

# Email Copywriting

## Promotional Email For Blueberry Diapers On Spec

**From:**

The Team at Blueberry Diapers

**Subject:**

Get Happy Baby Bums and 10% Off Your First Order

**Header:**

A Diaper You Can Feel Good About

**Body Copy:**

Imagine a diaper you're actually excited to change. Blueberry Diapers are better for the environment and better for babies. We make our diapers with 100% baby-safe materials. So they are gentle on the skin.

Baby will feel good, and so will you.

Blueberry Diapers are an investment that saves you money over time. Adjustable in size, they will fit from 10 to 35 lbs. Our diapers grow with you.

We have two great styles to choose from.

Our all-in-one Simplex diaper is as easy to use as a disposable diaper. These are great for daycare or trips to grandma and grandpas. There's no need to worry about leaks with a waterproof outer layer and 10 layers of super absorbent organic cotton. There's a pocket so you can up the absorbency if needed for those extra long car rides.

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Our pocket diapers are adjustable in absorbency. The outer layer is made from a laminated polyester knit to prevent leaks. An inner layer of micro-fleece keeps baby's bum comfortable and dry. Stuff with as much absorbency as you need using our cotton inserts. Most cloth diapers are hard to wash and take forever to dry. Because our pocket diaper inserts are removable, clean-up is easy, and the diapers are fast drying.

Andrea writes:

"I bought many different brands when I began cloth diapering. Blueberry Simplex are by far my favourite. Perfect fit, cute prints, easy prepping and washing, and no leaks. They are awesome!"

Jessica writes:

"Wow! These diapers are now my all-time favourite. I love that it's got a built-in stay dry side. We have yet to have any leaks in these."

Cloth diapers don't need to be scary. Feel good about diaper changes and make little bums happy. Try Blueberry Diapers today and receive 10% off your first order.

{ SHOP BLUEBERRY DIAPERS }

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