

Welcome Series (New Subscribers)

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EMAIL 1 — “Welcome to Euphoric Herbals”

Subject Line Options

- Welcome to Euphoric Herbals + 15% OFF Your First Order
- Your Herbal Wellness Journey Starts Here — 15% Off Inside
- Discover Natural Balance — Your 15% Off Awaits

Preview Text Options

- Start your path to calm, balance, and natural wellness
- Gentle, effective herbal care — 15% OFF inside
- Your journey to daily wellness begins today

Header / Hero Options

1. Welcome to the Euphoric Herbals Family
2. Your Path to Natural Balance Starts Here
3. Feel the Power of Nature in Every Blend

Body Copy

Hey [First Name],

You’ve just joined a community that believes in **the healing power of nature.**

Every blend is thoughtfully crafted to help you feel your best naturally, gently, and effectively.

Whether you’re looking for:

- Calm & daily balance
- Energy & recovery support
- Holistic wellness for your routine

Your journey begins now.

Use code **WELCOME15** for 15% OFF your first order on purchases \$25+

Primary CTA

[Shop Herbal Remedies & Save 15%]

Build Your Own Bundle

Tailor your wellness and save:

- Pick your favorites
- Save up to 15% OFF
- Free gift included

Create My Bundle

Suggested Heading Before Showing Products

- Explore Your Personalized Picks
- Handpicked Wellness for You
- Discover Your Favorite Blends

Share & Save on Your Next Order

We'd love your feedback

- **Video review = 10% OFF** next order
- **Written review = 5% OFF** next order

Your story helps others feel confident choosing natural wellness.

Leave a Review & Save

Your wellness journey starts today and your **15% OFF** won't wait forever.

EMAIL 2 — “Discover the Right Herbal Support for You”

Subject Line Options

- Find the Herbal Blend Your Body Needs
- Your Daily Wellness Starts Here — Explore Our Bestsellers
- Nature Has the Remedy You’ve Been Looking For

Preview Text Options

- Gentle herbal support made to fit your body and routine
- From calming teas to wellness blends — 15% OFF inside
- Handcrafted herbal care for real-life wellness

Header / Hero Options

1. Find the Herbal Blend That Fits Your Life
2. Personalized Wellness Starts Here
3. Herbal Care Made for Real Life

Body Copy

Hey [First Name],

Every body is different—but one thing stays the same: your body knows what it needs

At Euphoric Herbals, our mission is to help you listen to your body with small-batch, natural herbal remedies designed for real women, real moments.

Whether you’re:

- Finding calm after a busy day
- Supporting daily balance & energy
- Recovering or nurturing wellness

We've created blends that meet you where you are. From **Muscle Mend Salve** to **Sweet Slumber Tea**, each formula uses herbs trusted for generations.

Use code **WELCOME15** for 15% OFF your first order (\$25+)

Your body deserves care that's **pure, natural, and made with heart.**

Primary CTA

[Explore Our Herbal Remedies]

Build Your Own Bundle

Create your routine, save more:

- Pick your favorites
- Save up to 15% OFF
- Free gift included

Build My Bundle

Suggested Heading Before Showing Products

- Discover Your Perfect Blend
- Wellness Picks Curated for You
- Handcrafted Herbs for Daily Care

Share & Save on Your Next Order

Your feedback matters

- **Video review = 10% OFF** next order
- **Written review = 5% OFF** next order

Help other women shop wellness confidently.

Leave a Review & Save

Your wellness journey continues and your **15% OFF** won't last forever.

EMAIL 3 — “Our Story & Why We Care”

Subject Line Options

- The Heart Behind Euphoric Herbals — +15% Off
- How Euphoric Herbals Began + Your 15% Off
- From Our Herbalist Mom to Your Wellness Routine

Preview Text Options

- Meet Cindy, the herbalist mom whose journey created this brand
- Discover the story behind our small-batch herbal care
- Gentle, natural wellness crafted with purpose — 15% OFF inside

Header / Hero Options

1. The Heart & Roots of Euphoric Herbals
2. Wellness Crafted with Care
3. From Our Family to Yours

Body Copy

Hey [First Name],

Euphoric Herbals began in 2010 when **Cindy Collins**, mother and certified herbalist, created her first herbal blend after her third child

She wanted remedies she could trust—for herself and other women—and that mission grew into the brand you see today.

