


Short form copy mission – HSO Email

10% off all Recess Mood cans & powders with code: **LIFTTHEMOOD**

☰ *Recess* ● 


we canned a feeling

drinks and powders to help you feel calm cool collected despite the stressful world around you



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 takearecess.com

Who am I writing to?

People that are tired of drinking alcohol to feel good and alleviate stress. Sick of feeling shit the next day, know they're causing internal damage, but can't quit because it's how they resolve their issues and enjoy nights with friends.

Avatar: Sarah, 24. Full time university student. Has been drinking on the weekend with friends most weeks for the last few years, and drinks during the week to deal with stress, anxiety. Has issues with depression/anxiety which she solves with alcohol. Makes her feel good in the short term, however she is aware it always makes her feel like crap the morning after (especially after a big night with the girls). She's very aware of the internal damage she is probably doing to her body, and also embarrassed as she thinks other people are judging her and consider her an alcoholic. However, she hasn't quit because whenever she has tried to go sober she has just found herself getting very stressed, and hasn't enjoyed being with her friends when they drink and she doesn't.

She wants to find a way to enjoy nights with her friends, and to deal with the stress and depression/anxiety she gets, without suffering the next day and damaging her liver, brain, etc. She doesn't want other people to see her hungover all the time and make judgements about her being an alcoholic.

Where are they now?

Dependent on alcohol to have a good time and relieve stress, but wanting to quit/decrease intake as it makes them feel terrible afterwards and they don't want to cause permanent liver damage.

What actions do I want them to take at the end of my copy?

Click the link to go to the Recess sales page, intending to make a purchase.

What must they experience inside my copy to go from where they are now to taking action?

They must feel their pain getting amplified as they read, realise they need to change.

They need to become aware that Recess is a good alternative to alcohol and can get them feeling calm and relaxed without the other impacts.

Roadblocks

Alcohol dependence causing reader to feel crap, self-conscious, not a good solution for mental health and not a healthy way to have fun with mates.

Solution

Recess, a non-alcoholic drink using adaptogens to improve mood, relax and unwind. Can help the reader deal with stress and enjoy a night with friends without dealing with the dark side of alcohol.

Recess research

“Take a recess from alcohol this dry January. Recess is the perfect alcohol replacement to help you reset and relax in this new year”.

“To help you relax and unwind”.

Sparkling water infused with magnesium and balancing adaptogens.

Adaptogens: Ingredients in certain plants and mushrooms that help your body respond to stress, anxiety, fatigue and overall wellbeing.

3 qualities for a plant to be considered an adaptogen:

- Non-toxic in normal doses.
- Helps your body cope with stress.
- Allows your body to return to homeostasis.

The herbal action in adaptogens increases or decreases chemical reactions in the body. If your body has high cortisol levels for example, adaptogens will decr those levels. If you're low on cortisol, adaptogens will incr levels.

[What are Adaptogens & Types \(clevelandclinic.org\)](https://clevelandclinic.org/health/conditions/adaptogens)



I woke up slumped on the couch, head spinning, body aching...

I'd gone too far again.

I got up from the couch I'd somehow fallen asleep on, throbbing migraine, stomach gurgling, fumbling my way to the bathroom as the sun pierced through the window, stinging my bloodshot eyes.

After painfully hurling my insides into the toilet, and avoiding the bathroom mirror so as not to see my sickening reflection, I checked the time and realised I had work in 5 minutes. What excuse could I possibly come up with this time?

I remember verbally crying out "never again!" But that was a lie, and I knew it.

I was an *addict*.

Anxiety, depression, stress, with work and university there was no end in sight. My only solution was to drown them out with booze. Unfortunately, every night of indulgence was followed by a day of *pure agony and embarrassment*.

I knew EVERYONE judged me. Family, friends, coworkers, peers. *I was a drunk. A joke.*

But I couldn't stop, it was my coping mechanism. And every Saturday was girls' night, I couldn't be the only sober one!

*** It's not like there was some *natural, lightly sparkling, fruity,*
low-calorie, completely legal drink with *no alcohol* that *completely calms and relaxes your mind and body.* ***

That's what I thought for years, so when I discovered [Recess](#), I was FUMING that no one had ever told me about it!

The positive effects of alcohol without the nasty side effects?

Being able to **calm down and unwind without poisoning your body?** Without slowly killing your liver and brain?

Recess has genuinely changed my life. I haven't gotten drunk in 3 months, and consequently feel the **healthiest I've been in YEARS!**

Want to start your journey towards a more sober future? [click here](#) to learn how Recess has pulled this off, and check out their incredible range!

Improvements for next time

- Would have liked to briefly describe how Recess works, i.e. the magnesium and adaptogens, however my copy is already too long for short form copy.
- Be more concise.

