

Lizanne
Falsetto

Entrepreneur
thinkThin® Delivers
Weight Wellness



Few young women are offered the choice between a career in basketball or fashion. thinkThin® founder and CEO Lizanne Falsetto chose fashion and embarked on a successful business chapter that took her to live and work in Japan, Paris, Milan, New York, Australia and Madrid. From both sports and fashion, she gained a deep knowledge and understanding of nutrition and its role in health. From her Italian grandparents, however, she developed a great respect and love for real food – freshly picked from the garden and brought to the table for nourishing conversation and warm family laughter.

She started making homemade, naturally delicious protein bars right out of her small kitchen just over ten years ago. Today, Lizanne Falsetto has turned her home-grown 0 grams of sugar, high protein, gluten free delights into a national wellness phenomenon; a success this hands-on mom and CEO never dreamed of.

The biggest challenge for most women entrepreneurs is finding a balance between work and home. Falsetto, creator and founder of the thinkThin® protein bar brand has done exactly that. SPINSscan research shows that thinkThin® ranks as the No. 3 brand nationally out of about 119 competitors and more impressively, ranks as having the highest dollar growth rate of any of the top 10 energy bar brands.

Single and a mother of two, Lizanne started her company as a direct result of her family. Balancing a career and motherhood lead to the thinkThin® formula: simple, nutritious and delicious food. A former professional model and avid traveler, she was given the nickname "Mother Earth" for packing pots and pans in her suitcase. Lizanne was constantly challenged with finding healthy food on the go.

thinkThin® bars were developed as portable nutrition: a healthy solution for a busy day. Lizanne started making thinkThin® bars in her kitchen and selling them to models for \$1 at runway shows.

thinkThin® is now the No. 1 ranked energy bar in the Southwest Region in dollar sales and the thinkThin® line has significantly diversified over the last 18 months.

"As a self-taught entrepreneur, I have learned to balance home and work building a strong team of talented passionate people who are experts in their field."

thinkThin®: WHAT'S IN A NAME?

"Our products are stripped down to provide only the highest quality ingredients. In the spirit of "packing light" — one bar goes a long way — in your bag, in your car and in your pocket. When you take thinkThin® with you, you are good to go with a nutritious boost for any time of day without the punishing side effects of sugar and gluten.



"We believe that attitude is everything and when we all start living with the thoughtful intention of health and energy, our bodies will follow."





NATURAL PORTABLE NUTRITION

"thinkThin® products provide natural and delicious portable nutrition to support the health and well-being of busy, active people who care about what they eat. All thinkThin® natural snack bars are based on three nutritional principles: no to low sugar, high protein and gluten free."

HEALTHY ENERGY AND NATURAL WEIGHT MANAGEMENT

"thinkThin® products contain uncompromised quality ingredients that are high in protein, have no to low sugar and are gluten free to provide an excellent source of energy without the punishing side effects of gluten and sugar. Our entire product line builds upon a delicious and natural foundation while delivering the best nutritional profile of any weight management offering on the market. thinkThin®'s protein bar is the No. 1 ranked weight management bar in America (SPINSScan research)."

WEIGHT WELLNESS

"At thinkThin®, we believe strongly in the premise of weight wellness. This is the optimal weight range at which our bodies feel happy and healthy. This is not defined or dictated by aesthetic, shape, weight or tape measure — it is the emotional outcome of feeling good, energized, funny, confident, sexy and living a life filled with joy and laughter. Once we focus on being healthy and happy, our bodies will follow and align."

GIVING BACK

Lizanne is a passionate philanthropist dedicated to fighting and creating awareness for diseases like obesity and diabetes. In 2010, Lizanne was awarded the prestigious Leadership Award from The National Association of Women Business Owners (NAWBO-LA) for outstanding leadership in 2009. She is also a member of the Young Presidents' Organization (YPO) and a board member of the Arizona Cancer Center. She is most proud of her sponsorship and support of The Dream Foundation (A Santa Barbara-based national organization that grants wishes to adults in their end-stages of life.) Her efforts helped make the recent 10th annual Celebration of Dreams event into a star-studded, music-filled gala proving to be the most successful yet, exceeding the expectations of both the foundation and guests alike.

Visit www.thinkproducts.com or contact pr@thinkproducts.com

