

CONTENT PORTFOLIO



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CONTENT
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“Working with such a multitalented person has been a joy. Anastasia has a stunning way with words.”

SOO PARK, CLASSICAL NOMADS ORCHESTRA

WORDS THAT WORK

Great messaging builds brands, nurtures relationships, and develops trust. You want to connect in a way that inspires action and leads every reader to “Yes.”

That’s where I come in.

I’m Talia Raine, a copywriter and content strategist who turns curiosity into commitment. I carefully craft creative, informative copy that **works**.

“Anastasia always delivers. Our clients are thrilled with her work and creativity.”

GUILHERME GOMES, WE ARE VERY CREATIVE AGENCY

LET'S WORK TOGETHER

You have high standards. **So do I.**

Every interaction needs to be on-brand and meaningful. We'll build authority and trust organically and nurture lasting relationships layer by layer. A sophisticated customer responds better to a nudge than a shove.

Our collaboration is a relationship, too. Together, we can nail the tone of voice, polish the message, and perfect the offer.

TRUSTED BY





Say Goodbye to Dark Spots: The Most Effective Treatment for Hyperpigmentation

Environmental and hormonal factors play a major role in hyperpigmentation. Advanced ingredients target the cause of skin discoloration for a smoother, more even complexion.

The freedom to go makeup-free can feel like an impossible dream if you have dark spots or patches on your skin. Dark spots can create the effect of uneven skin tone, shadows, tiredness, or premature aging. The skincare experts at Vichy have created [a pioneering treatment](#) to address this complex skin problem, improving skin texture and tone for an even, uniform complexion.

Hyperpigmentation is a condition that can affect people of any age, gender, or skin condition. According to the [American Academy of Dermatology](#), people whose skin contains more melanin or tans easily are more susceptible to hyperpigmentation because their skin contains more active pigment-producing cells.

Hyperpigmentation is an umbrella term for skin discolorations that create dark spots or patches on the skin. Discolorations can be concentrated spots that appear darker than the surrounding skin or patches that cover larger areas of the face, such as the forehead, cheeks, nose, chin, or upper lip.

Some common names for pigment disorders are:

- Hyperpigmentation
- Melasma
- Sun spots
- Age spots
- Liver spots
- Pregnancy mask
- Lentigo

What causes dark spots and hyperpigmentation?

There can be many causes for uneven pigmentation on the skin. Environmental aggressors, such as pollution and UV, can cause inflammation and irregular brown patches. Hormonal changes during pregnancy or the use of medication, including hormonal contraception or hormone replacement therapy, can cause the skin to create too much melanin in spots that appear darker than the rest of the skin.

According to [Harvard Medical School](#), the cause of hyperpigmentation and melasma can be complex, and a multifaceted treatment approach is the most effective.

Sun exposure is the most common cause of hyperpigmentation. UV rays, sunlight, and heat can overexcite the skin's melanin and cause it to concentrate in dark patches. Environmental exposure may cause pigment spots to increase by up to 20% and can impact skin's youthfulness over time, causing collagen production to decline by 75%.

Hormones, pregnancy, and medication may contribute to conditions such as melasma, which appear on multiple areas of the face. Sometimes called a pregnancy mask, hormones trigger melanocytes to produce more pigment. When hormonal balance is achieved, and treatments are used to even out the skin tone, the melasma fades and becomes less visible.

Acne scars, inflammation, wounds, or injuries, such as insect bites or scratches, can leave behind dark marks that take time to fade. Don't pick! Treat injured or inflamed skin with care to avoid dark patches that may take a long time to fade.

Genetics can play a role in pigment disorders. Having a darker skin phototype and living in a region with high sun exposure are risk factors for developing hyperpigmentation, according to the [National Institute of Health](#) in the United States. Treatments available in the past for hyperpigmentation were not suitable for darker skin tones and could lead to unwanted side effects, such as skin bleaching, skin darkening, and sun sensitivity.

It's important to maintain a skincare regimen that addresses the possible causes of hyperpigmentation and treats the spots you may already have. Effective [photoprotection is a must](#) every day in order to avoid more damage. Apply under makeup and reapply during the day to protect against new spots. Keep the skin clean and well-moisturized with advanced, [dermatologist-recommended products](#) for your skin type.

Correct dark spots with Vichy LIFTACTIV B3 Dark Spots Serum

Correcting dark spots requires clinically-advanced technology to address this multi-faceted skin challenge. Vichy [LIFTACTIV B3 Dark Spots Serum](#) acts on different skin layers, preventing dark spot formation at the basal layer of the epidermis while removing visible dark spots on the skin surface.

