

Prospect Re-engagement Email (Skincare Products)

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Subject Line: How Dirty Your Money Really Is...

[Prospect First Name],

Have you ever had that dream where you're drinking margaritas while swimming in a big pool of money?

Okay, maybe that's just me, but I think you get the sentiment.

Money may not guarantee happiness but it's pretty handy when it comes to paying bills, and in quest of making all of that easier, many people (myself included) would love to get their hands on more of the stuff.

If that sounds like you, then you may want to get into the habit of washing your hands more often right now—especially if you've just paid for something but not washed your hands before touching your face or sitting down to eat.

According to 2017 studies published in the scientific journal *PLOS ONE*, researchers swabbed circulating \$1 bills from a New York bank and found hundreds of species of microorganisms. The most abundant were those that cause acne, but they also identified vaginal bacteria, microbes from mouths, pet DNA and viruses.

The good news is that just being on the surface of money doesn't give germs everything they need to immediately cause acne or make you sick. While the cotton and linen used to make U.S. currency, for example, is practically tailor-made to trap germs, money doesn't typically have the right moisture and temperature conditions to become a direct growing environment for germs.

The bad news is that money is an effective transportation network for germs carried from all kinds of environments, from a waiter's apron to the dankness under someone's mattress, and germs are tenacious survivors.

The acne bacteria *propionibacterium acnes*, for example (found in the *PLOS ONE* study), can survive for up to eight months without oxygen.

Once acne germs transfer from money to your hand, something as simple as touching your face easily plants those germs in warm, moist skin pores where acne germs grow and thrive on sebum, the oily skin substance your body naturally

produces on your face and scalp. And when acne germs are well-fed, they explode to cause blackheads (or whiteheads), pimples, oily skin and possible scarring.

To avoid the risk of unwanted skin eruptions or illnesses while handling money, here are four key tips:

- Be mindful of how much you're handling money, and avoid touching your face, mouth, cuts or open sores until you've washed your hands.
- Avoid hand soaps with harsh chemicals that can dry and age skin.
- Avoid those "antibacterial" hand sanitizers and other products containing the chemical triclosan. Studies show that soaps with triclosan are no more effective at killing germs than plain old soap and water, and triclosan has been linked to weight gain, inflammation and thyroid dysfunction.
- Use a daily face cleanser that deep-conditions and exfoliates while effectively unclogging pores where acne-causing germs can hide.

If you don't know whether your skin cleanser handles all three of these key things for cleaner, smoother skin, I get flawless results using a trusted cleanser made from a select tea extract that hydrates and replenishes.

>> [Discover the secret to cleaner, healthier skin...](#)

What I really love about this cleanser is that on top of cleaning and replenishing my skin, it provides double defense against acne by reducing sebum (acne's food).

Now your skin cleanser may already do that, but it may not. To know for sure...

>> [Click here to discover what you may be missing...](#)

You'll be glad you did.

Stay gorgeous.

XXXXX

PS: Oop! I almost forgot **a really big tip** to protect against germs carried by money. If you ever do have a swimming pool filled with money, don't let your margarita come into direct contact with that money. If that should happen, toss your drink away and grab a fresh one to make sure you're not swallowing any germs.

You're rich. You can afford it. :)