We still follow her guiding principles:

- Small batches for quality & care

- Pure, trusted ingredients
- Full transparency & intention in every blend

Because you're now part of this journey, here's a reminder to enjoy **15% OFF your first order: WELCOME15** (min \$25)

Primary CTA

[Shop Herbal Remedies & Save 15%]

Build & Enhance Your Bundle

Take your wellness further:

- Pick the blends that best suit your needs
- Save up to 15% OFF
- Receive a free gift tailored for your bundle
- Perfect for supporting multiple wellness goals at once

Build My Bundle

Suggested Heading Before Showing Products

- Explore Our Most Loved Blends
- Handpicked Wellness for Your Routine
- Gentle Care Made for You

★ Share Your Experience & Save

Your story matters

- **Video review = 10% OFF** next purchase
- **Written review = 5% OFF** next purchase

Help other women choose natural wellness with confidence.

Leave a Review & Save

Our story continues with you don't miss your **15% OFF** to begin your wellness journey.

EMAIL 4 — “Find Relief & Care Where It’s Most Needed”

Subject Line Options

- Stress, Sleep, or Milk Supply? 15% Off
- Find Calm & Balance Today
- Herbal Relief for Your Tough Days

Preview Text Options

- Gentle herbal support + 15% off
- Calm, balance, and wellness — 15% off
- Real herbs, real care — 15% OFF your first order

Header / Hero Options

1. You're Not Alone Gentle Support Awaits
2. Real Relief Made for Women
3. Herbal Care Where You Need It Most

Body Copy

Hey [First Name],

Do any of these feel familiar?

- Tossing and turning at night
- Feeling exhausted or overwhelmed
- Frustration with harsh, chemical options
- Wanting natural support that works

That's why **Euphoric Herbals exists**

Our herbal teas, blends, and supplements are **crafted by women, for women**.
Real herbs. Real care. Real support.

Use code **WELCOME15** for 15% OFF your first order (\$25+)

Primary CTA

- [Start Healing + Save 15%]
- Build My Bundle

Build Your Own Bundle

Mix your favorites, save more:

- **Save up to 15% OFF**
- Free gift included
- Perfect for multiple wellness goals

Build My Bundle

Suggested Heading Before Showing Products

- Your Herbal Support Picks
- Gentle Care for Daily Life
- Blends Trusted by Women

Share & Save

- **Video review = 10% OFF** next purchase
- **Written review = 5% OFF** next purchase

Help others choose wellness confidently.

Leave a Review & Save

Your wellness journey starts today. Don't miss your **15% OFF**.

EMAIL 5 — “Your Herbal Wellness Awaits”

Subject Line Options

- Still Thinking? 15% Off to Start Naturally
- Begin Your Wellness Journey — 15% Off Inside
- Your Herbal Support Awaits — 15% Off

Preview Text Options

- Handcrafted herbal care + 15% OFF first order
- Small-batch blends made for your wellness
- Start your journey to calm, balance & care

Header / Hero Options

1. It's Time to Feel Your Best — Naturally
2. Start Your Herbal Wellness Journey
3. Balance, Calm, Support — All in One

Body Copy

Hey [First Name],

Every blend is designed to support your body naturally, helping you feel calm, balanced, and energized.

Trusted by thousands for gentle, effective, everyday herbal support.

Don't let WELCOME15 (15% OFF on \$25+) expire — now's the perfect moment to start your herbal journey.

Wellness shouldn't wait, and neither should you.

Primary CTA

Begin Your Herbal Journey + Save 15%

Build Your Own Bundle

Enhance your wellness:

- Mix & match your favorite blends
- **Save up to 15% OFF**
- **Free gift included**
- Ideal for supporting multiple wellness goals

Build My Bundle

Suggested Heading Before Showing Products

- Your Personalized Herbal Picks
- Gentle Care for Everyday Wellness
- Explore Blends Made for You

Share & Save on Your Next Order

- **Video review = 10% OFF** next purchase
- **Written review = 5% OFF** next purchase

Help other women shop with confidence.

Leave a Review & Save

Your herbal wellness awaits don't miss **15% OFF** your first order.

BROWSE ABANDONMENT FLOW — (2026 VERSION)

BROWSE ABANDONMENT FLOW — (2026 VERSION)

EMAIL 1

Subject Line Options

- Still thinking it over? Your herbal routine starts here
- Your natural wellness picks are waiting
- You were this close to better balance — 15% inside

Preview Text Options

- Enjoy 15% OFF your first order — limited time
- Herbal support is simple. Complete your order today
- Calm, balance & relief — waiting in your cart

Hero / Header

Your Herbal Wellness Journey Starts Here

Body Copy

You were exploring our herbal blends thoughtfully crafted to support **women's wellness, balance, and daily relief**

Whether it was for **relaxation, recovery, or hormonal support**, your picks are made with **clean, trusted herbs** — no fillers, no fluff.

