

GetHealthy.Store Email Copy

Written 4/2022

Courtney and the marketing team wanted an email for a product roundup, as well as an email highlighting one particular skincare product.

After gathering information on audience demographics, I wrote two emails with alternative wording sprinkled throughout.

Email #1)

Asset: “Beauty from the inside out”

Subject Line #1: Reveal your inner radiance with these natural supplements

Subject Line #2: Beauty from the inside out *star emoji*

Body: They say beauty is in the eye of the beholder.

While that may be true, one thing is certain: true beauty starts from within.

Along with the spiritual and mental aspects of health, focusing on nutrients that support a healthy body is part of looking and feeling your best.

Because a healthy body is a beautiful body.

So whether it's better hydration, fewer fine lines, or healthier-looking hair, finding the right supplements can help bring out your inner (and outer) radiance.

Need help getting started? Check out our top picks / some of our favorites:

- [BeautyBits](#)
- [Beauty Collagen](#)
- [Hydrolyzed Collagen Protein](#)
- [Beauty Complete](#)
- [Youth Restore Mud](#)

[Shop now](#)

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Email #2)

Asset: "Skin you can depend on"

Subject Line #1: Younger skin in just 10 minutes a day?

Subject Line #2: Can your skin depend on you?

Body: You depend on your skin to do a number of things. It keeps out harmful pathogens, regulates your internal temperature, and essentially holds your body together.

But wear and tear is a part of life, and your skin is no exception / And just like you, your skin needs regular support. You can help reverse signs of damage and aging with [Youth Restore Mud](#).

This silica-based, all natural mud mask will exfoliate and draw out dirt and toxins, leaving your skin smoother and more radiant. Silica is also hailed as a "beauty mineral" because of how it's known to build and maintain healthy connective tissue, skin, hair and nails – a must-have for that youthful glow!

Ready to turn back the hands of time? Learn more about [Youth Restore Mud here](#).

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