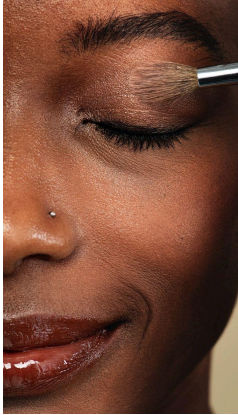


FOR SAMPLE PURPOSES ONLY

*cannot be used or copied

Mock Client: A company in the beauty industry geared towards women of color with ethical and non toxic ingredients

Goal: Email marketing increases sales by 25%



Mock Picture/Brand Advertisement

SL: Are Beauty Standards Costing You More Than You Think?

PV: Here's why keeping up with beauty standards should not dictate underlying health concerns for you.

Hey %FIRST NAME%,

How many times have you been torn between looking cute and being healthy? Everyday, we may be applying products onto our skin without knowing the prolonged effects it could have on our bodies.

Did you Know? Since 2009, 595 cosmetics manufacturers have reported using 88 chemicals, in more than 73,000 products, that have been linked to cancer, birth defects or reproductive harm?

Yeah girl, I wish they would label *that* on our favorite lip tints...

But here at [INSERT COMPANY NAME] we don't play about your body or your beauty. We prioritize clean ingredients without all the "icks" in our products, such as endocrine disruptors (EDCs) which can negatively affect your hormones.

That's right—No more mumbo-jumbo in your favorite products! As we curate your beauty essentials designed with a holistic approach, you can glow confidently without unnecessary toxins.

****Click the link below to discover our clean range of products known for its quality!****

[Insert Link]

Best Wishes,
[INSERT COMPANY NAME]