Laboratory Director for Vichy Skincare, Frédérique Labatut, shares how effective B3 Liftactive Serum is at reducing hyperpigmentation, "After two months, you'll get a decrease of -29% of dark spots, up to 71%."

The lightweight, oil-free serum is supercharged with 13% dermatology-grade ingredients, such as B3 niacinamide, one of the most tested and effective actives for reducing the appearance of dark spots. [Clinical studies](#) have shown that niacinamide has a major impact on the appearance of facial melasma.

Researchers found that in 100% of studies, niacinamide led to an “improvement of the spots with the treatment time, improving the appearance of the skin.”

The serum's anti-inflammatory action prevents new spots from forming. Glycolic acid and peeling actives gently exfoliate spots to reveal a luminous, more even complexion, with the added benefit of a decrease in the depth of wrinkles and the signs of aging.

Vichy's scientifically-advanced, evidence-based skincare is recommended by over 50,000 dermatologists. This powerful serum is carefully formulated to be hypoallergenic and suitable for all skin phototypes. Your pursuit of skin perfection and a solution to dark spots and hyperpigmentation can now be part of your daily routine.

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Understanding Global Hunger and Food Insecurity

by Anastasia Raine for Heifer International
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[Link to article](#)



Global hunger and food insecurity are critical challenges that affect millions of people worldwide. While the world produces [enough food to feed the global population](#), the issue persists due to complex underlying causes. In this article, we'll explore the reasons behind global hunger and food insecurity, the impact on communities and potential solutions to address this pressing issue.

What is the Difference Between Hunger and Food Insecurity?

Hunger and food insecurity are interconnected issues that refer to inadequate access to sufficient, safe and nutritious food for a substantial portion of the world's population.

Food insecurity is the inability to consistently meet nutritional and caloric needs. People can experience different levels of food insecurity, from mild and temporary to severe and chronic. Households that worry about running out of food may make compromises in the quality and quantity of meals. Severe food insecurity can lead to hunger, malnutrition and even starvation, posing a severe threat to health and child development.



Hunger is the insufficient intake of nutritional energy to maintain health. Hunger results from prolonged food insecurity and can have severe consequences for physical and mental health, particularly for vulnerable populations such as children, pregnant women and the elderly.

These problems have profound social, economic and health implications and are often exacerbated by various factors, including poverty, inequity, conflict, climate change and economic instability.

What Causes Hunger and Food Insecurity?

In a world that produces enough food for everyone, millions still face hunger and food insecurity. Understanding the root causes of the global hunger crisis is essential to finding effective solutions.

Poverty: Poverty is a leading cause of hunger. Impoverished communities often lack access to resources, education and employment opportunities, making it difficult for them to secure enough food for their families.

- The [World Bank](#) estimates that more than 648 million people live in extreme poverty, below the international poverty line of less than \$2.15 per day. Poverty limits people's ability to afford food and their access to education and healthcare, perpetuating the cycle of poverty and food insecurity.

Climate Change: [Climate change disrupts agriculture](#), reducing crop yields and impacting the availability and affordability of food. Extreme weather events, such as droughts and floods, exacerbate food insecurity.

- The [Food and Agriculture Organization](#) of the United Nations states that "Climate change poses a major and growing threat to global food security." Climate change also impacts the livelihoods of farmers and the health of vulnerable communities.

Inequity: Unequal distribution of natural and economic resources can perpetuate hunger. Many communities lack access to nutritious food due to systemic inequities.

- While some regions achieve surplus food production, others face chronic shortages. The [Global Hunger Index](#) reports that Africa and South Asia have the highest levels of hunger due to limited access to technology and infrastructure for efficient food distribution.

Food Loss and Waste: Nearly 30% of all food produced is never eaten due to food loss and waste. This loss to the global food supply translates to 1.3 billion tons of food that could have potentially nourished those in need.

- Cutting [food loss and waste](#) could provide enough food to feed all malnourished people globally. Efficiently managing food resources could alleviate hunger and improve food security, ensuring that food reaches those who need it most.

Conflict: While this article does not focus on conflict zones, it's crucial to note that armed conflicts can disrupt food supply chains, displace populations and create food crises.

Key Facts About Global Hunger and Food Insecurity



The United Nations reports that global hunger, food insecurity and malnutrition are on the rise.

