

A lead nurturing email to be sent after a user has completed an online quiz about their skin type.

[FIRST NAME],

Have you reviewed your SmootherU Skin Quiz results and recommendations?

Cleansing, toning, moisturizing, and anti-aging secrets are in it. No guesswork. A *personalized* daily routine to keep you looking your best for a long time. Nothing more. Nothing less.

See, skincare isn't one size fits all.

Just like one outfit doesn't fit all occasions, all skincare routines don't fit all skin types.

You wouldn't wear jeans and a t-shirt to an extravagant gala, right? You'd carefully choose an outfit that fits the occasion, location, weather, and your personal style. Our skin has different needs depending on factors like age, location, and genetics.

You wouldn't wear winter clothes in the summer and you shouldn't use the same skincare products year-round if your skin's needs change with the seasons.

Who doesn't have a drawer full of lotions and potions that didn't work? Money wasted. Zero results.

Skincare doesn't have to be complicated. Picking products you can count on can be tricky. Here's what to look for:

- Clean products. Ingredients you can identify.
- Never tested on animals
- Results backed by clinical trials
- Minimalist packaging to keep the cost and waste down
- Money back guarantee
- Formula variety. Remember: one size does not fit all.

Now that you know what to look for, get ready for tomorrow's email where I'll dive into the specifics of serums, night creams, and whether you need them in your skincare routine.

Don't forget to review your SmootherU Skin Quiz results and recommendations! See them here. (LINK)

Love your glow 🥰,

Laura