

Promotional Email:

Subject line: Just in the (Saint) Nick of time to save 70% off!

You're on the nice list!

So why don't you treat yourself to our high-performing moisturizers and serums? It's the holidays and you deserve it.

We have a **70% off winter promotion + free shipping** for you!

All you need to do is click the link smootheru.com.

Once you have added items to your shopping cart- Use code: **SmoothWinter**.

When you check out it will automatically be applied! **Use within 2 days**.

Happy Holidays!

With Love, Lexy

Lead Nurturing Email:

Subject line: The results are in. Ready to meet your new skincare obsession?

Hello Katie,

Thank you for taking our skin type quiz: Smootheru Quiz- The Skin Your In. We have your results:

Your skin type: **COMBINATION.**

The annoying news: This means your skin is drier in some places, like your cheeks, and oily in others. Like in your T-zone.

The good news: We have developed skincare to target your specific skin type.

The best news: Smootheru will be here to help you every step of the way. We know that skin care can be confusing. We have answered questions you might have about your skin type.

If we missed anything, please contact us. A real person will be there to answer any questions you may have.

[ASK A QUESTION](#)

And because you took our quiz. We want to give you 20% off our Combination Skin Glow Serum. Just to say thank you.

Use code- **myskin** at checkout. **Use within 2 days of receiving this email.**

[SHOP NOW](#)

Smootheru makes skincare that cares for your skin.

With love,
Lexy