

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)

Eyebrow: Products

Headline: Wellness laundry, your way.

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

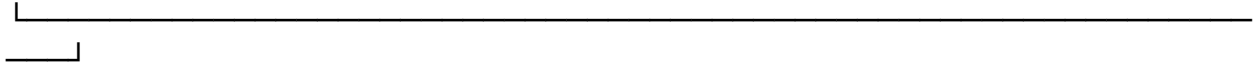
Offer line (small): Free shipping at \$75+ • Save more with bundles & subscription

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

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

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| | |
| ★ BEST VALUE — Subscribe & Save 20% + Free Shipping | |
| Delivered quarterly (3 pouches / 3-month supply). | |
| | |
| Choose your formula: () Citrus Flower Blossom () Dye & Scent Free | |
| | |
| You save 20% every shipment • Free shipping • Quarterly reset | |
| [Start Subscription] | |

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



Recommended CTA hierarchy:

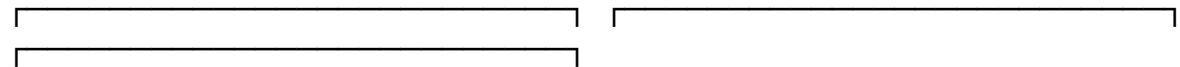
- Primary button: **Start Subscription**
- Optional secondary link: **Shop bundles instead**



3) Bundle Offers (upsell grid — 3 cards)

Section label: Bundle & Save

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



| TRY BOTH (Save 10%) | | 3-MONTH SUPPLY (Save 15%) | | 3-MONTH SUPPLY (Save 15%) |

| Citrus + Fragrance-Free | | Citrus Flower Blossom x3 | | Dye & Scent Free x3 |

| 1 + 1 pouches | | + Free Shipping | | + Free Shipping |

| | | | |

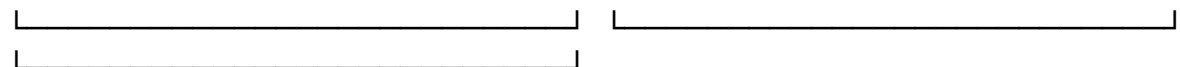
| Great for first-time buyers | | Never run out—stock up | | Gentle & simple—stock up |

| | | | |

| [Add Bundle] | | [Add Bundle] | | [Add Bundle] |

| Small text: Or subscribe & | | Small text: Want 20% off? | | Small text: Want 20% off? |

| save 20% → (link) | | Subscribe quarterly → | | Subscribe quarterly → |



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

4) Singles (place below bundles)

Section label: Shop Singles

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

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|------------------------------------|--|------------------------------------|--|
| Citrus Flower Blossom | | Dye & Scent Free | |
| 39 Paks® • \$39.99 | | 39 Paks® • \$39.99 | |
| [Add to Cart] | | [Add to Cart] | |
| Subscribe & save 20% + free ship → | | Subscribe & save 20% + free ship → | |

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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?