Complete your first order & enjoy 15% OFF

Use code: **BROWSE15** (on \$25+)

Don't overthink it. Your body already knows what it needs.

Primary CTA

Complete My Order →

Build Your Own Bundle

More wellness, more savings

- Build your custom bundle
- **Save up to 15% OFF**
- **Free gift included**

Perfect if you're supporting multiple wellness needs.

Build My Bundle

Why Euphoric Herbals

- Women-focused herbal formulations
- Small-batch, intentionally crafted
- Trusted by a growing wellness community

Love It? Get Rewarded

Share your experience and save on your next order

- Submit a video review and receive 10% OFF
- Leave a written review and get 5% OFF

Your feedback helps other women choose wellness with confidence.

Leave a Review & Save

Footer Soft Reminder

Your wellness picks won't wait forever to complete your order while your **15% OFF** is still active.

EMAIL 2 (2026)

Subject Line Options

- Gentle, natural care made to support your wellness
- Why Euphoric Herbals feels different
- Thoughtful herbal care, crafted with intention

Preview Text Options

- Small-batch herbal blends designed to work with your body
- Clean ingredients. Real results. 15% OFF inside
- Wellness that meets you where you are

Header / Hero

Gentle, Natural Care Made for You

Body Copy

Hey [First Name],

Choosing wellness shouldn't feel overwhelming. That's why Euphoric Herbals creates thoughtfully crafted herbal products that support your body — not fight it

Every formula is designed to fit naturally into your routine, whether you're focusing on calm, balance, recovery, or daily support.

Value-Add Sections

Build Your Own Bundle

Customize your wellness & save more:

- Mix & match your favorites
- Save up to 15% OFF
- Free gift included

Build My Bundle

Why People Choose Euphoric Herbals

- Small-batch, intentionally crafted
- Clean, plant-based ingredients
- Designed to support real life, gently
- Trusted by a growing wellness community

No harsh chemicals. No shortcuts. Just herbal care made with purpose.

Enjoy 15% OFF your first order

Use code: **BROWSE15**

Primary CTA

Return to My Order →

Share the Love, Save on Your Next Order

We'd love to hear your thoughts

- Leave a video review and get 10% OFF your next purchase
- Prefer writing? A written review earns you 5% OFF

Your feedback helps others feel confident choosing natural wellness.

Leave a Review & Save

Your wellness picks are still waiting and your **15% OFF** won't last forever.

EMAIL 3 (2026)

Subject Line Options

- Last chance — your 15% OFF expires today
- Final reminder: don't miss your herbal wellness
- Your natural picks are still waiting (15% ends soon)

Preview Text Options

- Complete your order before your savings disappear
- Gentle, natural care — last chance to save
- Your cart + 15% OFF won't last much longer

Header / Hero

Last Chance to Save on Your Wellness

Body Copy

Hey [First Name],

Just a quick reminder the items you were exploring at Euphoric Herbals are still waiting

This is your final chance to bring natural support into your routine while your 15% OFF is still active.

Our herbal blends and body care are thoughtfully crafted to support balance, calm, recovery, and everyday wellness gently and naturally.

Your offer is about to expire

Use code: **BROWSE15** before it's gone.

Primary CTA

Finish My Order & Save 15% →

Last-Chance Value Boost

Build Your Own Bundle

Want more value before checkout?

- Mix & match your favorites
- Save up to 15% OFF
- Free gift included

Build My Bundle

Love It? Save on Your Next Order

Planning to come back? We've got you

- Share a **video review** and enjoy **10% OFF** your next purchase
- Or leave a **written review** to receive **5% OFF**

Your experience helps other women shop wellness with confidence.

Leave a Review & Save

Final Reminder

Your cart won't wait and neither will your savings.

This is your **last call** to shop with **15% OFF**.

Product Section Heading Options (Emails)

1. Explore Your Herbal Favorites
2. Herbal Care That Fits Your Day
3. Your Herbal Favorites, Ready to Go
4. Wellness Picks You Can't Miss

ABANDONED CART FLOW (2026)

ABANDONED CART FLOW (2026)

EMAIL 1 — Gentle Reminder

Subject Line Options

- Oops — your herbal care is still waiting
- You left something good behind (15% inside)
- Your cart isn't empty — your wellness is waiting

Preview Text Options

- Complete your order & enjoy 15% OFF (on \$25+)
- Natural wellness, thoughtfully crafted — still in your cart
- Don't miss it — your savings won't last

Hero / Header

Your Herbal Care Is Still Waiting

Body Copy

Hey [First Name],

Looks like something caught your eye at **Euphoric Herbals** and it's still in your cart. Life gets busy, but your body still deserves gentle, natural care.

