

## The Plug (Email #1 in nurture sequence)

**Subject Line:** SAVE on your next purchase of The Plug Drink

**Preview Text:** Enjoy exclusive discounts up to 33% off!



**Header:** Feel your best this St. Patrick's Day

**Sub-Header:** ...And the day after with The Plug  
UP TO 33% OFF  
NEW AND IMPROVED FORMULA

**Header CTA:** Get Offer

**Hook:** We're celebrating St. Patrick's Day by giving our customers a 33% discount on a 96-pack of our new and improved The Plug Drink! Plus, enjoy other exclusive deals while they last!

**Body:** Stock up and stay prepared for every celebration with our latest formula, enhanced with all-natural ingredients to help you feel revitalized, hydrated and healthy—and recover faster after a night of fun.

These offers are available for a limited time, so make sure to take advantage before they're gone!

**CTA:** Get Offer

## The Plug (Email #2 in nurture sequence)

**Subject Line:** Detox and recover quickly with The Plug Drink

**Preview Text:** Explore the benefits of a 100% plant-based formula.



**Header:** Discover the Healing Power of Dandelion

**Sub-header:** Dandelion boosts your health and recovery through its detoxifying, antioxidant and immune-boosting properties.

**Header CTA:** LEARN MORE

**Body Copy:**

**Promotes Liver Health.** Studies have found that Dandelion helps flush out toxins and waste products, preventing liver damage and a fatty liver through overall detoxification.

**Contains Powerful Antioxidants.** Dandelion is rich with vitamin C and beta-carotene, which protect against free radicals that can damage your cells, aiding in recovery and preventing chronic disease.

**Boosts Immune Health.** Vitamins and minerals in Dandelion contribute to a stronger immune system, enhancing the body's ability to fight infections and recover from illnesses more effectively.

**Body Copy CTA:** SHOP NOW



## **AMARA (Email #1 in nurture sequence)**

**Subject Line:** Amara celebrates you this International Women's Day

**Preview Text:** See how we support moms with healthy, easy-to-make meals.



**Header:** Mighty moms inspire us every day

**Sub-Header:** It's why we feed their little ones the best

**Header CTA:** Visit our store

**Body Copy:** Today, on International Women's Day, we want to take a moment to celebrate you—a nurturing mom who tirelessly works to provide the best for your family.

At Amara, we know being a mom isn't easy. That's why our mission is to support you by making mealtimes healthier and easier for your little ones.

Our baby food, toddler snacks and smoothie melts contain the highest quality ingredients, free from artificial additives, to provide your child with the nutrients they need, while also being easy to prepare—so you can spend more quality time with your family.

We are honored to be part of your journey, and we celebrate your strength, love and unwavering dedication.

Warmest wishes,

The Amara Team

**Body Copy CTA:** Visit our store

**Featured Product Headline:** Superfood For Superbabies Variety Pack