



Retention Fundamentals: Email

Welcome, Browse Abandonment, + Post-Purchase

About These Emails

Bambu Earth is an all-natural skincare brand that we own and operate in house, along with 2 of our other brands -- Slick Products and FC Goods.

These 3 flows alone are presently driving **15% of Bambu Earth's monthly revenue.**

That's great! But our goal is 30% -- we'll let you know when we get there, and what we did to make these flows even better cash-printing machines.

Until then, use these for inspo and templates for your own flows. Welcome, Browse Abandonment, and Post-Purchase flows are the must-have, foundational flows for any ecommerce brand.

1st Skin Quiz – Welcome Flow

Email 1

Personalized skin care is finally here

We're SO glad you're here.

Since you completed our skin quiz, you've seen the personalized products that we recommend for your wonderfully-made skin.

You're part of the family now, and we feel like we know you a bit better (and we're loving what we're learning about you!). That being said, if you ever have any questions about our recommendation, please don't hesitate to text/call/email/chat with us about anything.

Our ears are always open to you, dear new friend.

Email 2

You are beautiful.

I wonder how you feel when you read that. Since I started Bambu Earth in 2009, I've talked to countless women who simply don't believe that's true. But it *is* true. I know it's true. Because I know that you were designed beautifully and wonderfully, from top to bottom, from inside to outside, in every possible way.

So why do so many of us struggle to believe that? Everybody's story is unique,* but I believe that a big part of it is that societal expectations are impossible to keep up with, reinforced by companies that love to convince us that we have lots of problems so they can sell us their solutions.

The mission of Bambu Earth is to change the conversation around beauty, to have a greater impact on the way our society defines it, and most importantly: to remind you of your beauty. If you don't feel that way yet, I hope you'll stick around awhile as my team and I shower you with the truth of your worth and empower you to nourish your skin with natural ingredients that are good for both you and the planet. I'm honored you've chosen to share your time and your email inbox with me. Bambu Earth is a place where you are most welcome. And as an insider, you will be the first to know about new products, special offers or events. You are beautiful. Really, you are. Thanks for giving me the privilege of reminding you of that.

[Learn More](#)

*My very favorite part about running this brand is talking with you and hearing your stories. It's the thing that gets me excited to get out of bed and do this every morning. So if there's a part of your story you'd be willing to share with me (or if you just have any questions about Bambu Earth products or want personalized recommendations), please connect with me. You can reply to this email, or even better: add me on Marco Polo and reach out to me directly by adding my phone number: 657-214-3151. I look forward to hearing from you.

Email 3

Real skincare

Wellness, not flawlessness.
Nourishing, not perfecting.
Repairing, not retouching.

We want to empower you to be able to effectively support your skin in a healthy way that's in alignment with the truth that you are beautiful as you are.

Email 4

Night time Routine for acne-prone skin with Nicole

Nicole has seen her acne-prone skin change drastically with some clean skincare products and best practices.

In this 5 minute video, she shows us her quick routine featuring Bambu Earth products (or scroll down to skip directly to her favorites).

Email 5

Real Ingredients

We have high ingredient standards, but that's not enough. We take additional steps to partner exclusively with ethical producers making products that are good for your skin, for animals, for the planet, and for the people producing and harvesting the ingredients.

Email 6

Our top 3 most popular products

These crowd favorites are the perfect place to start
[Insert product feature with Shop Now CTAs]

Email 7

Real beauty

Beauty is too diverse to be defined by a cultural standard or a company tagline. Beauty isn't subjective. It's intrinsic.

There is no flaw in you. You were crafted with skill and on purpose. Your combination of form, color and shape is a masterpiece, a treasure, and worthy of celebration.

1st Skin Quiz – Browse Abandonment

Email 1

So good to see you.

Thanks for stopping by, but we wish we could have hung out longer. If you're still interested, we brought your custom Starter Kit back to you. Otherwise, please stop by whenever; our door's always open.

Email 2

"Squirrel!"

My beloved dad, when he gets distracted, points to some imaginary tree branch with this exclamation, poking gentle fun at his short attention span.

We understand getting distracted, while shopping among plenty other things, so we wanted to bring your focus back to those goodies you were looking at.

Email 3

Skincare that really cares.

We believe that real skin health is so much more than the products we sell. If our skincare doesn't work for you, we'll do more than refund you: we're happy to help you troubleshoot any specific issues, going as far as recommending

another line, dietary changes, cosmetic or sunscreen brands, hydration techniques, or just lending a sympathetic ear.

After all, this company was birthed from our own skin issues and the inability to find suitable all-natural solutions (so we made our own).

We know how you feel. And we speak skin. We're here to help.

So we brought your Custom Starter Kit back to you.

Email 4

You're beautiful just the way you are

Hey , we're talking to you.

Don't brush it off, paint it on.

Don't let it roll off your back, wear it proudly.

Don't second-guess it, first, believe it.

Don't pass it on, own it. (Then pass it on.)

Don't shrug it, straighten with dignity.

Don't turn away from it, unless you're flipping your hair.

Don't laugh at me, smile at yourself in the next mirror you see.