To understand this issue more thoroughly, let's begin with some facts from the report prepared by the Food and Agriculture Organization of the United Nations, [The State of Food Security and Nutrition in the World 2023](#).

According to the report, as many as 828 million people suffered from hunger in 2021. That is an increase of nearly 46 million since 2020 and 150 million since the outbreak of the COVID-19 pandemic.

Approximately 30 percent of the global population were moderately or severely food insecure in 2022. This amounts to 2.4 billion people worldwide.

The gender disparity in food and nutrition security widened in 2021. An estimated 31.9 percent of women worldwide faced moderate to severe food insecurity, compared to 27.6 percent of men, resulting in a gender gap exceeding four percentage points, in contrast to the 3-point difference in 2020.

In 2020, due to [rising consumer food prices](#), an estimated 3.1 billion people could not access a nutritious diet, an increase of 112 million compared to the previous year.

Approximately 45 million children below five years of age suffered from wasting, a severe effect of malnutrition, elevating their mortality risk by as much as 12 times. In addition, 149 million children in the same age group experienced stunted growth and development due to chronic nutritional deficiencies.



The [World Food Programme](#) states that "conflict, economic shocks, climate extremes and soaring fertilizer prices are combining to create a food crisis of unprecedented proportions."

These statistics highlight the need for comprehensive efforts to address global food security and nutrition challenges.

What is the Impact of World Hunger?

The effects of hunger around the world are profound and multifaceted. Hunger is a global threat that can lead to [severe health problems](#). Children, particularly those in the first 1,000 days of life, are at risk of malnutrition, developmental delays, impaired growth, and even infant and child mortality. Pregnant women can experience complications, including miscarriages, premature delivery and maternal death. Hunger can impair the immune system, resulting in vulnerability to illness and disease, which can be fatal for the elderly or those with chronic illnesses.

Hunger and food insecurity can also affect [mental health](#) and well-being. Food insecurity leads to an increase in stress, hypertension, depression, anxiety and conflict. Lack of quality nutrition can hinder [children's ability to learn](#) and their future potential, perpetuating the cycle.

Although many people may not experience physical hunger due to a severe lack of dietary energy, they may still be severely food insecure. Food may be available, yet they may be uncertain if it will last, or they may be forced to reduce the quality and/or quantity of food they consume in order to stretch their food supplies. Malnutrition and other health problems can result from this moderate level of food insecurity.

Solutions to Global Hunger and Food Insecurity

Addressing hunger and food insecurity requires a multifaceted approach.

Efforts to address global hunger and food insecurity involve a combination of strategies, including improving food production and distribution systems, promoting sustainable agriculture, reducing poverty and inequity, enhancing social safety nets and addressing the underlying causes of these issues, such as conflicts and climate change.

International organizations, governments, nonprofits and individuals all play vital roles in working toward a world where everyone has access to adequate and nutritious food, ultimately aiming to achieve the United Nations Sustainable Development Goal of [Zero Hunger](#) by 2030.

Heifer International Works to End Hunger and Food Insecurity

In our effort to improve nutrition and food security globally, Heifer International is working to end hunger and poverty in a sustainable way. We partner with farmers to improve productivity, help diversify their businesses and increase incomes, empowering people facing food insecurity to feed their families and communities.

Improving Nutrition and Food Security

Families and communities benefit when farmers have access to the resources they need to thrive. The [Hatching Hope](#) initiative, a partnership with Cargill, equips farmers with the knowledge and skills they need to start and grow a poultry business. Chickens and eggs are among the best and lowest-cost sources of high-quality protein, urgently needed by millions of people facing food insecurity and hunger.

In addition to helping farmers build profitable agricultural livelihoods, Heifer also [assists families](#) in raising livestock and planting kitchen gardens to grow fresh, nutritious food for their families. Heifer's training addresses production challenges, teaches the nutritional value of available foods and tackles cultural norms that contribute to hunger and malnutrition, such as unequal food distribution to women and children.

Sustainable Agriculture

Heifer International promotes sustainable agriculture practices that empower communities to grow their own food while caring for the Earth. We provide training and resources to smallholder farmers, helping them improve crop and animal yields and increase income with consideration for [maintaining and restoring the environment](#).

Extreme weather and shifting seasons affect the ability of farmers to feed their families and their communities, causing increases in food insecurity and hunger. [Using climate-smart practices](#), we help smallholder farmers adopt new methods and technologies that build resilience and protect precious natural resources, such as soil and water.

