

<https://treenaturals.com/>

**EMAIL 1 - Teaser - 100/1**

**Subject line:** Girl, We're Headed For The Soft Life

**Subject line2:** Can't Wait To Show You This, Girlfriend

Hey (fname),

Can you tell that I am super excited?!

You will be too once you hear the big news.

The thing is, I've been working on this for months. Months! and I've done a good job of keeping it under wraps even though I'm bursting with excitement every day.

I have waited so long to share this news with you. And now it's finally time.

But not today.

Today, you learn that something big is coming to Tree Naturals.

And on August 25th, you get front row seats to the unveiling of something amazing.

Watch this space. It's going to be.... breathtaking!

Until then...

Keep those curls wild.

Yours,

(name)

**EMAIL 2 - Launch- 100/2**

**Subject line:** (fname) We Got A Makeover. Take A Look

**You Deserve The Luxury Life**

Hey (fname),

The big day is finally here.

It's my pleasure to present to you the Tree Naturals makeover.

**What's Different?**

We have a fresh look on the website and everywhere else. The website has also been upgraded for the best experience. Some products are bigger and better.

**What's the Same?**

Our quality, our heart, and our commitment to providing natural healing products for your curls are never changing. We're still your favorite haircare plug.

We're celebrating with a gift for you. Claim 30% Off all products in the shop today.

Use coupon code **MAKEOVER30**.

**HEAD INSIDE**

Cheers,

(name)

**EMAIL 3 - Launch- 75/1**

**Subject line:** The Party Is Still On. Use 25% Off

**Wash Day Got Posh!**

Hi (fname),

Have you met the Tree Natural's New Hair Growth Kit & Wash Day Kit?

Every product in the kit has gotten a makeover (like everything else) and we've bundled them together to help you enjoy wash day and experience a lush and easy maintenance regimen.

Grab the kits (and anything else) at 25% off in the shop.

We're still celebrating our beautiful new look.

## **CLAIM YOUR DISCOUNT**

Hear from a curlfriend

(review)

### **EMAIL 4 - Launch- 75/2**

**Subject line:** Treat Your Curls With This, (Fname)

Ever heard of a week-long party?

This is it!

Hey (fname),

Your curls deserve the luxury treatment. They deserve that soft life that leaves them healthy from the roots and looking defined, moisturized, and just plain beautiful.

We are here to help you get that and more.

Save 20% off all Tree Naturals products designed to treat your curls. Stock your shelf, shop for friends; don't miss these celebration discounts.

## **CLAIM 20% OFF HERE**

Hear from a curlfriend

(video)

### **EMAIL 5 - Launch- 100/3**

**Subject line:** Feed Your Curls The Healthy Stuff. 15% Off

Hey (fname),

We've always believed in the power of mother nature and created products that lean into that.

During our makeover, we introduced new vegan products.

Have you seen them?

They're the Tree Naturals Shampoo and Conditioner Bar and Earth Mask.

With these bars, we've focused on top quality (as usual) and eco friendliness.

To support storage for your bars, we've also introduced bamboo soap trays.

**Visit the website now** to grab these and more at **15% off today only!**

Heads up curlfriend, these discounts are ending soonest.

**P.S:** Did you notice the Tree Naturals oils have a fresh look in glass bottles?

Love,  
(name)

**EMAIL 6 - Launch- 100/4**

**Subject line:** Your Curls Are About To Miss Out

**Grab Your Free Shipping**

Hey (fname),

Inside every Tree Naturals product is the soothing, quick power of mother nature. We've long discovered what your curls need to thrive regardless of their type or special needs.

Our products help you solve issues like dry hair, breakage, shedding, single strand knots, slow hair growth, or anything else.

Let your curls experience this healing.

Today is the last day of our launch.

If you missed out on all or some discounts, don't worry, today we're throwing in free shipping on all purchases.

This offer expires in 24 hours, so **hurry and take all you need.**

Cheers to us.

(name)

**EMAIL 7 - abandoned cart- 75/3**

**Subject line:** Healthy Hair Calls. Finish What You Started.

Hey (name),

Of course, you have great taste and you take your hair care seriously - as expected of a Tree Naturals curlfriend.

That's why we can't miss sending you this reminder about the amazing products waiting in your cart.

It's safely waiting for you, so you can head back inside now to finish your purchase.

Claim your cart with a gift from us. **Use 10% off** to bring your luxury products home.

**FINISH BUYING HERE**

Pssst... it's okay to shop some more too.

**EMAIL 8 - welcome email- 100/5**

**Subject line:** Welcome To Wild, Healthy Curls (fname)

**subject line2/header:** Welcome To Tree Naturals

Hey (fname),

You made a wonderful decision to give your curls what they need to thrive. As your new friends on this journey, we couldn't be happier.

Welcome (fname) and thank you for signing up to be a part of the Tree Naturals family.

Tree Naturals is where you'll find natural haircare products developed to help you experience spa-quality scents, healing ingredients, and luxury haircare. Each product is handmade with love to deliver healthy curls you can show off with pride.

As a curlfriend in this space, you'll be the first to receive updates, exclusive discounts, and great tips for your hair care. You'll love every moment with us.

Explore some more on the **website**.

Yours,

(name)

**EMAIL 9 - Customer reactivation- 75/4**

**Subject line:** See What You Missed Out On

**Subject line2:** Let's Catch Up, Wild One

Hi (fname),

It's been some time since you stopped by to get a thing or two for your curls.

While you were away, a few things changed with us.

First, we got an exciting makeover!

We refreshed the Tree Naturals website, improved user experience, and got a new look.

Some products also got an upgrade in quality, look, and effect.

Check out all the changes **here on the website**.

And if you see something you like, there's a **10% off coupon** to help grab it faster.

Yours,  
(name)

**EMAIL 10 - Product abandonment- 75/5**

**Subject line:** If You Liked It, You Should Own It

Hey (fname),

We saw you peeking and looking closely at one of the luxury hair care products in the shop.

Around here, we believe strongly in giving your curls all they need to thrive.

And if you find something you like towards that goal, you should own it.

Go back in and bring that product home.

Your curls will thank you.

**THIS WAY TO CHECKOUT**

**SMS COPY FOR TREE NATURALS**

(1) We've chosen the luxury life. Celebrate our makeover with us. Enjoy 5 days of deals on Tree Naturals. Shop for as much as 30% off all hair care products.

(2) Hey, curlfriend. The party is on! Have you seen what's new with Tree Naturals? Grab a peek and 20% off for TODAY ONLY in our massive celebration sale.

(3) Cheers to the good life. Thank you for bringing the party spirit this week. Don't miss the last day for massive savings. Enjoy free shipping on all items you purchase today. Let's make your curls sing!