

## Email 1: Veterinary clinic newsletter

**From:** Lakewood Pet Clinic

**To:** <cat owner list>; <dog owner list>

**Subject:** A Guide to Pet Dental Care

**Preview text:** Show your pet some love by trying these tips.



When it comes to your pet's health, it can be easy to overlook their teeth. Believe it or not, most cats and dogs begin to show signs of dental disease by the age of three. When plaque, tartar, and bacteria build up on the teeth, it can lead to pain, tooth loss, or serious infection. But with proper dental care, your furry friends can stay happy and healthy for years to come.

Here are our top tips for taking care of your pet's teeth:

1. **Brush your pet's teeth.** Just like you, your dog or cat can benefit from [regular tooth brushing](#). It's easiest to start brushing early, but even old dogs can learn this trick!
2. **Try tooth-cleaning toys, treats, or food.** If brushing isn't an option, special toys, treats, or prescription food can be a good alternative. We carry a number of [products](#) recommended by the Veterinary Oral Health Council.
3. **Schedule a professional cleaning.** The best way to maintain your pet's oral health is a professional cleaning and exam. Lakewood Pet Clinic offers comprehensive dental services. Contact us today to schedule an appointment.

[Book an appointment](#)

Hope to see you soon,

Your friends at Lakewood Pet Clinic

## Email 2: Massage therapist promotional email

**From:** Safe Hands Wellness Center

**To:** <client list>

**Subject:** 20% Off Your Next Self-care Visit

**Preview text:** It's time to take a break!



### ***Relax, refresh, renew.***

Between work, family, and community obligations, we know it can be hard to put yourself first. But a massage shouldn't be a luxury—it's a great way to improve health, prevent injury, and keep stress levels in check. Investing in self care helps us be fully present for the things that are most important.

That's why we're offering a special, extended promotion:

**For the month of June, save 20% on signature massages**

with code: **JUNE20**

**Book a massage**

## Email 3: Automotive repair shop retention email

**From:** Starr Auto Group

**To:** <car service list>

**Subject:** Time for an Auto Check

**Preview text:** Your regular service is due.



Hi {{ fname }},

This is a friendly reminder that your vehicle is due for service on **June 30th**. Routine maintenance can extend the life of your car or truck and keep repair costs down. That's why it's important to schedule regular service appointments.

We recommend the following services for your vehicle:

- ★ Full inspection
- ★ Tire rotation
- ★ Oil change
- ★ Air filter replacement

[Schedule service now](#)