Your picks are crafted in **small batches** using **clean, trusted ingredients**, designed to support balance, calm, and everyday wellness.

Enjoy 15% OFF your order

Use code: **CART15** (*Minimum purchase \$25*)

Primary CTA

Return to Cart & Save 15% →

Suggested Heading Before Showing Products

- Explore Your Favorites

Create Your Perfect Wellness Bundle

More value, tailored to you:

- Pick the products that suit your routine
- Save up to 15% OFF
- Get a free gift with your bundle

Create My Bundle

Love It? Save on Your Next Order

Your feedback matters

- **Video review = 10% OFF** next order
- **Written review = 5% OFF** next order

Help other women choose wellness with confidence.

Leave a Review & Save

Footer Reminder

Your cart won't wait forever and neither will your **15% OFF**.
Complete your order while it's still available.

Email #2

Subject Line Options

- Gentle, effective wellness your 15% OFF awaits
- Why women love Euphoric Herbals
- Thoughtful herbal care, crafted for you

Preview Text Options

- Gentle, trusted, and effective — 15% OFF inside
- Your wellness routine made simple
- Small-batch, natural blends designed to support your body

Header / Hero

Gentle Care, Trusted by Women

Body Copy

Hey [First Name],

Wellness shouldn't feel complicated. That's why Euphoric Herbals crafts small-batch, natural blends that work with your body, not against it

Whether you're looking for calm, balance, recovery, or daily support, our herbal formulas are designed for real-life needs — clean, effective, and gentle.

Save 15% on your first order

Use code: **CART15** (minimum \$25)

Primary CTA

Return to Cart & Save 15% →

Suggested Heading Before Showing Products

- Wellness Picks Just for You

Create Your Own Wellness Bundle

Tailor your routine and save more:

- Pick the products that fit your lifestyle
- Save up to 15% OFF
- Get a free gift with your bundle

Create My Bundle

Share Your Experience, Save

Your feedback matters

- **Video review = 10% OFF** next order
- **Written review = 5% OFF** next order

Help other women shop with confidence.

Leave a Review & Save

Your cart is still waiting and so is your **15% OFF**. Don't miss it!

Email 3 (Last Call 2026)

Subject Line Options

- Last chance — 15% OFF your herbal wellness

- Don't miss out on your natural care + savings
- Your cart + 15% OFF expires soon

Preview Text Options

- Real results, gentle care complete your order today
- Last opportunity to save on small-batch herbal wellness
- Your natural picks won't wait 15% OFF ends soon

Header / Hero

- Last Chance for 15% OFF Your Herbal Picks
- Real Women, Real Results

Body Copy

Hey [First Name],

"Very calming and soothing. I feel balanced and supported every day." — Sandra M.

Thousands of women rely on **Euphoric Herbals** for gentle, natural wellness that fits **real life**

Whether you want:

- Calm & stress relief after busy days
- Daily balance & energy support
- Recovery & overall wellness

Your **cart is ready**, and your **CART15 (15% OFF)** won't last forever.

Treat your body with care. It deserves natural, small-batch, and thoughtfully crafted just for you.

Primary CTA

Finish My Order & Save 15% →

Products showing before heading

- Wellness You'll Love

Bundle Section

Build Your Custom Wellness Set

Tailor your routine and get more value:

- Choose your favorites that suit your needs
- Save up to 15% OFF automatically
- Enjoy a free gift with your bundle

Build My Bundle

Share Your Experience & Save

Your voice matters

- **Submit a video review = 10% OFF** your next order
- **Leave a written review = 5% OFF** your next order

Help other women shop wellness with confidence.

Leave a Review & Save

Your wellness picks are still waiting and your **15% OFF** won't last.
Complete your order today for calm, balance, and daily support.

Thank You

Thank You Email 1 – “Your Herbal Wellness is on Its Way!”

Subject Line Options

- Thank You for Your Order!
- Your Euphoric Herbs Are on the Way!
- Thank You! Your Herbal Wellness Awaits
- Excited to Share Your Natural Care Order Confirmed

Preview Text Options

- Your first order is on its way + tips to enhance your wellness
- Enjoy your herbal journey + exclusive ways to save
- Relax, restore, and thrive — your herbs are coming!

Header / Hero Options

1. Thank You for Choosing Natural Care
2. Your Herbal Wellness is on Its Way
3. Welcome to Euphoric Herbals

Body Copy

Hey (customer name)

Thank you for your recent purchase with **Euphoric Herbals**! We're thrilled to be part of your wellness journey. Your order is being processed and will be shipped soon.

