

SAMPLE PRODUCT INTRODUCTION LETTER By Te-Erika Patterson

EMAIL SUBJECT LINE: GENUINELY ME – Beauty Basket Give-Away

Dear (Insert Name of Blogger/Beauty Writer/Editor),

I am an admirer of your work and truly appreciate you taking the time to teach others how to enhance their beauty which will also enhance their lives. We are both on a similar mission as I have developed a skin care and make-up line that allows women to boost their beauty without hiding who they really are. I would love to offer you a sample product and offer your readers a sample as well to be used for a give-away sponsored by my company *EileenMai.Com*.

My skin care products are made with all organic and natural ingredients that I developed myself. These ingredients were carefully crafted to ensure that no chemical preservatives, artificial dyes or colors even came close to the products I am offering. By using all natural ingredients women can experience the amazing impact that nature can have on their skin and beauty.

It would be my pleasure to send you a gift basket for you to enjoy and one to be offered to your readers as a part of the ***Genuinely Me, Beauty Basket Give-Away***. If it pleases you, you can invite your audience to a contest where they send in photos of themselves with no make-up celebrating who they are before they begin their beauty regimen. You can choose the photo you like best and send me the mailing address of the winner and I will mail out the gift basket to her within 2 weeks, saving you a bit of postage in the process.

INSERT PHOTO OF GIFT BASKET HERE OR ATTACH TO THE EMAIL IF YOU USE THIS LETTER IN AN EMAIL.

The products included in the Genuinely Me, Beauty Basket Give-Away will include:

- 1)
- 2)
- 3)
- 4)

While continuing to encourage women to stay true to pampering themselves with the very best products that you are faithful to review and recommend, you are empowering women to love who they are first thing in the morning.

Please do reach out to me if you have any questions. I look forward to working with you on this very important give-away that I am certain your audience will love participating in.

All My Best Wishes for a Bright Future,

Eileen Mai

EileenMai.Com

Phone Number

Address of Company