Heifer Ranch teaches smallholder farmers how to manage their land holistically so they can grow and build food systems that are more resilient.

Empowering Women Farmers

[More than half](#) of the world's farmers are women, but due to patriarchal inequities, they often don't have control over the land they farm. Heifer International recognizes the [pivotal role of women in agriculture](#). We work to empower women by providing training and resources, enabling them to become leaders in their communities.

In 2012, we launched the first phase of a project in [Nepal](#) to improve the livelihoods and nutrition of small-scale goat and dairy farmers. Together with 77 project partners, the \$27.1 million project supported 107,000 families in 28 districts to increase their incomes over six years. By 2023, we plan to end poverty for half a million families through a second phase of the project, which involves working with farmers to meet the demand for goat milk and meat.

Investing in Farmers and Communities

From Haiti to Honduras, Kenya to Bangladesh, Heifer International [invests in infrastructure](#) that improves the ability of farmers to earn a sustainable living income, the amount of money required to lead dignified lives. Heifer International invests in creating farmer-centered agricultural [value chains](#) that can help vulnerable people feed their communities while earning a fair wage for themselves. As a result of value chain investment initiatives, farmers are able to participate more equitably in their product's value chain.

At every stage of the value chain, the product becomes more valuable as it improves in quality and convenience or is processed into other desirable products. A value chain offers the farmer the opportunity to earn more income at each link. In [Kenya](#), investments in machinery for chilling, pasteurizing and making yogurt are helping Kenyan dairy farmers earn higher prices for the milk they produce.

Conclusion

Global hunger is a pressing issue that demands immediate attention and action. While the numbers may be daunting, Heifer International is striving to make a significant impact by addressing the root causes of hunger and providing sustainable solutions. Together with our partners, Heifer International is working toward a world where hunger is a thing of the past and every person has access to nutritious food and a brighter future.



A Journey of Two Million Smiles: SprintRay Celebrates Ten Groundbreaking Years

Ten years ago, SprintRay launched with a singular mission: to create 3D printing products that are functional and easy to use. Over the past decade, the company has evolved from its origins at the University of Southern California to a global leader in digital dentistry. Today, SprintRay's technology enables dental professionals to deliver faster, more precise, and more effective care.

Over 2 million dental appliances have been produced using SprintRay technology. The company's commitment to solving real-world problems has positioned it as an indispensable partner for forward-thinking dental practices worldwide. As SprintRay looks to the future, it is committed to pushing the boundaries of what is possible in dentistry.

From Innovative Concept to Dental Practices Worldwide

SprintRay's story began during Amir Mansouri's doctoral program at USC, where he collaborated with Jing Zhang, who had already completed his doctorate, and Hossein Bassir. Together, they developed an innovative 3D printer.

How did they know they were onto something big? When their Kickstarter campaign hit its goal almost instantly. The team's MoonRay Desktop DLP 3D Printer raised \$422,000 in less than four hours—a resounding "YES!" from a market ready for innovation.

After their vision caught fire, Amir brought in his professor, Erich Kreidler, a seasoned entrepreneur, to strengthen the team's business acumen.

The Pivot That Changed Everything

While 2016 saw the launch of SprintRay's first products, the true turning point came in 2017 when the company made a pivotal decision to focus on 3D printing for the dental market. This strategic shift, coupled with expansion into China, set the stage for remarkable growth.

Amir Mansouri, PhD, Co-Founder and CEO of SprintRay, explained how the company's focus shifted to dentistry: "SprintRay was founded in 2015 with a vision: to make 3D printing more affordable and accessible for everyone. It's that vision that led us to digital dentistry, where our printers have been used by thousands of dental professionals across the globe to improve the quality of care for their patients."

By 2018, the company secured its first distributor and experienced 400% growth. The following year, SprintRay launched its second-generation products, further cementing its position in the market.

The early days weren't without challenges. The founders faced significant financial strain while navigating an industry in which they had no prior experience. To bridge this gap, they surrounded themselves with dental experts and top talent, turning obstacles into opportunities for growth. As the company scaled rapidly, managing the explosive growth became its own challenge. As the category creator for same-day dentistry with 3D printing, it was essential to prove to the market that this innovation was not only viable but also highly profitable. The company relied on resilience, innovation, and bold thinking to overcome hurdles and seize new opportunities.