Order Summary:

- Items Purchased: [Dynamic list of items]
- Estimated Delivery: [Estimated delivery date]

While you wait:

- **Explore More:** Discover other blends to enhance your wellness routine
- **Join the Community:** Don't miss our virtual **Natural Remedies for Beginners Workshop**

Use code **THANKYOU15** if you'd like to **add more favorites** (\$25+), and enjoy **15% OFF** your next order!

Build Your Own Bundle

Enhance your wellness:

- Mix & match your favorite blends
- Save up to 15% OFF
- Free gift included

Perfect for supporting multiple wellness goals

Build My Bundle

Suggested Product Section Headings

- Your Personalized Herbal Picks

Share & Save

We love hearing from our community!

- Submit a **video review** → get **10% OFF** your next purchase
- Submit a **written review** → get **5% OFF** your next purchase

Your story helps other women shop wellness with confidence.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Your herbal journey has just begun and enjoy the calm, balance, and care your blends will bring.

Thank You Email 2 — “A Special Treat for Our Herbal Family”

Subject Line Options

- A Little Thank You — 15% Off Just for You
- Your Herbal Journey Continues + 15% Off
- Celebrate with Us — Enjoy 15% Off Your Favorites

Preview Text Options

- Your wellness journey deserves a little extra — 15% off inside
- We’ve brewed up something special for you
- Calm, balance, and care — now with 15% off

Header / Hero Options

- For Our Beloved Herbal Family
- Your Wellness Deserves a Treat
- A Special Thank You from Euphoric Herbals

Body Copy

Hello [First Name],

It’s been a few days since your first order and we couldn’t resist sending a little love your way! As part of our herbal family, here’s a special treat to enhance your wellness journey.

Use the code **THANKYOU15** at checkout to enjoy **15% OFF your next order** (\$25+) . It’s our way of saying “you’re valued and appreciated.”

While you wait for your next delivery:

- **Join Our Community:** Don't miss our **Virtual Natural Remedies for Beginners Workshop**
- **Explore More:** Find other blends to support calm, balance, energy, or recovery
- **Add More Favorites:** Mix & match to create your perfect herbal routine

Build Your Own Bundle

Take your wellness further:

- Customize your blends for every need
- Save up to 15% OFF
- Free gift included

Ideal for supporting multiple wellness goals at once

Build My Bundle

Suggested Product Section Headings

- Handpicked Herbal Favorites
- Your Next Wellness Essentials

Share & Save — Experience Feedback

We'd love to hear how your first order felt:

- 🎥 **Video review** → **10% OFF** your next purchase
- 📝 **Written review** → **5% OFF** your next purchase

Tell us your experience and your feedback helps others confidently choose **natural wellness**.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Your herbal wellness journey continues. Take a moment to treat yourself again with 15% OFF using **THANKYOU15**.

Thank You Email 3 — “We’d Love to Hear From You!”

Subject Line Options

- Share Your Thoughts + 15% Off Your Next Order
- Your Feedback Means the World — 15% Off Inside
- Tell Us About Your Experience & Enjoy 15% Off

Preview Text Options

- Your experience fuels our passion + 15% off your next order
- Share your feedback and save 15% on your favorites
- Let us know what you think and enjoy 15% off

Header / Hero Options

- We’d Love to Hear About Your Experience
- Your Thoughts Make Us Better
- Share Your Wellness Journey

Body Copy

Hello [First Name],

We'd love to hear about your experience with the herbal blends you purchased!

Share your thoughts with us anywhere you like on our **social media, website**, or simply by replying to this email. Your feedback inspires us to keep creating the most charming, effective herbal care for women like you.

And to say thanks for sharing, enjoy **15% OFF your next order** with code **THANKYOU15** (\$25+).

Build Your Own Bundle

Take your next order to the next level:

- Pick your favorite blends for daily calm, balance, or recovery
- Save up to 15% OFF
- Free gift included

Perfect for supporting multiple wellness goals at once

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Your Next Herbal Favorites

Share & Save — Your Review Matters

Help others confidently choose **natural wellness** by sharing your experience:

- **Video review** → **10% OFF** your next order
- **Written review** → **5% OFF** your next order

Your feedback fuels our passion and helps other women find their calm, balance, and support.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Your next herbal favorites are waiting, don't forget to use **THANKYOU15** for 15% OFF your next order (\$25+) and continue your wellness journey.

Thank You Email 4 — “Last Chance: Your Favorites Are Waiting!”

