

Welcome and Upsell Campaign | Skincare Product

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Day 1

Subj. Line: Welcome to the XXXXX Family!

Welcome to Stunning!

Sorry but you're going to have to get used to hearing that more often. :)

That means, welcome to the XXXXX family of women enjoying the younger-looking, radiant skin that you're about to experience.

We're so excited that you've joined us. We're passionate about advancing the science of beauty to bring you the very best skincare products on the market. Yet we're equally passionate about the mutual support and enrichment that happens when women share together as a community, and we'd like you to join us on Facebook so you don't miss a thing, including beauty tips, sweet deals and more.

>> [Join the XXXXX Beauty Community on Facebook](#)

Stay gorgeous! Talk soon!

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Day 2

Subj. Line: (Short Video) Avoid This 1 “Skin Sin” for Cleaner, More Radiant Skin

Hey, XXXXX

I think you’d agree that beauty includes many things, from eye color to skin tone to lip shape. But I also think you’d agree that cold sores and pink eye AREN’T included on that list.

Yet they’re exactly what women risk getting from dirty makeup tools.

We’re all guilty of doing it. We’re vigilant about making sure our clothes and hair are clean, but forget about cleaning our makeup brushes and other accessories, and that can cause BIG problems.

Bacteria from dirty accessories can cause skin breakouts, cold sores and even pink eye. (Not a good look.) So clean your makeup tools about every two weeks with baby shampoo or XXXXX. Proper facial cleansing is just as important for the cleaner, younger-looking skin you want, and there are a few tricks to getting the most from XXXXX. But rather than hearing more blah-blah from me...

>> [Click Here for Instant Access to 4 Short Skincare Videos You Need to See](#)

They only take a second. Your face will love you for it.

Stay gorgeous. :)

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PS: What temptation is bad for your skin? I’ll tell you in my next “Skin Sin” email. In the meantime, easily get the cleaner, more radiant skin you want. [Check out these short videos](#). Talk soon!

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Day 3

Subj. Line: 1 Secret to Erase Wrinkles in 2 Minutes (Watch the Short Video)

Hey, XXXXX

Here's a quote I think you can appreciate: "I love my wrinkles, large pores, and saggy skin' said no one ever."

I love this quote because it perfectly captures how almost all women feel about the visible signs of aging, including Debbie, Julie and Lauren. Like you, they recently joined the XXXXX family.

Before that, they spent years trying all kinds of other creams and oils to erase wrinkles and tighten sagging skin. They doubted they'd ever discover the simple solution that actually works. When they did, they were stunned by the incredible results. See for yourself.

Let Debbie, Julie and Lauren tell you in their own words how they went from wrinkled to stunning in less than 2 minutes—and how you can experience the same amazing beauty results.

>> [Watch the Short Video: See the 1 Secret to Erase Wrinkles in 2 Minutes!](#)

My favorite part is watching Julie at 1:22 into her video as she smiles at her miraculous change.

I think you'd agree. That's a smile we all deserve to have every day.

Stay gorgeous.

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Day 4

Subj. Line: Avoid This Tempting “Skin Sin” for a Smoother Complexion

Hey, XXXXX

Wisdom comes with age, and I think we can agree, that’s a beautiful thing. Trouble is, most women also agree, “The best wrinkle is the one you never get.”

In other words, women appreciate their wisdom but ALSO want younger-looking skin. They want both. Well guess what?

Today, I’m GIVING you the opportunity for both by sharing what XXXXX member Tess XXXXX learned about what really works to get ravishing, revitalized skin.

She’ll be telling you in her own words how she finally found the simple secret to age-defying skin so you don’t have to spend years finding it like she did. But first let me caution you against one of the more tempting skin sins.

Picking at your skin or popping a pimple can often be an irresistible urge. But don’t give into temptation! Picking and popping can scar your skin or spread bacteria that can delay your skin’s natural healing process.

To keep your skin flawless and healthy, deep-cleanse your skin with the gentle strength of XXXXX, which exfoliates and hydrates while prepping your skin to get the most from XXXXX.

Customer Tess XXXXX spent years trying “a bunch of beauty products” before discovering this key secret, and once she applied it, she saw how XXXXX reduced her wrinkles “in just four days” and “felt the difference on the first application.”

