



INVITATION

NUTRITION UNDRRESSED: The Naked Label Launch Party

We're stripping nutrition business down to the bare essentials...

Calling all holistic nutrition graduates and students! If you're thinking about branching out on your own as a holistic nutritionist or want to be part of a dynamic team, this event is a can't-miss.

JOIN US
on Thursday,
April 19th

for an evening
of networking,
learning, and fun!

- Find out about The Naked Label's new coalition of nutritionists and how we can help you build a thriving, profitable business
- Learn the need-to-know information about starting a business from a financial, legal, and social media marketing perspective
- Network with health-based companies and sample their products
- Connect with both experienced and budding nutritionists to share tips and ask your burning questions

EVENT DETAILS

Where:

THE CENTRE FOR
SOCIAL INNOVATION — ANNEX,
720 BATHURST ST. TORONTO
(1 block south of Bloor & Bathurst)

When:

THURSDAY, APRIL 19, 2012,
6-9:30pm

RSVP by Thursday, April 12th at www.TheNakedLabel.com/event and you'll be eligible to win one of the fabulous door prizes donated by our event sponsors! **Over \$1000 in prizes to give away!**

Reserve your spot today. Seats are limited.

Speakers:

Briana Southward, Owner of The Naked Label Inc.
Kim McLaughlin, Social Media Expert & Owner of Lyra Communications
Glenn Rumbell, Lawyer & Business Advisor
Wayne McDougall, Chartered Accountant & Certified Financial Planner

Cost:

Complimentary, courtesy of our generous sponsors

RSVP
by April 12th

for a chance to win

\$1000+
in prizes!



ABOUT THE NAKED LABEL

The Naked Label is a growing coalition of experts in holistic nutrition. Established in 2011 by Registered Holistic Nutritionist Briana Southward, The Naked Label helps nutrition entrepreneurs by providing the support and tools necessary to build successful businesses. To learn more, please visit www.thenakedlabel.com.



SPEAKER: BRIANA SOUTHWARD



BRIANA SOUTHWARD

is the founder of The Naked Label Inc. and a Registered Holistic Nutritionist

Briana has a passion for food and working with others. After receiving her Honours Bachelor of Business Administration Degree at Wilfrid Laurier University she worked as a business strategy consultant with a boutique consulting firm in downtown Toronto. She later attended the Institute of Holistic Nutrition and graduated with a perfect GPA. Briana built a successful private practice in Toronto and loved being able to inspire her clients in the area of holistic nutrition. Briana wanted to combine her background in consulting with her love of holistic nutrition and The Naked Label Inc was born. Currently, Briana spends her days committed to supporting other nutritionists in their quest to build successful businesses. Her vision is to inspire the world to be healthy and feel fabulous.

OUR EXPERT PANEL OF SPEAKERS will explain how to: understand the legal aspects of starting a holistic nutrition practice in Canada; avoid common social media pitfalls while harnessing the tools to increase revenue for your business through these mediums; and keep track of your business finances for accounting, taxes, and financial planning.



GLENN RUMBELL

Glenn Rumbell BA, LL.B. is a lawyer, business advisor and nutrition enthusiast who writes a regular column "The Legal Corner" about the business of providing nutritional counselling services in Canada. He is general counsel to the Canadian Association of Natural Nutritional Practitioners (CANNP) and serves on its board of directors. Glenn is a graduate of the University of Toronto magna cum laude, Osgoode Hall Law School and is a member of the Law Society of Upper Canada.



KIM MCLAUGHLIN

Based in Toronto, Kim is the driving force behind Toronto social media firm, Lyra Communications. Kim's experience runs the gamut; she's flacked for politicians, written speeches for Olympic champions and developed social media plans for some of Toronto's most recognizable companies. Kim launched Lyra Communications in 2009 to help mid-sized clients build profitable relationships with their target markets using fresh, energetic copy and strategic social media.



WAYNE MCDUGALL

Wayne McDougall C.A. C.F.P. articulated and obtained his C.A. with a large CA firm in Ottawa and ended his working term there as a senior manager in their Vancouver office. After moving to Toronto, he took the position as controller for several large international companies. After six years in the private sector he returned to public practice when he started his own business. Wayne deals with many business owners and loves to meet and talk about business with entrepreneurial minded business people. Wayne's practice consists of a wide variety of small to medium-sized businesses helping them with their accounting, tax and related issues. Wayne is also a Certified Financial Planner (CFP), has completed the Canadian Securities course and is involved in financial planning for clients.