Subject Line Options

- Last Chance to Save 15% on Your Favorites
- Don't Miss Out — Herbal Wellness Awaits
- Your 15% OFF Expires Soon

Preview Text Options

- Complete your order and enjoy 15% off
- Last chance to boost wellness with natural care
- Your favorites are waiting grab 15% off now

Header / Hero Options

- Your Favorites Are Almost Gone
- Last Call to Claim Your Herbal Picks
- Boost Wellness Before It's Too Late

Body Copy

Hello [First Name],

Looking for the best way to:

- Boost metabolism

- Enhance focus and memory
- Improve tummy health

Look no further! Your favorite herbal blends are ready to bring you **joy, delight, and natural support.**

Don't miss your chance to enjoy **15% OFF your next order** with code **THANKYOU15** (\$25+) before it expires.

Build Your Own Bundle

Mix, match, and save on your favorite blends:

- Save up to 15% OFF
- Free gift included
- Perfect for daily wellness, focus, digestion, and more

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Your Must-Have Herbal Picks
- Handpicked Wellness for Daily Life

Share & Save — Your Feedback Matters

Help others choose their wellness confidently:

- **Video review** → **10% OFF** your next order
- **Written review** → **5% OFF** your next order

Your thoughts inspire us and help other women feel confident in their natural wellness choices.

Leave a Review & Save

CTA

[Shop Best Sellers & Save 15%]

Your herbal favorites won't wait, use **THANKYOU15** to enjoy **15% OFF** your next order (\$25+) and continue your wellness journey today.

Post-Purchase - apothecary

Post-Purchase Email 1 — “How Did We Do?”

Subject Line Options

- We'd Love Your Feedback + 10% Off Next Order
- How Was Your Herbal Experience?
- Share Your Thoughts & Enjoy 10% Off

Preview Text Options

- Your review helps others choose wellness confidently
- Let us know how we did and save on your next order
- Share your experience + 10% off your next purchase

Header / Hero Options

- How Did We Do?
- Share Your Experience & Save
- Your Feedback Means the World

Body Copy

Hello [First Name],

Thank you for your recent Euphoric Herbals order!

We hope your blends are bringing calm, balance, and natural wellness into your daily routine.

We'd love to hear how it went:

- Did the blends meet your expectations?
- How did they fit into your daily wellness routine?
- Anything you'd like us to know?

Your feedback helps us create even better herbal care and helps other women choose wellness with confidence.

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your story makes a difference and keeps our small business thriving.

Leave a Review & Save

Build Your Own Bundle

Enhance your wellness routine:

- Mix & match your favorites
- Save up to 15% OFF
- Free gift included
- Perfect for multiple wellness needs

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Your Personalized Herbal Picks
- Handpicked Wellness for You
- Explore More Blends You'll Love

CTA

[Share Your Feedback & Save]

Email 2 — Refer-a-Friend Program

Subject Line Options

- Share the Wellness & Get Rewarded!
- Give \$5, Get \$10 — Invite Your Friends
- Your Friends + Herbal Wellness = Rewards!

Preview Text Options

- Refer a friend and enjoy \$10 off your next purchase
- Friends get \$5, you get \$10 — it's that simple!
- Spread the wellness and reap the rewards

Header / Hero Options

- Invite Friends, Reap Rewards
- Share the Wellness, Earn Gift Cards
- Your Herbal Community, Rewarded

Body Copy

Hey [First Name],

Exciting news! Our **Refer-a-Friend program** is here exclusively for our Apothecary customers. Now you can share the joy of natural wellness **and get rewarded!**

Here's how it works:

1. Make sure your customer profile is up-to-date with your name.
2. Tell a friend about Euphoric Herbals — they mention your name at checkout.
3. When your friend spends \$25+ on their first order, **they get \$5 off**, and **you receive a \$10 e-gift card**.

It's our way of saying thank you for spreading wellness and supporting our community.

Build Your Own Bundle

Enhance your wellness while referring friends:

- Mix & match your favorite blends
- Save up to 15% OFF
- Free gift included
- Perfect for supporting multiple wellness goals

Build My Bundle

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Suggested Product Section Headings (Before Showing Products)

- Handpicked Wellness for Your Friends
- Your Favorites They'll Love
- Explore More Blends to Share

CTA

[Refer a Friend & Claim Your Gift]

Email 3 — Bestselling Herbs for Your Wellness

Subject Line Options

- Our Most Loved Herbs — See Why Women Choose Them
- Discover the Top Herbs for Calm, Focus & Wellness
- Your Herbal Favorites Are Waiting

Preview Text Options

- Handpicked herbs trusted for sleep, focus, digestion & more
- These bestselling herbs support your body naturally
- Relief, calm, and balance — our top herbs revealed

Header / Hero Options

- Bestselling Herbs for Real Results
- Herbs Trusted by Our Community
- Natural Wellness Starts Here

Body Copy

Hey [First Name],

Looking for natural ways to support your wellness? Our **bestselling herbs** are carefully selected to help you feel calm, balanced, and energized — the natural way.

