PROJECT BRIEF

Client	Secret Saviours, stretch mark prevention skincare for mums-to-be.
Overview	This three-email welcome series introduces new subscribers to Secret Saviours and their clinically proven 3-step system for preventing pregnancy stretch marks, and drives their first purchase with an exclusive 10% welcome discount (code: WELCOME2026). **RECOMMENDATIONS!** **1. Keep it Warm, Reassuring & Personal.** Speak directly to mums-to-be like a caring friend who's been there this is an emotional topic tied to body image and pregnancy, not just a skincare purchase. **2. Focus on Benefits Over Features.** Emphasize the emotional payoff (confidence, feeling comfortable in her own skin) rather than just listing ingredients or product specs. **3. Build Trust Through Science & Social Proof.** Back every claim with real numbers (40,000+ mums, 82% success rate) and genuine testimonials from mums. **4. Create Gentle Urgency, Not Pressure.** Remind subscribers their 10% code is time-limited, but keep the tone supportive rather than high-pressure this audience is pregnant, not impulse shoppers. **5. Strong, Simple CTAs.** Keep CTAs short, clear, and benefit-driven (“SHOP NOW”, “DISCOVER THE SCIENCE”). **6. Easy-to-Scan Format.** Use bold subheadings, short paragraphs, and clear step-by-step breakdowns (Step One / Two / Three).

	Brand Voice & Tone for Secret Saviours Email Copy 🔥 **Tone: Warm, Caring & Reassuring** • Speak like a trusted friend or expert who has been there. • Acknowledge the fear and vulnerability that come with a changing pregnant body. • Confident but never clinical, pushy, or overwhelming. 🎤 **Brand Voice: Caring, Science-Backed & Community-Driven** • Caring: Validate how the reader feels about her changing body. • Trustworthy: Reinforce credibility with clinical stats, dermatological testing, and real mum testimonials. • Community-Driven: Use “we/us” language and welcome readers into the Secret Saviours community. 🚀 **Key Writing Techniques** ✅ Open with warmth and reassurance (“Congratulations on your pregnancy”). ✅ Lead with the emotional benefit, then the science (“one less thing to worry about”). ✅ Educate clearly with numbered steps (Step One, Step Two, Step Three). ✅ Back it up with proof (“40,000 mums”, “82% chance of staying stretch mark free”). ✅ Always surface the discount code (WELCOME2026) clearly alongside the CTA. **Final Thought:** This welcome series should make new mums-to-be feel seen, reassured, and confident enough to start their stretch mark prevention routine. By blending empathy, science-backed credibility, and social proof, we aim to turn new subscribers into first-time buyers.
Logic	📩 **Email 1: Welcome + 10% Discount Introduction** Subject: Welcome to Secret Saviours 🎁 Here's 10% off Goal: Welcome new subscribers and introduce the exclusive 10% welcome discount. Key Message: Congratulate mums-to-be on protecting their skin from the start and introduce the brand's mission.

	CTA: “SHOP NOW” / “DISCOVER THE SCIENCE” 📩 **Email 2: The 3-Step System** Subject: Your 3-step system to prevent stretch marks Goal: Educate subscribers on the product routine and reinforce trust. Key Message: Walk through Step One (day gel), Step Two (band / brief kit), Step Three (night cream), reinforcing the 40,000 mums / 82% success stat. CTA: “SHOP NOW” 📩 **Email 3: Discount Reminder + Testimonials** Subject: Don't miss out, your 10% code expires soon Goal: Create gentle urgency and use social proof to convert. Key Message: Share real testimonials from mums and remind subscribers that the WELCOME2026 code is still available before it expires. CTA: “SHOP NOW”
Email Type	Welcome

Email Design:

Email 1: Link
Email 2: Link
Email 3: Link

Email 1: Welcome

Subject Lines:

1. Welcome to Secret Saviours 🎁 Here's 10% off

2. You're in! Unlock your 10% welcome discount

3. Welcome to the family, your code is inside

Preview Text: Your exclusive 10% code + the science behind stretch mark prevention

SECRET SAVIOURS

welcome to the secret saviours community

here's your exclusive 10% off
WELCOME2026

CTA: **SHOP NOW**

you've made a great decision

Congratulations on your pregnancy and on giving your skin the protection it deserves, right from the start.

