



· tris alexandra ·

*Nutrition + Wellness*

## MEDIA KIT

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## MEET TRIS...

A final year B.HSc Nutritional Medicine student, health and nutrition writer and speaker, recipe developer and blogger. Tris' passion is in nutrition and health education, in particular in the areas of women's health and sports/performance nutrition.

Her purpose is to empower others with evidence-based nutrition & wellness knowledge and to show how food can be our powerful tool to improve our health and our life.

*"I believe that understanding food, how it makes us feel and how it connects us to the world is an important part of our overall health and wellbeing."*

## TRISALEXANDRANUTRITION.COM

The website is a nutrition and wellness hub for healthy living. From healthy wholefood recipes and meal prep plans, to nutrition and wellness articles, and downloadable resources including a Meal Planner, Healthy Kitchen List and Macronutrient Balanced Meals Guide. Tris uses her creative skills to create content for her site and social media to inspire and empower others to live a healthy, happy, whole life.

## Speaking & Events

Sharing knowledge and passion for nutrition and healthy living is what Tris loves to do! Tris aims to **empower and motivate audiences** to take control of their health with practical, actionable advice.

Tris is available for public speaking engagements for health and wellness events, retreats and conferences, workplaces, or fitness studios.

## Writing & Research

Tris is a passionate **evidence-based nutrition, health and wellness writer**. If you are looking for a contributor or columnist for your website, magazine or business, please get in contact.

Tris has previously contributed to Nuvia, Affordable Wholefoods, and Australia's Elite Fitness Models, sharing healthy recipes and evidence-based health advice to various audiences.

## Recipe Development

Tris loves to develop and share recipes for brands and businesses that are packed full of nutrition and taste incredible, as well as showcasing a product or ingredient. Recipes can cater to the health conscious and food intolerances.

Please email Tris directly to discuss your requirements and an individualised quote for any services.



# TRIS' AUDIENCE

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*Nutrition*

- 25-35 year olds
- 78% women
- Health conscious

A predominately female skew who believe in living a healthy lifestyle without the diet trends or fads. She's focused on eating well, moving her body regularly, using natural products and having a healthy relationship with food and her body.

My audience come to me as a trusted source for recipe and meal prep inspiration, advice and knowledge on health, nutrition, wellness and fitness, as well as product and brand recommendations. My audience knows I only ever promote products and brands that I use, trust and love myself.





# STATS

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*Nutrition*

7.3k

INSTAGRAM  
@trisalexandranutrition  
2.13% engagement

471

FACEBOOK

165

EMAIL  
SUBSCRIBERS\*\*

15.8k

Unique Visitors\*

1.8k

Monthly Av.  
Views\*

\*stats taken from original website thebalancedbodynutrition.com.  
New website trisalexandranutrition.com launched March 2019.

\*\*email subscriber list started 2018.



# COLLABORATIONS

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