

Spec Project: Welcome Email Sequence for a Skincare Brand — “Lumé Skin”

Overview:

This is a 4-part welcome email sequence crafted for “Lumé Skin,” a fictional clean beauty brand committed to gentle, effective skincare powered by science and nature. The goal is to build brand trust, introduce core products, and establish a lasting relationship with new subscribers.

Email 1: Welcome to Lumé — Your Skin’s New Best Friend

Subject Line: You + Lumé = Glowing Possibilities

Header: So glad you’re here!

Body:

Thanks for joining the Lumé family! We believe skincare should feel good, work gently, and empower you to love the skin you’re in. You’ll get product tips, skin science (the fun kind), and exclusive offers — starting now.

CTA: Discover Our Bestsellers →

Email 2: What Clean Beauty Means to Us

Subject Line: Our promise: gentle, powerful, and clean

Header: Skincare without the question marks.

Body:

At Lumé, clean beauty isn't just a label — it's our foundation. That means:

- No harsh chemicals or hidden irritants
- Thoughtfully sourced botanicals
- Backed by dermatologists and real results

We don't cut corners, and your skin reaps the rewards.

CTA: Meet the Ingredients We Love →

Email 3: Find Your Routine in 3 Easy Steps

Subject Line: Not sure where to start? We got you.

Header: Your skincare guide, simplified.

Body:

Everyone's skin is different, but we've made it easy to build a routine you'll stick to. Answer a few quick questions, and we'll match you with:

- The right cleanser
- The perfect moisturizer
- And the serum that actually works for *you*

CTA: Take the Skincare Quiz →

Email 4: Real Skin. Real Results.

Subject Line: See what Lumé can do for your skin

Header: No filters. Just healthy skin.

Body:

Don't just take our word for it — hear from real people who've transformed their skin with Lumé. From reducing sensitivity to revealing radiance, their stories speak volumes.

Plus, your exclusive **10% welcome discount** is still active!

CTA: Start Your Glow →
