

**Subject Line - Tis the season of transformation**

**Preview - Discover a healthier you this fall with Routine**

**Subject line - Fall into vitality**

**Preview - Build immune resilience this season with Routine**

**Headline - Celebrate fall with a new Routine // New Season, New You**

Fall is just around the corner.

And with every season change, there lies an opportunity to reinvent yourself.

Regardless of what you've been told, you don't have to wait until New Year's to make positive changes.

To prime your health for colder weather and decreased exposure to sunlight, you need a quick way to bolster your immune system.

And that's where Routine comes in.

What you may not know is that good immune health starts in the gut.

Our proprietary probiotic blend features prebiotics and ashwagandha to give your system that extra boost.

With just one capsule per day, you'll enjoy:

- Improved gut health
- Healthy weight support
- Balanced vaginal health
- Stronger immune health
- Reduced stress & anxiety
- A balanced and boosted feeling

**Non-subscribers close:**

The seasons are changing, are you ready to change with them?

**CTA- Start your Routine today / Shop Routine**

**Subscribers close:**

The best things in life are shared with friends.

Now, when you refer a friend to Routine, you'll receive \$10 credit and they'll get \$10 OFF their first purchase.

**CTA - Refer a friend / Get your referral code now**