To say it another way: She made a wise choice and literally discovered that’s a beautiful thing.

Here’s to having it all. :)

Talk soon.

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Day 5

Subj. Line: The 2 Facial Areas That Determine How Others See You

Hey, XXXXX

There's a reason people celebrate and live by the Linden Tyler quote, "Invest in your skin. It is going to represent you for a very long time."

Investing in younger-looking skin doesn't just influence how you see and feel about yourself. It influences how others see you.

Few people want to be off-putting to others by giving the wrong impression they're angry or sad. But that's exactly the impression given by eye and mouth wrinkles.

According to research by Murine, most men and women notice a woman's eyes first and mouth second. And according to separate studies by Penn State University, most people interpret wrinkles on the faces of others to mean they're angry or sad.

In other words, eye and mouth wrinkles are the most important wrinkles to address today, because you and I both know the importance of first impressions.

You never get a second chance to make them.

That's why countless XXXXX members rely on lightning-fast XXXXX to instantly erase eye and mouth wrinkles while rejuvenating delicate skin cells with vital nutrient support. All you need is a tiny dab under your eyes, and wrinkles don't just disappear before your eyes. They disappear before anyone has the chance to get the wrong impression of you.

- "I really love XXXXX. I'll be placing another order soon." -Janet XXXXX
- "My favorite new eye serum! I can't believe the difference!" -Jennifer XXXXX

>> [Click Here to See What More Satisfied XXXXX Customers Are Saying](#)

Talk soon.

Stay gorgeous. :)

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Day 6

Subj. Line: Sleep Your Way to Healthier, Youthful Skin

Hey again, XXXXX

Does the Joker character freak you out as much as he freaks me? If he does, then you can appreciate how unnerved I was the morning when I unexpectedly saw the Joker staring at me from a pillow case.

It was back in college. My roommate and I were invited to a function. So we got all dressed up and put on makeup. The next morning when I went in to wake my roommate for class, I found she'd gone to sleep while still wearing her makeup.

It had smeared itself onto her white pillow case and it looked like the Joker! (The really creepy Heath Ledger one.)

But scarier still were her wrinkles. By making a habit of falling into bed without properly cleansing her face, her skin was dry. Her lips were chapped. Pimples ran along her nose and forehead, and she had even developed a mild eye infection.

Like any friend, I helped her return to healthier, cleaner skin with the same information I'm going to share with you now.

If you wear makeup, removing it before bed can seem time-consuming and tedious (especially if it's late). But even the best and "healthiest" makeup builds up environmental pollutants like dirt and bacteria. To prevent these and other toxins from becoming a skin nightmare (and really scary pillow art), ALWAYS cleanse your skin before bed, and I'm not talking about harsh soaps that can dry and damage skin and even cause acne breakouts.

Today, women everywhere awaken each morning with the glow they've always wanted thanks to the gentle, deep-cleansing power of XXXXX.

- "Refreshing! My skin feels so smooth and silky!" –Tina XXXXX

Made with refreshing XXXXX extract, XXXXX naturally and gently cleanses and unclogs pores as it deep-conditions and hydrates skin at the same time.

Sound like something you'd enjoy? Well here's something more!

>> [Try XXXXX Today at Huge Big Discount!](#)

Reference the coupon code at the bottom of this email when you order XXXXX today and you can go to bed each night knowing you'll awaken a fresher, younger-looking woman.

Stay fresh. Talk soon.

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Day 7

Subj. Line: Eat This to Reduce Crow's Feet

Hey again, XXXXX

"Why is that woman pretending to be a salad?"

I can still remember asking my mother that one day as a child when we were watching TV. A scene came on where a woman was lying on a spa table with cucumber slices on her eyes. After asking my question, my mother explained why cucumber slices on the eyes are great for helping to reduce crow's feet.

As nutrient-rich vegetables, cucumbers contain thiamine, riboflavin and niacin, along with vitamins B5 and B6, which nourish the skin and help to reduce the appearance of crow's feet. And since you can eat them, cleanup is pretty easy.

The downside is that it takes time. You have to do it often and life gets busy. So while the occasional "cucumber break" is a nice treat, women everywhere choose XXXXX to quickly and consistently tone and tighten under their eyes and smooth away crow's feet without having to spend hours wearing vegetables.

