

For Katie:

Hello Katie,

You're right, the *mark-ups* in this industry are impossible to ignore. And how you came up with your *ethically sourced* solution is admirable.

Because your perfumes are **"Vegan & Cruelty Free"**, I noticed an opportunity to increase your customers by creating social media Ads for the "vegan-cruelty free" niche. A top-player of the perfume niche I analyzed, **Kylian Henessy**, uses this tactic aiming at women that *want their looks to be iconic and unforgettable*.

I made you a sample so you can take a look.

Would you like to see how a top-player tactic applies to your page?
If you want me to send it over, just reply to this email!

-Rodrigo.