FOLLOW UP EMAIL

SUBJECT LINE: Secure Your Complimentary Sample

HEADLINE: You’ve still got the chance to try new Crab Apple Blossom

FIRST PARAGRAPH:

*A scented surprise awaits..*

As a highly valued Clive Christian customer we would like to indulge you with a sample of our new Crab Apple Blossom perfume.

151 ingredients, 25% perfume concentration.

An energetic and powerful Citrus Aquatic fragrance unlike any other.

One of the shining stars from The Crown Perfumery Company, Clive Christian’s predecessor, reimagined for the modern day perfume connoisseur crafted with the Clive Christian traditions of concentration, complexity and a dedication to using the finest ingredients.

Curious to discover this new olfactory creation?

Secure your sample now. (CTA)

2ND PARAGRAPH

DISCOVER THE SCENT

The spring flower Apple Blossom creates a sparkling top note combined with exotic marine bergamot. A fruity floral character is revealed in the heart offset against modern notes of sharp green rhubarb and a fresh mojito fusion, enhanced by a rich base of creamy sandalwood and aquatically aromatic driftwood.

A fresh, energising citrusy yet soft scent that trails on the skin like blossoming branches in the spring sunshine.

CTA

GET YOUR PERFUME SAMPLE.