

**client:** PUREEXTRACT – NATURAL EXTRACTS PRODUCER

**project:** GHOSTWRITING FOR COMPANY BLOG

**objective:** TO TARGET AN AUDIENCE OF R&D AND MARKETING MANAGERS

portfolio

## PROJECT DESCRIPTION

Pureextract is a French B2B producer of natural extracts from pine trees, grape seeds and olive leaves. They are a subsidiary of DRT, one of the largest suppliers of pine derivatives in Europe.

The goal of the marketing department was to diversify the content offer of the company blog. They wanted to target an audience of marketing and R&D managers of supplements manufacturers, using a colloquial and engaging tone.

Other than writing, I was also in charge of coming up with topics to propose to the marketing manager.

## EXCERPT

### The Supplements Market's Perfect Wave is Finally Here

*After intense scientific reviews and a few controversies, the US Department of Health and Human Services published the 8th edition of the Dietary Guidelines for Americans 2015-2020 at the end of 2015.*

*There are two remarkable changes in it.*

*First: added sugars are the bad guys and their intake should be limited, due to the growing evidence linking them to obesity and diabetes.*

*Second: the good name of fats is – at least partially- reinstated. While they were once considered the source of all evil in nutrition, and linked to obesity, high cholesterol, heart diseases and what not, it now turns out that not all of them are bad after all.*

*And if we look at the finer print of the Guidelines there's something for supplements too. Along with the basic principle that "nutritional needs should be met primarily from foods," the Guidelines say that "in some cases, fortified foods and dietary supplements may be useful in providing one or more nutrients that otherwise may be consumed in less-than-recommended amounts." Just two lines, but very important ones. ([full article here](#))*

## CLIENT TESTIMONIAL

*At the beginning I wasn't sure how well Andrea would know the ingredient market. The business we are in is quite complex and, to be honest, it's not easy to find someone who's an expert in this area.*

*On the contrary, Andrea showed a good understanding of the brief and delivered well-written articles with supporting figures and trends, and was able to inject the type of light humour we were looking for for our audience. Additionally, he turned out to be approachable, easy to work with and reactive with follow-ups.*

*I would definitely recommend him for any other B2B writing in our sector.*

*Nathalie Michaud  
Luzecki  
Marketing Manager*

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