- "I absolutely LOVE XXXXX! I work swing shifts and it's obvious from looking at me. Since I started using the serum, the area around my eyes looks brighter."—Shannon XXXXX

The secret to XXXXX's proven performance is its nutrient support, which naturally rebuilds and rejuvenates the delicate skin cells beneath your eyes. And here's something REALLY awesome.

>> [Today, you can Scoop Your Own Eye Renew for a Substantial Discount!](#)

Just reference the coupon code at the bottom of this email when you order XXXXX and enjoy savings as gorgeous as you are.

Stay amazing. Talk soon.

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Day 8

Subj. Line: Why Your Phone May Be Giving You Bad Skin

Hey there, XXXXX

Have you ever ordered a skin breakout by phone? Are you sure?

Here's why I'm asking.

Like you, I practically live with my cellphone attached to my hand. I text friends, I phone for pizza, I order concert tickets, and I even occasionally lose it.

I remember this one time my phone slipped down behind the couch while a friend was visiting... and the only way I could find it was to have the friend phone my phone... and the ringtone startled the cat (who was on the couch)... and the cat hissed at me like I'd just put Broccoli into his dish. Anyhoo...

Because of all the handling every day, phones get coated with dirt, grease and germs from our hands and surfaces. When you press that phone to your face, all that grime comes into contact with your skin, and breakouts can happen from bacterial growth.

So in essence, it's like you're making a call to order skin breakout, and nobody needs that call.

To avoid it, make sure to clean your phone regularly.

You can use XXXXX to easily and effectively make your phone clean and safe, but you can also mix a 40/60 alcohol-to-water formula in a bowl and gently wipe with a clean cloth or cotton ball to make your phone face-contact friendly.

Was that helpful? The most important thing to me is you and what you need to achieve the lasting skin results that you want.

In order to make sure I'm serving you the best way possible, perhaps you might take a moment to answer three questions:

How would you describe your skin?

- Oily
- Dry
- A combination of both

What is your most important skincare concern?

- Eye wrinkles
- Skin cleanliness
- Sagging skin

Why does your skin always look different depending on the lighting?

- I hadn't noticed this
- I don't know but what's the deal with that?
- It's those nasty fluorescents! They should be outlawed!

You'd be helping me tremendously if you could let me know.

Here's to gorgeous you and perfect lighting wherever you go. :)

Nikki

Day 9

Subj. Line: Demi Moore's Secret to Show-Stopping Skin

Hey, XXXXX

Demi Moore may not be everyone's favorite actress/film producer, but there's no disputing one thing. She knows the secret that easily turns any G.I. Jane into G.I. Gorgeous!

Okay, that was pretty corny... and references a really old Demi Moore movie... but in a way, that's the point. At age 54, Moore still has the kind of smooth, youthful complexion that can rock any runway. And it's all because she follows a personal beauty philosophy that we also believe at XXXXX:

- "I'm a big believer in that if you focus on good skincare, you really won't need a lot of makeup."—Demi Moore

Makeup companies can tell women all they want that a good foundation comes in a bottle. But there's no competing with the smooth, natural complexion that comes from the skin-enriching nutrients of XXXXX.

That kind of foundational beauty rarely needs makeup, and shines all on its own.

That's what I love about working for a leading-edge beauty company like XXXXX, and why I'm so stoked that you're part of it. I'm absolutely thrilled to be helping people like you shine younger and brighter than ever before.

To make sure I'm doing everything I can to help you keep your skin at its most radiant, please remember that I'm here to offer support and encouragement, answer questions, or whatever you need.

Just hit "Reply" to this email and ask me anything. And please don't forget our [simple skincare videos](#) to help you get the absolute most from your XXXXX products.

My favorite is [the skin-cleansing video](#). This one short video alone will make a HUGE difference to your complexion. I know it did for me.

Stay fresh. Stay beautiful.

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PS. Don't worry. I'll never use "G.I. Gorgeous" again. :)

Day 10

Subj. Line: 1 Common Skin Sin That Causes Eye Infection (And How to Avoid It)

Hey, XXXXX

Have you ever had an eye infection? If you have, then you have some idea of how my friend Jenna looked and felt when she dropped by the other day for lunch.

