

Love Paks® — Products Page Layout (with Upsell Bundles)

This document is a **copy + layout wireframe** showing how to incorporate bundles and subscription into the Products page for **higher AOV** and **subscription-first conversion**.

1) Hero (top of products page)

Eye brow: Products

Headline: Wellness laundry, your way.

Subhead: Rose quartz micro-crystal-infused detergent Paks® in two formulas—scented or fragrance-free.

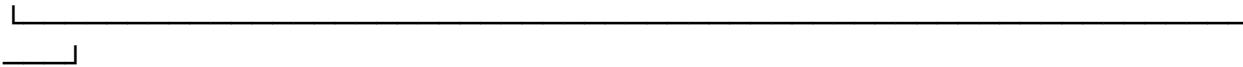
Offer line (small): Free shipping at \$75+ • Save more with bundles & subscription

2) Subscription block (BEST VALUE — place above bundles and singles)

Goal: Make subscription the default path with the strongest incentive.



| Small text (only if true): Pause, skip, or cancel anytime |



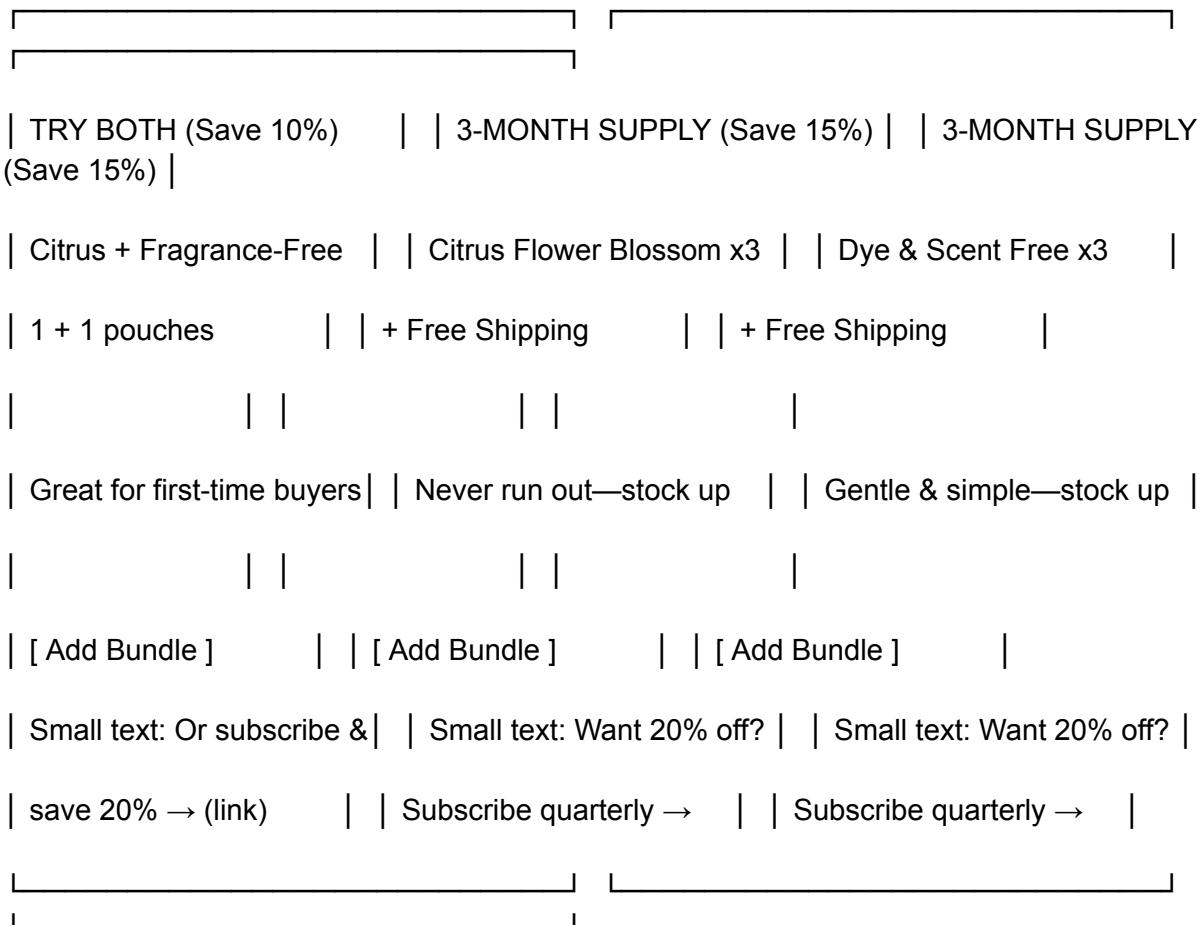
Recommended CTA hierarchy:

- Primary button: **Start Subscription**
- Optional secondary link: **Shop bundles instead**

3) Bundle Offers (upsell grid — 3 cards)

Section label: Bundle & Save

Goal: Drive stock-up behavior and bridge shoppers into subscription.



Bundle 1 — Try Both (10% off)

- **Card headline:** Try Both Bundle (Save 10%)
- **Includes:** 1 Citrus Flower Blossom + 1 Dye & Scent Free
- **Card description:** New here? Try both formulas—uplifting scent + truly fragrance-free.
- **Primary CTA:** Add Bundle
- **Nudge (text link):** Or subscribe quarterly for 20% off + free shipping

Bundle 2 — Citrus 3-Month Supply (15% off + free shipping)

- **Card headline:** Citrus 3-Month Supply (Save 15% + Free Shipping)
- **Includes:** 3 Citrus Flower Blossom pouches
- **Card description:** Stock up on your brightest clean—made for everyday loads and active days.
- **Primary CTA:** Add Bundle
- **Nudge (text link):** Best deal: subscribe quarterly for 20% off + free shipping

Bundle 3 — Fragrance-Free 3-Month Supply (15% off + free shipping)

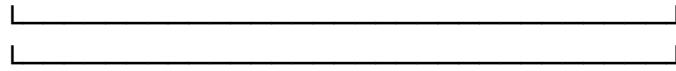
- **Card headline:** Fragrance-Free 3-Month Supply (Save 15% + Free Shipping)
 - **Includes:** 3 Dye & Scent Free pouches
 - **Card description:** Gentle, simple, and consistent—ideal for sensitive skin and scent-sensitive homes.
 - **Primary CTA:** Add Bundle
 - **Nudge (text link):** Best deal: subscribe quarterly for 20% off + free shipping
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4) Singles (place below bundles)

Section label: Shop Singles

Goal: Keep a low-friction entry option while maintaining a subscription-first funnel.





Implementation Notes (for dev)

- 1) **Discount logic**
 - Bundle 1: **10% off** (1 Citrus + 1 Fragrance-Free)
 - Bundle 2: **15% off + free shipping** (3 Citrus)
 - Bundle 3: **15% off + free shipping** (3 Fragrance-Free)
 - Subscription (best offer): **20% off + free shipping** (3 pouches quarterly; choose formula)
- 2) **CTA hierarchy**
 - Subscription block uses the strongest CTA: **Start Subscription**
 - Bundle cards use **Add Bundle**
 - Singles use **Add to Cart** with a clear subscription nudge below.
- 3) **Optional enhancements**
 - Add a “Best Value” badge to subscription.
 - Consider showing “3-Month Supply” prominently on Bundle 2/3 and Subscription.
 - If you can compute savings, show “Save \$X” as well as percent (optional).

Open items to confirm (copy will adjust once decided)

- Do we display **% savings only** or also **\$ savings?**
- Can we say: **Pause/skip/cancel anytime** for subscription?