

Email 1: Welcome to the gang!

Hi [subscriber name]!

We're so excited that you've chosen to join our community, [first name]!

However you found us, I'm betting it was because:

- You want to know exactly what's in your period products and be able to trust that they're supporting better intimate health
- You're sick and tired of running out of period products and having to race to the shops to stock up on whatever you can get your hands on
- You want an environmentally friendly way to manage your periods

If that's you, we feel your pain!

It's exactly why we created [REDACTED].

A few years ago, we were the same as you.

We had done a lot of research into conventional period products and their effects on female health and we knew that 100% organic cotton products were the way forward.

But where were the alternatives?

We wanted a natural and healthy way to manage our menstrual cycles but the options were limited.

It got us thinking.

What if there was a way for women to receive natural period products on a schedule that works for them? And so, [REDACTED] was born!

We're proud to support natural period care and make it easier for women like you to take control of their periods.

You're amongst friends here, [first name]!

[Create your first box!]

Email 2: The shocking truth about conventional period products

Hi [subscriber name]!

Have you had a chance to create your first box yet?

If you've not already, you will do once you've read this email!

Our mission is simple: we want to make it as easy as possible for women to buy natural, organic period products for when they need them most.

Our products contain none of the nasties you'll find in conventional period products. That means no chemicals, fragrances, chlorine bleach or plastics.

Why do we feel so strongly about this?

It's because your vagina is highly absorbent. Any chemicals and other nasties that come into contact with your intimate areas can be readily absorbed.

It's one of the reasons why so many women experience vaginal and vulval itching and soreness that isn't due to infection.

But the problems don't end there. These nasties can also affect hormone balance and who knows what else?

Think about it for a second. Most of us are using period products for decades - in one of the most sensitive and absorbent parts of the body. That's a lot of potential for problems, right?

We're here to help you take control of your period care. You'll never look back!

Don't miss our next email. We've got an exclusive offer just for you!

Email 3: Here's to a better experience for your vagina

Hi [subscriber name]!

Are you ready to give your vagina the TLC it deserves?

Your first box is on us!

Just create a box and use the code XXXXXXXXXX to grab it for free.

We get so much feedback from women who wish they'd made the switch to natural period products much sooner.

Just take Lucy, who didn't realise that conventional pads were adding to her toxic load:

“I've been overhauling my personal care regime to include natural products but I completely overlooked my feminine hygiene products. Now I know how easy and convenient it is to get 100% natural pads that have no nasties, I'll never go back.”

Ready to take control of your period too?

[Let's create your first box!]