Don't take it for granted, give the world the gift of a confident you.

Yes, we sell skincare, but beauty is inherent and confidence is the best skincare.

Just wanted to take a moment and say that you should be obsessed with you.

Just like we are.

Email 5

We want to help

We know that our products alone won't make your skin supermodel perfect, but we want to give you the best chance possible.

That's why we make non-product recommendations based on your specific lifestyle to help nourish your skin to full health.

Here are some general tips. Stress is the #1 cause of breakouts, so meditate or rest deeply and daily for clearer skin. Your skin is an organ, so your diet and hydration have a huge impact; we recommend eating 5 colors (balancing

carbs and proteins) and drinking at least 8 cups of water every day. Make sure you get 8hrs of sleep per night, since that's when your body is doing the most restoration work (skin cells included). Exercise regularly (as age and ability appropriate) since increased blood flow will encourage skin cell regeneration. All natural cosmetics and sunscreen products as much as possible, or they will battle the good stuff you're putting in and on your body. And of course, make sure you're using only all-natural skincare products chosen specifically for your skin's concerns. Here's your Custom Starter Kit if you want what we recommend for you.

Email 6

Schedule a FREE Personal Consultation Today

Still not convinced that your Custom Starter Kit is the best option for your skin?

Been burned by other companies over-promising and under-delivering in the past?

Want to learn more about why the ingredients in this bundle are best for you?

Book a free, one-on-one consultation with me and we can chat about all of it.

I can't wait to meet you face to face soon!

-Amber (Founder + Formulator)

1st Time Post-Purchase (90 days)

Email 1

Your order means the world to us

Congrats on your first order! Just wanted to say thanks for checking us out and welcome to the family.

I've got a quick little message about your order in the video above (video is more fun anyways, right?) so click the link, and let's get to know each other a bit more.

Email 2

What to expect when you're expecting
(Bambu earth products in the mail)

What to expect when you're expecting (your first package from Bambu Earth):
It's on its way. From the date that you place the order, allow 2 business days for processing, and then you'll receive an email with a tracking number as soon as your product ships. Add the amount of days on your chosen shipping speed to that shipping day, and that's when you can expect your order.

Products can arrive melted or frozen. It's only natural. Sometimes the weather can effect the state your product arrives in. In the warm summer months, our moisturizers might arrive totally melted. Our facial mist or rosewater cleanser could arrive partially frozen in the winter months. Get your packages out of the elements, and if your product does arrive in an altered state, [check out our instructions here.](#)

Give it time. Natural products *can* work miracles, but they rarely work miracles overnight. Because our skin is often so used to products that contain alcohols, detergents and toxins (like shampoos, face washes, toners, moisturizers, soaps, foundation, and sunscreens), that skin may go through a short detox period when you start using natural products. In this time, keep the faith and stay consistent so your skin can start to adjust to them. As a rule of thumb, products that are good for your skin should take 4-6 weeks before you start to see results. I know that as a society, we are generally pretty short on patience, so I've formulated recipes to catalyze these benefits as quick as possible without introducing any chemicals. Just keep applying, and feel totally free to reach out if you start experiencing something that doesn't seem right.

Any other questions? Reply to this email or click the link below.

Email 3

Right now, today, believe
You're Beautiful

You are beautiful and there's nothing anyone can do about it.
How does that sentence make you feel? Do you let yourself believe it?

I've got some more truths to speak over you, so click the video link and turn the sound WAY up. It's ok if people overhear this.

Email 4

An all-natural routine staple

"I have used many different toners over the years for my combo skin type. This has helped even out my skin and keep away unwanted blemishes." – Sarah I. (July 2019)

Did you know that your skin takes about an hour to naturally restore its protective barrier after exercising, cleansing, washing, or scratching your face?

If you're like us, you can't wait that long. So let our Rosemary Toner do the work.

Email 5

Why your toner should have Apple Cider Vinegar

I bet you didn't know that Apple Cider Vinegar had so many skin benefits or that it's a critical ingredient in effective all-natural toners.

Allow me to explain in this 2-minute video.

Email 6

How to shrink your pores immediately

Skincare companies don't want you to see this secret to shrinking your pores for FREE.

Who knew it could be as easy as 1 simple step?

You're just a 2-minute video away from knowing how to get smaller pores.

Email 7

The magic of a waterless moisturizer

"The moisturizer is great. It absorbs readily into my skin and leaves my skin smooth soft hydrated. It's a part of my new routine!" – Cathy D. August 2019

Still using a water-based moisturizer on your oily skin? Our Petitgrain Moisturizer is oil-based, non comedogenic (won't block pores) and rebalances your skin's sebum (oil) production. The result: your face gets the acne-fighting oils it craves.

Email 8

These two simple steps will prevent clogged pores

Do you know what causes clogged pores?
Do you know how to prevent them?

Invest 2 minutes to watch this video, your skin will thank you later.

