

(This is a sample B2B email in an auto responder series (#2). A beauty product company is following up with a cosmetologist/salon/spa after they've requested a free salon kit on the website.)

SUBJECT: Healthier Lungs? Check.

Hey there <FIRST NAME>, it's Jane Doe from Organic Beauty Systems. I hope you've had the chance to play with the Salon Intro Kit, familiarizing yourself with the healthy, ammonia-free color products and the information pack.

Didn't you simply LOVE the feel and look of your customer's hair after coloring? Organic Color maintains hair's essential moisture and protein levels, leaving it lustrous and damage-free.

And no stinky ammonia smell! Much healthier for everyone in contact with the product.

Isn't that what you're looking for?

<LINK>

Now it's time to put Organic Color to work for you in your business. Only sold to licensed salon professionals and can be conveniently purchased online. 40% OFF if you purchase by November 14.

The Pioneer Package is the Organic Colors complete system with lots of extras! 63 gorgeous colors offering everything you need for an infinite range of color choices. Services a high volume of business... so you're fully stocked and ready to go!

And look at what you get FREE with The Pioneer Package: Clarifying Shampoo, Reconstructor, Rebuild Treatment, Training DVD, color swatch chart, reference material, 2 posters, 2 mixing bowls, 2 brushes, measuring cup and handfuls of samples to try out other haircare products in our Organic Beauty Systems line!

FREE SHIPPING! FAST and EASY online ordering...

<LINK>

- Or call us - (800) 000-0000.

Be a part of the health and wellness revolution today! Not sure if Organic Colors is right for your salon? Contact sales@organicbeautysystems.com and we'd be happy to evaluate your needs and help you make a simple transition to our line of products.

Happy hair coloring and breathe easy!

Jane Doe

Organic Beauty Systems

P.S. Did I mention there is a 30-day money-back guarantee? If for any reason you aren't satisfied with our product, let us know and we'll return your money.

Don't forget - you get 40% OFF if you buy before November 14.

And all the FREEBIES that come with the Pioneer Package! Plus FREE shipping! Whew! That's a heck of a deal!

You've got nothing to lose and everything to gain. What are you waiting for?

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