday May 12, 2010, 9:30 AM – 4:30 PM**

**University of Toronto - St. Michael's College, 81 St. Mary Street**

**Register online at [www.nutritionolutions.ca](http://www.nutritionolutions.ca)**

**Or email [Sue@NutritionSolutions.ca](mailto:Sue@NutritionSolutions.ca) or [Lucia.Weiler@sympatico.ca](mailto:Lucia.Weiler@sympatico.ca)**

### Course Conductors



**Sue Mah** MHSc., RD

President  
Nutrition Solutions Inc.

As one of Canada's leading dietitians, Sue has consulted with over 20 national and international food companies. She knows how to spin nutrition to get media attention and has appeared in over 100 media impressions from coast-

to-coast. Sue was a content writer for the new Canada's Food Guide and is a seasoned writer for numerous food clients. She translates the science of nutrition into easy, everyday advice for consumers.

**Lucia Weiler** BSc.

President  
Weiler Nutrition  
Communications Inc.

Lucia is a nutrition communications professional who specializes in marketing, education and regulatory affairs related to food and beverages.

With over 20 years of progressive experience in product innovation

and nutrition marketing, Lucia plays a role in establishing nutrition health and wellness strategies for clients and assists in the development and execution of challenging nutrition advertising and educational programs.

