**Email 1: Sprouts Announcement**

**Subject: FIND OUR HAIR CARE PRODUCTS IN A SPROUTS NEAR YOU!**

**Preview: We are working hard to line the shelves with our products so that our customers can kiss those bad hair days goodbye, once and for all.**

**Subject: 🚨 RETAIL ANNOUNCEMENT 🚨**

**Preview: Find Our Hair Care Line in Sprouts Farmers Markets…**

**Use the assets** [**here**](https://drive.google.com/drive/folders/1V-wuEdkeFtKpx7_Dud3H7X31Iw1wO6Tw?usp=sharing) **within the newsletter, maybe turn a video into gif, and then use some of the photos in the other folder!**

**🚨 RETAIL ANNOUNCEMENT 🚨**

**FIND TRUSTRX IN A SPROUTS FARMERS**

**MARKET NEAR YOU!**

**STORE LOCATOR   
(button)**

Not only can you order our plant-based hair care products online, but now you can find them in a Sprouts location near you! We are working hard to line the shelves with our products so that our customers can kiss those bad hair days goodbye, once and for all.

**Find These Must-Have Products in Store**

UNIVERSAL HYDRATING SHAMPOO

UNIVERSAL HYDRATING CONDITIONER

SCALP’S BFF BOOSTER

FRIZZ FIGHTER BOOSTER

HEAT IS ON BOOSTER

KINKY CURLY LOVE BOOSTER

**(INCLUDE IMAGES OF THESE WITH SHOP NOW BUTTONS)**

**Please refer to our Store Locator to find your nearest Sprouts location!**

**(preview of store locator, or functionality to use it within email?)**

**STORE LOCATOR**

**(button)**

If you don’t have a Sprouts in your area, you can always order directly from our website!

**SHOP NOW**

**(button)**

**Email 2:** Explaining ‘How to Use Boosters’

**Subject: Using Our Hair Care Boosters Is As Easy As 1-2-3.**

**Preview: Kiss Bad Hair Days Goodbye With A Booster Consciously-Crafted For Your Unique Hair Type.**

**Subject: Boost Your Luscious Locks with TrustRX!**

**Preview: Consciously-crafted for your unique hair type…**

**OUR HAIR CARE BOOSTERS ARE AS EASY AS 1-2-3.**

**SHOP NOW**

**(button)**

What sets TrustRX apart from other hair care lines? Well, our unique formulas help you mitigate the problems you deal with most. Whether you can’t handle the frizz, tame the curls, or simply want more voluminous strands, we have boosters that do the work for you! And, you have the freedom to use *as much as you want, when you want, and how you want.*

**3 WAYS TO USE OUR ONE-OF-A-KIND**

**BOOSTER TREATMENTS**

**SHOP NOW**

**(button)**

**(include imagery here or icons for each one)**

1. **For A Little Help**

Simply add a pea-sized dollop or two of your chosen booster to the Universal Hydrating Shampoo and work it into your strands, then rinse it out and follow up with our Universal Hydrating Conditioner.

1. **For A Full-Treatment**

After washing your hair with the Universal Hydrating Shampoo, rinse it out thoroughly. Then, simply add a pea-sized dollop or two of your chosen booster to the Universal Hydrating Conditioner instead. Proceed with rinsing, and your locks will be revitalized.

1. **For Some Serious Help**

For those who need some serious help with their hair, simply rub a pea-sized dollop of your chosen booster to your hair after you have finished your normal shower routine. Rub the booster between your palms and apply to damp, towel-dried hair. Style as usual. The amount needed may vary depending on your hair length and fullness.

PSA: If you are struggling with more than one hair care problem, you can go crazy and create your own personal blend by mix-matching the boosters of your choice!

**Showcase all of the boosters here in a gif that changes every 2 seconds.**

**Shop Now**

**(button)**

**#NOBADHAIRDAYS**