Perhaps the best illustration of the company's resilience was its performance during the COVID-19 pandemic in 2020. While many businesses struggled, SprintRay achieved 28% growth, avoided layoffs, and continued its global expansion—a testament to the team's determination and vision.

Building a Global Footprint

SprintRay expanded into Europe in 2021 and accumulated over 200 patents to protect the intellectual property that set it apart from its competitors. Further expansion into the Middle East and Latin America in 2022 broadened the company's global footprint, bringing innovative dental solutions to new markets.

By 2023, SprintRay had reached a significant milestone: over 1 million dental appliances, including crowns, surgical guides, and night guards, had been 3D printed. The company had trained more than 9,000 professionals and captured 55% of the U.S. market share. That same year, SprintRay introduced the first FDA-approved 3D-printed crown, revolutionizing what was possible in chairside dentistry.

The momentum continued into 2024, with SprintRay doubling its cumulative prints to over 2 million. Key product launches included the groundbreaking Midas 3D Digital Press, AI Studio for crown design, and the next generation in 3D printing, the Pro 2 3D Printer.

Award-Winning Innovation

Amir Mansouri constantly challenges the team to make 3D printing "as simple as using a microwave oven." SprintRay invests significantly in research and development—approximately 18% of revenue—a bold commitment that has paid off in groundbreaking products and technologies. This vision drives Chief Product Officer Hossein Bassir's product designs, including the revolutionary Midas printer, while

Chief Technology Officer Jing Zhang leads AI software development that continues to push boundaries. Meanwhile, Erich Kreidler's attention to operational excellence has kept the company on a path to sustainable growth and profitability.

SprintRay's commitment to innovation has not gone unnoticed. Recent recognition includes:

- Fast Company's Most Innovative Companies, 2025
- iDD Awards – 3D Printing Excellence 2024
- ADA Forsyth Dentech 2024 – Technology Showcase Winner
- ATD Excellence in Practice Award – Leadership Onboarding
- SprintRay x Usain Bolt Partnership for expanding global dental access

These product accolades reflect SprintRay's leadership in bringing cutting-edge technology to dental practices:

- 3D Printer of the Year – Midas
- Best All-Purpose Chairside Printer – Pro 2
- Best Full Arch Model Resin – Tough 2 Resin

A Culture of Social Responsibility

SprintRay integrates sustainable practices into its strategy, reflecting a commitment to ESG principles. The company has made significant investments in relocating materials manufacturing operations to its headquarters, reducing the environmental impact of its supply chain while ensuring product consistency. Obtaining ISO 9001 certification for resin production underscores SprintRay's dedication to environmental stewardship while maintaining the highest quality standards. Regulatory achievements like FDA and MDSAP certifications ensure global compliance and safety.

Beyond Business: Making a Global Impact

SprintRay's mission extends beyond commercial success. The company was honored with ATD's 2025 Talent Development for Good Award for driving meaningful societal impact and transforming the dental industry through learning.

The company actively supports clinics in hard-to-reach parts of the world, providing free dental care to underserved communities in Jamaica, the Dominican Republic, and Tanzania. These partnerships serve thousands of patients who lack access to modern dental treatments.

This recognition also highlights how the company's educational efforts are transforming not just individual practices but the dental industry as a whole. The company empowers dental professionals through podcasts, webinars, and comprehensive training programs, equipping them with the skills to integrate 3D printing into their practices.

Looking to the Next Decade

As SprintRay celebrates its 10th Anniversary, the company is already looking ahead to the next ten years. The vision for the next decade is both ambitious and expansive:

- Providing dental care with SprintRay technology to more than 60 million patients worldwide by 2029.
- Further expansion across EMEA, Latin America, and Asia.
- Continuing to expand environmental sustainability initiatives across global operations.
- Driving innovations in AI-powered chairside 3D printing to make same-day dentistry accessible and affordable worldwide.
- Remaining at the forefront of digital dentistry's evolution by balancing innovation, accessibility, and social impact.

What began as an ambitious idea in a university lab has evolved into a company that's fundamentally changing how dental care is delivered. Today, dental professionals around the world use SprintRay technologies to design, print, and fit appliances in a single visit. The company's success proves that bold vision, perseverance, and execution can transform an entire industry.

As SprintRay marks this 10-year milestone, there's profound gratitude for the team members, partners, and customers who have been part of this journey. Together, they haven't just changed dentistry—they've improved the experiences of millions of patients worldwide.

Here's to the next decade of innovation, disruption, and transformation, one 3D-printed smile at a time.