Email 9

Liquid Gold

"If you have any scarring from acne or suffer from cystic acne like I had (thank you Bambu Earth for clearing that up), this will make your skin nice and dewy, plump, and has decreased my scarring a significant amount as well as improved my under-eye circles and wrinkles. My skin gobbles this stuff up and it works magically for me!! I actually feel comfortable leaving the house with no makeup on for once in over 15 years!!" – Renee W. (April 2019)

Sun damaged skin is no match for our Repairing Facial Serum.

With rosehip's restorative properties and meadowfoam's ability to lock in hydrating moisture without leaving your skin greasy, this serum will nourish your complexion. AND this soothing serum only uses 3 ingredients sourced ethically, sustainably, and straight from the earth.

Email 10

The silver lining to dark spots

Finally, the TRUTH about dark spots and hyperpigmentation. In this 2-minute video, you'll learn why they occur, what remedies to avoid, natural remedies to apply, and lifestyle decisions that can help.

Don't forget, your dark spots don't define you. Let your confidence radiate brighter than anything.

Email 11

Step 1 is always acceptance

There's no secret to rolling back the clock on aging, but with some reframing, we can begin to celebrate those certain beauties that can only be arrived at after many years of experience. Celebrate aging with me in this 1-minute video.

Email 12

Your skin's favorite thirst quencher

"My skin feels like absolute silk after use, and my dry skin patches on my cheeks have disappeared. I wake up with the same smooth skin as when I applied it the night before. This will be a staple in my routine forever." - Ashley (December 2018)

Prickly pear is the star ingredient in this velvety pressed serum that deeply hydrates, firms and tones for a bright, youthful complexion.

Email 13

Hand-poured for face-cleansing

"I've always loved the idea of a natural soap but they generally leave my skin feeling sticky and dehydrated. Despite the typical drying nature of the charcoal, this soap leaves skin soft and nourished. It's the perfect balance." - Jennifer R. (June 2018)

This micro-exfoliating facial cleanser for acne-prone or oily skin gently detoxifies with antibacterial and antifungal essential oils. This hand-poured facial bar can replace harsh acne products aimed at cystic acne and oily skin.

Email 14

The shortest cleanser ingredient list you'll find

"I use this along with the toner and my skin feels so clean and refreshed everyday! My skin is baby soft and free from any acne! You know that you are putting safe healthy ingredients on your skin! Love it!" - Theresa R. (June 2019)
Did you know that foaming, detergent-based cleansers strip away your skin's natural moisture barrier?

Our Rosewater Cleanser leaves out unnecessary water-soluble detergents to provide a deeply hydrating and soothing cleansing experience. AND the tea tree essential oils help our cleanser work double duty as a hydrating blemish control system, all while using only 3 ingredients sourced ethically, sustainably, and straight from the earth.

Email 15

Don't sweat the small stuff

What if I told you that you could significantly improve your skin's health WITHOUT applying any skincare products.

Actually, that's exactly what I tell you in this 30-second video.

Email 16

Work with your skin, not against it

"This cleanser is amazing! Not only does it take off the most stubborn makeup, it cleanses out your pores! I went to an esthetician and she literally told me my pores were tight and clean and to continue what I was doing at home!" - LaShelle T. (May 2019)

Removing oil-based impurities (like makeup, sunscreen or pollution) with ease requires the skill of an oil-based cleanser, since "like dissolves like." Your acid mantle (the protective oil barrier on your skin) is already working on your behalf, so this product works in tandem with your skin's natural functions instead of stripping it.

Email 17

No more clogged pores

"I love this product because my skin is ultra sensitive and I can exfoliate and use as a mask without my skin being irritated. It's so soothing." - Amber O. (January 2019)

Healthy, glowing skin revealed underneath is soothed and brightened for graceful aging and essential nutrient delivery. The soft oatmeal granules in this mask and glow won't damage skin while sloughing away dead skin cells and encouraging regeneration of new cells.

Email 18

Incorrect application could be negating your skincare benefits

Improper application of your skincare could be harming your skin's functions more than helping them.

In this quick 1-minute video, I'll walk you through a couple of the common misconceptions around application, and incorrect practices you may have been doing since you were young.

Email 19

Supernatural hydration with a divine fragrance

"Holy hydration! This stuff is amazing. I use it night and morning before the Repairing Facial Serum and/or Petitgrain Moisturizer and it's changed my skin. My face is so soft and soaks up the moisturizer. Doesn't hurt that it smells great, too. This is a new skin staple for me." - Melissa P. (June 2019)

Our woody and herbal blend is calming, hydrating and rejuvenating, and only uses 3 ingredients, ethically and sustainably sourced from the Earth.

Email 20

3 ways to improve your skin without applying products
Yes, this email is from a skincare company

In the pursuit of skin wellness, we're not going to hide the fact that some of the best work for your skin is done outside of your bathroom.

Learn more in this 1-minute video.

Email 21

All-natural sample sizes of your staples

"I'm 37 and treat adult acne, pores and fine lines. I thought it impossible to find products that treat all of the above without dryness or increasing breakouts. The Bambu Earth kit performs exactly as it claims and I have completely clear and glowing skin." - Emily K. (August 2019)

All of our daily staples in our most approachable sizes for travelers and try-ers.

[Started kit product feature]