She was embarrassed. "I don't understand it," she said. "I clean my face every day. I use hand sanitizers when I go anywhere. I don't even use a lot of makeup. All I use is a bit of mascara, and I use a recommended brand!"

I suspected it wasn't the brand. I knew Jenna. Because she only wore mascara occasionally, she tended to hang onto her mascara longer than she should, and that's a big skin sin that many women innocently make every day.

Your eyelashes naturally have bacteria on them. That transfers to your mascara wand, and that transfers back to the container. Over time, that bacteria builds and the chances of eye infection increase. In fact, using old makeup of any kind carries similar risks.

I told Jenna to consult her doctor but also told her to immediately replace her old mascara with a new one.

A few weeks later when we met again for lunch, her eye infection was gone and her eyes were clean, clear and bright—and young-looking! I was kind of blown away.

"Okay," I said. "I can see that you took my advice and got rid of that old mascara but I have to ask. Did you maybe have the doctor do a bit of cosmetic surgery while you were there?"

Jenna laughed. "No. I'd never do that. I took your other advice and tried XXXXX. What do you think?"

"I think the real question is, what do YOU think?" I asked.

As she smiled into a mirror, I saw how Jenna felt as beautiful as she looked. "I think I'm finally done with looking for the right eye serum. I think I've finally found it."

I didn't have any words to express how great it was to see her beaming like that. All I said was, "You ready for lunch?"

Smiling like I'd never seen her before, Jenna said, "I'm ready to take on the world."

If you're ready to take on the world too with younger-looking skin and say goodbye to eye serums that don't deliver, check out the secret that Jenna and thousands of other women use every day.

>> [Reclaim Younger-Looking Eyes Today With Revolutionary XXXXX](#)

Stay gorgeous. Conquer the world.

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Day 11

Subj. Line: I HAD to share this cool news...

Hey, XXXXX

According to satisfied XXXXX member Carmen XXXXX, XXXXX isn't just a fast and effective way to erase eye and mouth wrinkles. It's for foreheads too!

A few days ago, Carmen was getting ready to go out when she decided to be a rebel. No, she didn't jump on a motorcycle and thunder through town (although if you ever decide to throttle up your female power like that, you definitely shouldn't ignore it). Though she'd been using XXXXX to erase fine lines and wrinkles around her eyes and mouth (and seeing amazing results), she decided to dab XXXXX onto a few lingering forehead wrinkles, and they vanished!

What uses will erase today when you order XXXXX?

Elbow wrinkles? Knee wrinkle? Earlobes wrinkles?

Okay, maybe earlobes are a stretch, but I think you get the point.

You're always more beautiful than you may think you are... in ways and places you may not have considered before... and right now, you have new levels of gorgeous waiting to be discovered and unlocked with XXXXX.

Stay gorgeous, and always walk like the world is waiting for you.

Niki Shock

Day 12

Subj. Line: Drink THIS for Juicier, Healthier Skin

Hey ho, XXXXX

Okay, "hey ho" may be too chipper (especially if it's early in the morning where you are), but I can't help myself sometimes after drinking water.

It really boosts my energy! And it does wonders to keep skin youthful and healthy.

That's what I'm sharing with you today: the wonders of water!

Dun-dah-dah-DAH!

Okay, water doesn't have a great fanfare but I really want to drive home the importance of daily hydration to keep your skin smooth and glowing.

Many women don't drink enough water each day, and that's a big skin sin.

When you get dehydrated, your body pulls moisture from your skin tissues to maintain water levels in your blood. And when that happens, your skin gets drier. Wrinkles develop and deepen. Your eyes look sunken and you quickly start to look older.

Drinking water every day helps keep your skin hydrated and plump, and also flushes toxins from your body to keep you healthy, energized and feeling great!

(Yup, the kind of great that will even make you think about saying "hey ho.") :)

For optimal skin vitality and health, the 8X8 Rule (or, 8 eight-ounce glasses of water a day) provides proper skin hydration for most women.

To say it another way, turning on the faucet or filtering some water represents the smallest possible cost for maximum skin results... ..and that's what [the XXXXX VIP Package](#) is about too.