Here are a few of our favorites:

Lavender Flowers

- Supports relaxation & reduces stress
- Promotes restful sleep
- Helps with acne & eczema



Lavender Flowers

- Relieves headaches
- Improves sleep
- Increases relaxation
- Treats acne and eczema



Chamomile Flowers

- Eases stress and anxiety
- Improves sleep
- Reduces inflammation
- Promotes healthy skin



Mullein Leaf

- Eases cold and flu symptoms
- Expectorant for coughs
- Treats earaches and headaches
- Reduces inflammation



Mugwort

- Improves digestion
- Stimulates menstruation
- Increases relaxation
- Stimulates lucid dreams

Chamomile Flowers

- Soothes stress and anxiety
- Supports healthy sleep
- Reduces inflammation & promotes skin health

Mullein Leaf

- Eases cold & flu symptoms
- Natural expectorant for coughs
- Supports respiratory comfort & reduces inflammation

Mugwort

- Supports digestion & menstrual health

- Encourages relaxation
- Enhances dream clarity

Build Your Own Bundle

Mix & match your favorites and save:

- Save up to **15% OFF**
- Free gift included
- Perfect for supporting multiple wellness goals

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Explore Our Most Loved Herbs
- Handpicked Wellness for You
- Find the Herbs Your Body Needs

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your feedback helps other women shop wellness with confidence.

Leave a Review & Save

CTA

[Shop Your Herbal Remedy & Explore More]

Footer / Locations

621 N. Dupont Blvd, Milford, Delaware 19963

143 Mitchell's Chance Rd, Edgewater, Maryland 19963

EMAIL 4 — “Are You Ready to Brew?”

Subject Line Options

- Master Your Herbal Tea Ritual + 15% Off
- Brew, Sip, Enjoy — Your Herbal Tea Guide Inside
- Your Herbal Tea Journey Starts Here

Preview Text Options

- Steep your way to calm, balance & wellness
- Tips for perfect tea + 15% off your next order
- Enjoy every cup with our easy herbal tea guide

Header / Hero Options

- Your Herbal Tea Journey Begins
- Brew, Sip & Thrive
- Perfect Cups, Every Time

Body Copy

Hello [First Name],

Congrats on your recent purchase! Herbal tea is one of the simplest, healthiest ways to support your wellness daily.

If you're new to loose-leaf tea, don't worry — our **easy guide** will help you brew each cup perfectly and enjoy all the benefits:

Storage Tips:

- Keep tea at room temperature, away from heat & sunlight (<80°F)
- Use airtight glass, ceramic, or tin containers
- Most herbal teas stay fresh 1–2 years, some even improve with age

Brewing Basics:

- **Amount:** 1 tsp per 6–8 oz water (or 1 tea bag). For quart-sized batches: 4–6 tsp or bags. Stronger? Use ½–1 oz of herbs.
- **Water:** Spring or filtered water is best; tap water works if run cold for a few minutes
- **Temperature:** 212°F at sea level (reduce 2°F per 1,000 ft elevation)
- **Steep Time:** 4–5 minutes per cup; for stronger flavor, try 1–4 hr infusion at room temp or overnight cold brew

Re-steeping Leaves:

- Leaves can be reused 2–3 times, increasing steeping time by ~1 min per re-steep

Pro Tips:

- Prep overnight in a mason jar for iced herbal tea in the morning
- French press works beautifully for loose-leaf infusions
- Single-cup? Try a cute tea steeper for convenience

Enjoy your tea journey — sip, relax, and embrace natural wellness!

Build Your Own Bundle

Mix & match your favorite blends and save:

- **Save up to 15% OFF**
- Free gift included
- Perfect for exploring multiple wellness goals

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Explore Our Top Tea Picks
 - Handpicked Herbs for Your Daily Ritual
 - Perfect Blends for Calm, Balance & Focus
-

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your feedback helps other women enjoy wellness confidently.

Leave a Review & Save

CTA

[Shop More Herbal Teas & Explore Favorites]

Use code **THANKYOU15** for **15% OFF** your next order (\$25+) because your wellness journey deserves extra care.

EMAIL 5 — “We Miss You — Come Visit & Treat Yourself!”

Subject Line Options

- We Miss You! Come Sip, Relax & Enjoy + 15% Off
- Your Herbal Favorites Are Waiting — Treat Yourself
- Come Back for Calm, Balance & Wellness + 15% Off

Preview Text Options

- Tea, salves & fresh herbs waiting for you
- Relax, sip & explore our newest herbal blends
- Stop by for your herbal wellness favorites + 15% off

Header / Hero Options

- Come Back & Treat Yourself
- Your Herbal Escape Awaits
- Relax, Sip & Enjoy

Body Copy

Hello [First Name],

It's been a little while, and we miss you!

