

Ev'Yan Whitney Uncoupling Consumerism & Pleasure Pitch

SUBJECT: It's Time For Wellness & Capitalism To Break Up—Uncoupling Consumerism From Pleasure

MESSAGE:

Hi [name],

Capitalism has a way of exploiting and devaluing the things humans need to feel full. Our desires are extracted, re-packaged, and sold back to us at every turn. So what can we truly own and keep for ourselves? [Ev'Yan Whitney](#) believes the answer is *pleasure*.

As the holiday shopping season continues, consider giving the gift of self-actualization—it will lead to a more fulfilled new year.

Despite what the wellness industry may lead consumers to believe, pleasure is not a commodity for purchase—it's a practice and experience cultivated internally. Reclaiming this fulfillment from the grips of capitalism is an act of resistance.

Please let me know if you'd be interested in speaking more with Ev'Yan about the ways in which capitalism has diluted the meaning of wellness and how to return to our innate needs. I'd be happy to set that up!

Many thanks,
Ashley