

SUBJECT LINES:

1. We told you about the sale. But early birds may be interested in this...
2. Labor Day presale starts today – get your favorite formulas before they sell out

PREHEADER:

- Get your favorite NatureM.D. supplements on sale before anyone else
- Wait, we didn't tell you about the presale?

BODY:

Do you know the meaning behind Labor Day, {{first_name|default:'friend'}}?

It's a day to **honor** people just like you who've **contributed** to society through their **work** –

It's a day of *recognition* and *rest*.

So we've decided that making you **check out** on Labor Day would kind of **go against** the spirit of this holiday.

Starting today, we're opening up the **Labor Day Presale** to a limited number of people, including you!

Save 20% on all NatureM.D. formulas with code

This **exclusive presale** is an opportunity to get your favorite NatureM.D. formulas on discount before they sell out:

- Synbiotic 365
- GutConnect 365
- NutriProtein
- Enzyme 365

Everything you need to **take control of your gut** health and establish a thriving **microbiome** is right here.

Well, everything except the whole food meals with plenty of fresh fruits and veggies 😊

And just so you don't forget ...

If you spend \$175 or more at checkout, you get a **free NutriProtein gift!**

It's our way of thanking you for supporting NatureM.D.

Use code _____ now for your free gift!

(A \$54 dollar value.)

In case you're busy today, we'll send you another reminder tomorrow.

We know you don't want to miss out on this rare chance for discounted NatureM.D. formulas 😊

Wishing you health and happiness,

Team NatureM.D.