

## Always On eDMs Batch 4

Written by:  
Chris Babb (content writer)

Reviewed by:  
Julien Guieu 13.01.22  
Lucy Brook 14.01.22

### 11. Body cleansers, balms etc.

[Subject]: [10-40 characters]  
Elevated habits

[Preview]: [25-50 characters]  
To exalt both body and being.

[Headline]: [10-40 characters]  
Uplifting touches

[Body]: [150-350 characters]  
When all around is a busy blur, personal maintenance is often reduced to an unthinking act of utility. Yet a moment's sensorial caress can comfort the flesh, gratify the soul and enrich the everyday. For aromas and textures which provide just such a boost, below is a selection of body care formulations worth bearing in mind.

[CTA]: [5-20 characters]  
Browse body care

[Quote]  
“We are what we are, the spirit afterwards, but first the touch.” **Charlotte Mew**

### 12. Cleansers, toners and hydrators.

[Subject]: [10-40 characters]  
Skin care fundamentals

[Preview]: [25-50 characters]  
Streamlined regimens to focus on the essential.

[Headline]: [10-40 characters]  
Simplicity endures

[Intro body copy]: [150-200 characters]  
Developing simple habits and sticking to them is an excellent way to ward off encroaching stress. When time is short, focus on the simplest—and often best—of regimens: cleanse, tone, hydrate.

[Stacked module 1 body copy - cleansers]: [150-200 characters]  
Cleansing is the foundation upon which all healthy skin care regimens are built. Gentleness and regularity are essential, but so is accurate selection of the best-suited formulation.

[Stacked module 1 CTA – cleansers]: [5-20 characters]  
Find your cleanser

[Stacked module 2 body copy - toners]: [150-200 characters]  
Toners lay the groundwork for effective hydration by completing the cleansing process and balancing the skin. The level of astringency will be determined by skin type.

[Stacked module 2 CTA – toners]: [5-20 characters]

Discover your toner

[Stacked module 3 body copy - hydrators]: [150-200 characters]

The final preparatory act, hydration, is the keystone of any well-considered skin care regimen. Climate, environment and lifestyle will help decide which moisturiser is best for you.

[Stacked module 3 CTA – hydrators]: [5-20 characters]

Browse hydrators

[Tactical banner headline]

Know thy skin

[Tactical banner body copy]

Such pillars of care will only form a solid, efficacious regimen if judiciously matched with your skin type. Our expert guide is essential reading for clarity on this topic.

[Tactical banner CTA—directs to skin type guide]

Follow the guide.

[Quote]

'Simplicity of life, even the barest, is not a misery, but the very foundation of refinement.' **William Morris**

#### 14. Eyes and lips – Eye cream, serums, Lip salve and Spf balm

[Subject]: [10-40 characters]

Gently does it

[Preview]: [25-50 characters]

Dedicated care for eyes and lips.

[Headline]: [10-40 characters]

More than just lip-service

[Byline OPTIONAL (imbedded)]: [20-40~ characters]

Delicate replenishment

[Body]: [150-350 characters]

Forever exposed to the elements, our eyes and lips are vital conduits in a full and busy life, yet these areas are also home to our most sensitive skin. After late-night carousing or a wind-swept walk, careful hydration and nourishment are required. To get back that glint in the eye and give lips the kiss of life, apply liberally as needed.

[CTA]: [5-20 characters]

Discover eye and lip care

[Quote]

'One eye sees, the other feels.' **Paul Klee**

#### 15. Blending – serums, face oil and anything which boosts a regimen

[Subject]: [10-40 characters]

Working in tandem

[Preview]: [25-50 characters]

Productive pairings born of curious chemistry.

[Headline—Global excl. JP]: [10-40 characters]

Blended learning

[Headline—JP variant]:  
A layered approach

[Body -- Global excl. JP]: [150-350 characters]  
Like wine and cheese, some things come together to achieve more than the sum of their already excellent parts. Through years of curiosity and enthusiastic conversation, our store consultants have accrued a wealth of knowledge on the alchemic art of blending, shared here to provide inspiration.

[Body -- JP variant]: [150-350 characters]  
Like wine and cheese, some things come together to achieve more than the sum of their already excellent parts. Through years of curiosity and enthusiastic conversation, our store consultants have accrued a wealth of knowledge on the art of layering—shared here to provide inspiration.

[CTA – Global excl. JP]: [5-20 characters]  
Try our blending suggestions

[CTA – JP variant]: [5-20 characters]  
Try our layering suggestions

[Product grid headline]: [10-40~ characters]  
Products that play well with others

[Product grid description copy]: [15-135~characters]  
Although more than capable on their own, these formulations offer a singular boost when blended with a suitable companion.

[Product grid description copy – JP variant]: [15-135~characters]  
Although more than capable on their own, these formulations offer a singular boost when layered with a suitable companion.

[Grid CTA]: [5-20~ characters]  
Discover

[Quote]  
'Make up something that will work for you. But keep breaking traditions, I beg you.' Konstantin Stanislavski

## 20. Aesop favourites from Customers - All categories

[Subject]: [10-40 characters]  
Classics to count on

[Preview]: [25-50 characters]  
Enduring formulations, potent and pleasurable.

[Headline]: [10-40 characters]  
Positively peer-reviewed

[Body]: [150-350 characters]  
Like the trusty support of a dependable old friend, some relationships grow in stature until a life without them becomes hard to contemplate. With a history rooted in the efficacious and uncommon, our aim has always been to provide bathroom staples one can rely on day in, day out—making the everyday anything but mundane.

[CTA]: [5-20 characters]  
Browse the classics

[Product grid headline]: [10-40~ characters]  
A quintessential quartet

[Product grid description copy]: [15-135~characters]  
Four faithful formulations to return to time and again.

[Grid CTA]: [5-20~ characters]  
Order online

[Quote]  
'The sincere friends of this world are as ship lights in the stormiest of nights.' Giotto di Bondone