## **Email**

## Subject Line: Say Goodbye to Yellow Teeth In Just 1 Week

I was extremely insecure about my teeths.

They were yellow and stained, no doubt an unpleasant sight.

Embarrassing remarks were made by friends and family.

It was degrading ...and humiliating.

Admittedly though, I didn't take the best care of my teeth when I was young.

I decided it was time for a change.

I experimented with countless whitening solutions.

Whitening Toothpaste, strips, gels, mouthwash, kits.

None of them seemed to work well. My teeths were still distinctly yellow.

My bank account had also taken a beating due to the expenditures.

I once considered giving up.

Thinking that having white teeth was simply unattainable for me.

Everything changed after I discovered [Company Name]...

And their game-changing whitening technology using

Discover how to say goodbye to yellow teeth within 1 week

## **Avatar**

Name: Eddie Tan

**Age**: 25

Face: Quite nerdy, bad teeth, some almost looks or is rotten

**Background**: Quite socially awkward, shy to show his teeth due to his dental hygiene not being that great. Usually smiles without showing his teeths. Tried looking up Youtube tips on how to get whiter teeths, tried different kinds of toothpaste, none of them seem to work.

**Day in the life:** Nerdy guy, spends most of his days scrolling social media, very insecure to talk to people too much because of his horrible teeth.