

Collagen Chews - New Product Launch Campaign

Email 1:

Subject	Introducing Your All-in-One Daily Boost
Preview Text	Time to unlock your most confident self.
Header	COLLAGEN CHEWS ARE HERE
Subheader	ALL-DAY VITALITY
CTA	SHOP NOW
Body	What's up! We've got some exciting news for you: Upright™ is launching a brand new product to help you further support your daily routine. Our Collagen Chews are the only gummies you'll need to enjoy more radiant skin, enhanced joint mobility, increased muscle tone, and faster metabolism. Plus, they're made with all-natural, high-quality ingredients, so you can feel comfortable about what you're putting in your body. To sweeten the deal, we're offering a 10% discount on one-time purchases, and a delicious 20% discount on monthly subscriptions! So what are you waiting for? Check out our supercharged Collagen Chews today, and give your body the upgrade it deserves! Sincerely, The Upright™ Team
CTA	SHOP NOW

SMS 1:

Collagen Chews are here! Enhanced skin, mobility, muscle tone, and metabolism all day long.
Shop now: <https://theupright.store/products/collagen-gummies>

Email 2:

Subject	The Smart Way to Achieve Better Health
Body	Hey there, Our new Collagen Chews aren't just your average supplement. They're different from other gummies and supplements on the market because they <i>actually</i> work, and they're exclusively made with non-GMO, gluten-free, and antibiotic-free ingredients. Not only that, but they're also third-party tested, and are proudly made in the USA, making our gummies the most reliable choice for achieving whole-body wellness. Don't wait to try them out—we're currently offering a 10% discount on one-time purchases, along with a delicious 20% discount on monthly subscriptions! Take control of your health today with Collagen Chews! Sincerely, The Upright™ Team

Email 3 (reviews email):

Subject	Take Charge of Your Health with Collagen Chews
Preview Text	Here's what our customers have to say.
Header	THE KEY TO TOTAL-BODY WELLNESS
Subheader	ONLY THE BEST INGREDIENTS

CTA	SHOP COLLAGEN CHEWS
Body	What's up! If you're struggling with slow metabolism, not-so-great skin, or chronic joint pain, I've got something special for you. Collagen Chews are here to revitalize and restore your entire body, helping you feel strong, confident, and healthy again. Don't believe me? Here's what some of our valued customers had to say: "I can't believe how much my skin has transformed! After just a few weeks, I've noticed a real glow and softness I haven't had in years. It's like a little beauty boost every morning!" - Sarah "These gummies are magic for my skin! I feel like I'm glowing every day, and friends have even commented on how healthy I look. It's such a simple addition to my routine but with huge benefits!" - Luke "These gummies are a complete wellness package! My skin glows, my joints don't ache, and I feel stronger and more energized. Can't imagine my routine without them now!" - Taylor L. Just two delicious gummies per day, and you can enjoy all of these wonderful benefits and more! Complete a one-time purchase now with 10% OFF, or subscribe and get 20% OFF! Come and get your Collagen Chews now! Sincerely, The Upright™ Team
CTA	SHOP NOW

Email 4 (new/returning customers - cross-sell with the Upright™ Posture Corrector):

Subject	Everything You Need for Better Health!
Preview Text	These two products will fully revitalize your body.

Header	TAKE CONTROL OF YOUR HEALTH
Subheader	LOOK AND FEEL YOUR BEST
CTA	VISIT THE UPRIGHT™ STORE
Body	Hey! We're paving a new path in the world of holistic wellness. Our two biggest products go hand-in-hand to provide all-day comfort, confidence, and pain relief, no matter who you are. Struggling with unclear skin, low energy, or poor joint mobility? Then our Collagen Chews are just what you need. With just two orange-flavored, all-natural gummies every day, you'll quickly see brighter skin, improved mobility, greater muscle tone, and boosted metabolism, helping you tackle whatever life throws your way. Experiencing poor posture or chronic back pain? Our Upright Posture Corrector has got you covered. With a lightweight, breathable design that you can discreetly wear under your clothes all day, it's the ideal posture solution that's guaranteed to change your life. Use both of these amazing products together, and you'll feel like a whole new person. You can save big on these wellness solutions right now, so head on over to The Upright™ Store now, and start living the healthier life you want! Sincerely, The Upright™ Team
CTA	SHOP NOW