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(*note*. Screenshots, graphics and video b-roll available at [www.univhers.com](http://www.univhers.com))



## The go-to app for DIY tutorials this Holiday Season

Tuesday, November 15th, 2016; Los Angeles, CA - **Univhers** is a new lifestyle destination for women to self-publish DIYs and recipes. Today, Univhers announces the official launch on Apple's App store. The Univhers mobile application makes it easy to post and share tutorials on the go! Just in time for this *Holiday Season!*

"As a busy mom with a handful of recipes and projects, and who likes to chat about them with my girlfriends. I needed a way to share a tutorial," says Natasha Soleil, *Founder/CEO, Univhers*.

**Univhers** a play on words for "her universe" and everything she loves to do! Whether a recipe or a DIY project, the Univhers mobile app design makes it seamless to upload a post and share it! To begin a tutorial the user must select a category (Beauty, Events, Food, Garden, Kids, Living, Style and Wellness), each color-coordinated with a list of topics such as "gift idea, accessories, organizing" to refine the post. The step-by-step tutorial template switches upon the selection "DIY or Recipe" to accommodate the necessary details. For example, a DIY template includes "supplies and instructions" whereas a Recipe has "prep time, cook time and ingredients." Both include a features to upload images and text to explain the process, as well as additional notes, along with recommendations for products, stores or blogs.

The **Univhers** application has the usual social media buttons such as Profile, Favorites, Search and Home, where you can browse the feed, add comments, or like. Profile details include a list of published posts, following and followers. In this area you can also invite friends through email, text or other social media outlets.

**Univhers** is free to download on Apple's iTunes App store.

<https://itunes.apple.com/us/app/univhers/id958278625?mt=8>



**About Univhers:** A tech start-up based in Los Angeles, California, Univhers was founded by veteran Silicon Valley tech publicist and digital producer Natasha Soleil. She designed Univhers with her team to be an easy tool to quickly and effectively publish lifestyle tutorials. Univhers is currently available on Apple's app store.