Stop by and enjoy:

- Freshly blended teas and herbal infusions

- New salves and wellness blends in our display
- Cozy chairs to sit, sip, and unwind

Bring a friend, or come solo either way, it's time to treat yourself and your wellness.

Use code **THANKYOU15** for **15% OFF** your next order (\$25+) — because your wellness journey deserves a little extra love.

Build Your Own Bundle

Mix & match your favorites and save:

- Save up to **15% OFF**
- Free gift included
- Perfect for exploring multiple wellness goals

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Explore Your Favorite Blends
- New Salves & Herbal Essentials
- Handpicked Wellness Just for You

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your feedback helps others shop wellness confidently.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Your wellness journey awaits cozy, calm, and naturally yours. Don't forget to use **THANKYOU15** for **15% OFF** your next order!

EMAIL 6 — “Rejuvenate Your Senses with 15% Off In-Store”

Subject Line Options

- Refresh, Relax & Save 15% In-Store
- Your Herbal Escape Awaits + 15% Off
- Stop By for Fresh Herbs & Wellness — 15% Off

Preview Text Options

- Fragrant herbs, teas, and wellness blends waiting for you
- Visit our store and enjoy 15% off your favorites
- Experience calm, balance, and wellness in person

Header / Hero Options

- Rejuvenate Your Senses
- Your In-Store Wellness Escape
- Fresh Herbs, Teas & 15% Off

Body Copy

Hello [First Name],

Mmm... the scent of fragrant herbs, garden-fresh wellness, and lively smoothies awaits you in our brick & mortar store!

Step inside and enjoy:

- Freshly blended teas and herbal infusions
- New salves and wellness essentials
- Cozy spots to relax, sip, and unwind

Mention this email in-store and get **15% OFF** your purchase offer valid for 7 days!

Your wellness journey deserves a little extra love.

Build Your Own Bundle

Enhance your wellness while you shop:

- Mix & match your favorite blends
- Save up to **15% OFF**
- Free gift included
- Perfect for exploring multiple wellness goals

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Explore Fresh In-Store Picks
- Wellness Essentials Waiting for You

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your feedback helps others shop wellness confidently.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Visit today your senses and your wellness will thank you! Don't forget to mention this email for **15% OFF**, valid for the next 7 days.

EMAIL 7 — “Loved by Women Everywhere — See What They’re Saying”

Subject Line Options

- Real Stories, Real Results See Why Women Love Euphoric
- Discover What Everyone is Saying About Our Herbs
- Loved by Women, Trusted for Wellness

Preview Text Options

- From breastfeeding support to calming teas — read the love!
- See why thousands trust Euphoric Herbals for natural care
- Your next favorite herbal remedy is waiting

Header / Hero Options

- What Women Are Saying About Euphoric
- Loved & Trusted by Our Wellness Community

- Real Reviews, Real Care

Body Copy

Hello [First Name],

We're always thrilled to hear from our fans especially when they share how much they loved their order!

Here's what women are saying lately:

Relax & Digest Tea — 5 Stars

"I felt great after eating and drinking this tea."

Pregnancy & Postpartum Set — 5 Stars

"My mom gifted this set to me, and I couldn't believe how effective they were. The most visible is the Milky Moms. I noticed more milk after drinking it. So impressed, I gifted it to a close friend!"

Shepherd's Purse — 5 Stars

"You get more than expected. I haven't used any of the herbs yet, but I'm very satisfied with the amount. I'll be purchasing these items again. Thank you, Euphoric!"

Build Your Own Bundle

Take your wellness further:

- Mix & match your favorite herbs and blends
- Save up to **15% OFF**
- Free gift included
- Perfect for supporting multiple wellness goals

Build My Bundle

Suggested Product Section Headings (Before Showing Products)

- Explore Bestsellers Loved by Women
- Customer Favorites Waiting for You

Share & Save — Review Incentives

- **Video Review** → **10% OFF** your next order
- **Written Review** → **5% OFF** your next order

Your story helps other women shop wellness confidently.

Leave a Review & Save

CTA

[Shop Best Sellers & Explore More]

Footer / Locations

Visit our Apothecary Locations in **Delaware & Maryland**

- **143 Mitchell's Chance Rd, Edgewater, MD 21037**
- **621 N. Dupont Blvd, Milford, DE 19963**

Discover more herbs, blends, and wellness essentials in-store or online!