



## **Lucy Postins**

*Founder and President*

As founder and president of The Honest Kitchen, Lucy Postins spearheads all operations, corporate development, strategy and marketing for the company. With extensive experience as a companion animal nutritionist, Lucy Postins is an innovative entrepreneur who is passionate about advanced nutrition and holistic health including complementary modalities such as herbalism and homeopathy. Her interest in proper nutrition and the raw food diet led Postins to investigate ways to make this form of feeding more convenient and economical, which eventually resulted in the creation of her own holistic pet food company.

Prior to founding The Honest Kitchen in 2002, Postins served as the equine and canine nutritionist for a Southern California pet food manufacturer and led the company's marketing and product development initiatives as well. In 2006, Postins was recognized by Petfood Industry Magazine as one of the "25 people to watch" for her efforts in creating a sound, flourishing young company with innovative products and strong, widely respected marketing initiatives.

Considered an expert in her field, Postins frequently writes articles for local and national media, conducts radio interviews and educational spots, and occasionally holds educational seminars for pet owners on the importance of good nutrition.

Postins holds a bachelor's degree with honors in Equine and Business Studies from Moreton Morrell College of Agriculture in Warwickshire, England. She continuously nurtures an interest in nutrition as a cornerstone of holistic health and is pursuing additional training in the use of homeopathic remedies to augment the benefits of proper nutrition.

###