

SPEC - Email Johnson's Baby Conditioner

SUBJECT LINE

Healthy Hair Means Happy Babies

SNIPPET

50% Off Coupon - Try Johnson's Sensitive Baby Conditioner
(coupon link in snippet)

HEADLINE

Protect Your Baby's Sensitive Scalp and Hair

SUBHEAD

Keep Your Baby's Scalp Moisturized With New Johnson's Baby
Conditioner!

BODY

Your baby's skin is so delicate.

So delicate that it requires only the most hypoallergenic ingredients to
care for it.

Johnson's Baby Conditioner gently moisturizes sensitive scalps and
leaves baby hair soft and light. Our NO MORE TEARS® formula means
it is as gentle to baby's eyes as water.

CTA

Get your 50% off coupon.

[Johnson's Baby Conditioner] ©