Stretch marks are one of the most common fears mums-to-be tell us about. Not because they're vain, but because this is a permanent change to a body that's already going through so much. So we made it simple: one routine, done daily, and one less thing to worry about.

CTA: **DISCOVER THE SCIENCE**



why over 40,000 mums trust us

Our clinically proven 3-step system has helped more than 40,000 women prevent pregnancy stretch marks. **Used daily, it gives you** an 82% chance of staying stretch mark free.

No nasties. No parabens, sulphates, or synthetic fragrance. Dermatologically tested, PVC free, and never tested on animals, just science-backed skincare made for you and your bump.

CTA: **DISCOVER THE SCIENCE**



ready when you are

Use code: **WELCOME2026** for an extra 10% off your first order, on top of our already discounted kits.

CTA: **SHOP NOW**

Email 2: 3-step system to prevent stretch marks

Subject Lines:

1. Your 3-step system to prevent stretch marks

2. The routine 40,000 mums swear by

3. Step 1, 2, 3 that's all it takes

Preview Text: 3 step system to prevent stretch marks

SECRET SAVIOURS

discover secret saviours 3-step system to prevent stretch marks

remember to get your extra 10% off with your exclusive code

WELCOME2026

CTA: **SHOP NOW**


SECRET SAVIOURS
PREVENTIONWEAR
1
THE DAY GEL
Blended with Centella Asiatica leaf extract to boost collagen content and skin strength
100ml/3.38fl.oz. (US)
SECRET SAVIOURS
PREVENTIONWEAR
3
THE NIGHT CREAM
Rich in Centella Asiatica leaf extract to improve skin strength and cell regeneration
100ml/3.38fl.oz. (US)

the downside of being a mother

Becoming a mother can be incredibly scary, but so can coming out of pregnancy **covered in** stretch marks. **It can make mums-to-be feel** uncomfortable in their own skin, hesitate to undress **with the lights on**, and even **give up on wearing a bikini again**.



we get it

We're proud to have helped over 40,000 women from getting pregnancy stretch marks with our 3-step system and having talked to many of them totally understand the anxiety you may be feeling about getting these permanent scars.

you can avoid that right now
Discover our 3-step system to **prevent** stretch marks:

Step **one**
apply the day gel to your bump/breasts/bottom/legs



The day gel

CTA: **SHOP NOW**

step **two**
wear the clinically proven prevention **all day**



The band

CTA: **SHOP NOW**



The brief kit

CTA: **SHOP NOW**

step **three**
remove the prevention wear at night and apply the night cream
(a little note for expectant mums: you will not achieve your **expected result** if you don't use the night cream)



The NIGHT CREAM
CTA: **SHOP NOW**

And the best part of being a member of our community is that you'll get an extra 10% off already discounted products with code: WELCOME2026

CTA: **SHOP NOW**

Email 3: Discount Reminder + Testimonials

Subject Lines:

1. Don't miss out, your 10% code expires soon

2. Here's what mums are saying

3. Last chance: WELCOME2026 is waiting for you

Preview Text: Real results from real mums, plus your 10% code before it's gone

SECRET SAVIOURS

YOUR 10% OFF IS STILL WAITING
WELCOME2026

CTA: SHOP NOW


SECRET
SAVIOURS
PREVENTION WEAR
3
THE NIGHT CREAM

What mums are saying



THE BAND Kit

★★★★★ *02/03/26*

Amazing

This is my second pregnancy using Secret Saviours. The bands offer support and the creams stop any itching on the tummy, as well a...

Read More

Louise W.



THE BRIEF

★★★★★ *03/03/26*

Work a treat!

Wore the pants my first pregnancy and had zero stretch marks- have also worn my second pregnancy, currently 37 weeks and again not...

Read More

Rachel M.



old The Day Gel

★★★★★ *15/06/23*

Highly recommended

I used the day gel, and the night gel very religiously with the band throughout my pregnancy, and I did not get one stretch mark. ...

Read More

Adele V.

CTA: **SHOP NOW**