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**Mock Client:** A natural hair company that caters to all curl types.

**Goal:** Emails that connect the company to their ideal customer profile (ICP). Email copywriting that increases sales by 30% with at least 20% returning customers.

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**Mock Picture/Brand Advertisement/Testimonials  
Before & After**

**SL:** She woke up to chunks of hair breaking off her fingertips

**PV:** Before she knew it, her lustrous mane conformed into a coily disaster

Hey %FIRST NAME%,

Just like [Insert character or testimonial customer name], we get that our hair is constantly evolving. Whether it is the aftermath of postpartum changes, hormonal shifts, or simply the need for some more TLC, we're here to help.

At [COMPANY NAME], we prioritize your hair needs without compromising the strength of your curls or overwhelming your hair follicles.

We take pride in our products as we carefully hand-select powerful herbs, fruit extracts, and oils, compacting them into each of our products. The healing properties filled inside our prized possessions are made to stimulate new hair growth and nourish each strand to retain both its health and length.

[Insert character or testimonial customer name] took charge of her hair health with our specially formulated products infused with gems such as:

- Biotin: for an increase in hair growth
- Rosemary Oil: a natural ally that reduces hair loss and stimulates the scalp
- Neem Powder: which acts as a hair treatment, cleaning the scalp and strengthening the hair follicles

Now she has lasting results that empower her to rock any hairstyle!

Are you ready to witness transformation with your hair?

Click on the link below to explore the products that best support you on your hair journey. Together, your kinks and coils will reach their full potential!

With Warmth and Encouragement,

[Company Name]