Each XXXXX product on its own enriches and revitalizes your skin on a cellular level (just like water) to quickly turn back the clock for age-defying beauty. When you put them together into the best skincare package available (which includes the deep-cleansing and hydrating power of XXXXX), you not only get the best, most effective skincare package on the market.

You get every single XXXXX product at a FRACTION of what each costs on its own

In other words, you may not be able to drink eight glasses of water every day. You may not even want to. (For me, the whole running-to-the-bathroom-all-day thing is a big 8X8 deal-breaker.) But I KNOW you'll be stoked by the XXXXX VIP Package, the incredible age-defying results of its skin-enriching nutrients, and savings as easy to claim as turning on a faucet.

Actually, it's even easier than that.

>> [Click Here to Instantly Check Out the Incredible XXXXX VIP Package](#)

Stay gorgeous. Here's to you.

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Day 13

Subj. Line: Crazy Skincare Savings With HUGE Beauty Results!

Hey again, XXXXX

Have you ever noticed how men say that women are complicated? It's not complicated. It's easy!

- Women want freedom, but want the stability of home.
- Women want control, but want someone to release them from control.
- Women want top-shelf products for younger-looking skin, but want those products at amazing prices.

In short, women want both sides of the equation. They want it all. And guess what?

All women deserve it—and it's all waiting for you RIGHT NOW.

When you [click here now to check out the XXXXX VIP Package](#), you're not only getting the best skin-revitalizing products on the market today to quickly erase fine lines and wrinkles for the smoother, younger-looking skin you want.

You're not just getting 4 Incredible Products (INCLUDING the incredible XXXXX eye serum XXXXX) at a FRACTION of what each costs on its own.

You're claiming your right to have what you deserve (and saving a boatload in the bargain). You're claiming it ALL and celebrating that right as a clear statement of who you are and what you demand.

So the next time your partner or boyfriend says, "I don't know what you want," just say, "[I want the XXXXX VIP Package right now.](#)" Then just leave it at that.

Yes, you could explain the deeper meaning behind it all, but let him figure it all out by himself, and if it takes him a while, that's okay.

After all, it's a woman's prerogative to be mysterious, and men should sometimes have to work for it. :)

>> [Unlock the Stunning Power of Your Beauty Today With the XXXXX VIP Package](#)

Yah, you're all that.

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Day 14

Subj. Line: 1 Skin Sin That Causes 80% of Facial Wrinkles

Hey, XXXXX

You know you're a goddess. All women are. But being too much of a sun goddess is a big skin sin that just might be stealing your youthful shine. Here's what I mean:

Unprotected sun exposure is one the leading contributors to premature aging, dark spots and wrinkles. According to the World Health Organization, the UV radiation of the sun causes up to 90% of the overall visible changes attributed to aging—and 80% of visible facial aging signs like wrinkles.

To protect yourself, dermatologists recommend a broad-spectrum sunscreen with an SPF rating of 30 or higher.

In case you missed any of the 7 Skin Sin Tips I've sent you during the past days, here they are again at a glance:

1. Don't forget to clean your makeup brushes and other accessories.
2. Resist the urge to pick at pimples and dry skin.
3. Never go to bed with makeup.
4. Make sure to keep your cellphone clean and free of contaminants that can damage skin.
5. Don't use old makeup. Keep it fresh—so your skin stays fresh.
6. Drink plenty of water every day for hydrated, juicy skin.
7. Protect your skin against sun damage with a sunscreen rated SPF 30 or higher.

Was this information helpful? I hope so. I've so enjoyed writing to you... sharing important beauty information with you... talking about the full scope of things that make women truly beautiful... and making sure you have full access to the best skincare products on the market at the sweetest possible deals.

I hope the entire experience has enriched your life... your beauty... and wisdom too, but I invite you to let others know in your own words how the XXXXX experience has been for you.

>> [Click here to share your experience of XXXXX](#)

It would mean the world to me if you could share even a word or two.

Beauty is a community, and you're an important part of it. In that spirit, please stay connected with us on Facebook to stay in the loop about the newest XXXXX deals, beauty tips and more.

And please. If you ever have ANY questions about XXXXX, or beauty in general, or anything, just click "Reply" to this email.

I'll always be thrilled to hear from you.

For now, take care. Stay awesome and never forget that no woman can ever be as beautiful as you, because there's only one of you, and you rock.

Best,

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