

donna bella hair®

Summer Lovin'


Blond Sale

Set 2/Final

EMAIL 1

SHOP 10% OFF BLOND!

Shop Blond with DBHfirst early access!
USE CODE: DBHFirstBlond
SHOP NOW



going, going...Blond
WITH 10% OFF!


Are you ready for a fresh summer look?
We've added 20 shades and textures
to our annual Blond Sale just for you!

SHOP BLOND

Summer STUNNERS

ARE YOU A

PLATINUM BOMBSHELL?



CLIP-INS
#60

SHOP THE LOOK


A Golden Girl?

TAPE-INS

ROOTED
#12/600

#12

#12/600



SHOP THE LOOK


AN
OMEGA Goddess?

I-LINK

#6/10

#27A


#10



SHOP THE SHADES


ENDLESS OPTIONS FOR AN
Endless summer attitude!

Our Blond extensions are available in
5 professional methods for dramatic results, including:




Available in
12", 14", 16",
18", 22", 26" and 30"

SHOP TAPE-INS




Available in
16", 18", and 22"

SHOP I-LINKS




Available in
16", 18", and 22"

SHOP KERA-LINKS




Available in
16", 18", and 22"

SHOP FLAT-TIP



Available in
18", and 22"

SHOP HYBRID WEFTS



Available in
16", 18", and 20"

SHOP READY-TO-WEAR

OBJECTIVE:
Sell a ton of blondes and A/B Test
short VS long messages.

LAUNCH:
5/11


SUBJECT LINE:
Summer Lovin'... starts with a sale! 🍷

PREVIEW TEXT:
Shop 10% OFF all Blond!

EMAIL 2

GET 10% OFF BLOND EXTENSIONS!

GIRL,
You're
One of
a Kind!




© KAY LABOYER

Show the world who you are with custom colors!
Our bestselling #60 and #80 blonds are the perfect
canvas for your next color creation without the
commitment of dyeing and bleaching your natural locks.

SHOP THE SALE


WHAT'S
THE DIFFERENCE?



#60
(PLATINUM ASH BLOND)

- Best-Selling Platinum Blond
- Warm Toned
- Available in Ready to Wear


SHOP #60



#80
(WHITE ASH BLOND)

- Lightest Blond Shade
- Cool Toned
- Creates Pastel Vivids

SHOP #80




© KAY LABOYER

Watercolor
Wanderlust


Step out of quarantine and jump into Summer 2021 with vibrant greens, reds and purples as fun and exotic as your next vacay!

Fantasy Flock

Channel your inner mermaid on the beach or a woodland fairy at a camping trip with light pastel pinks or cotton candy blues!



© LEMOHAIR




© SYDNEY VAN LOPZMAIR

Holographic Hippie

Bring out the colors of the rainbow with muted and metallic tones for a look that guarantees to catch everyone's eye at the next festival!

STOCK UP ON #60 AND #80 FOR
your next custom color creation!



SHOP NOW

OBJECTIVE:
Sell a ton of blondes and A/B Test
short VS long messages.

LAUNCH:
5/13

SUBJECT LINE:
10% OFF your next custom color look!
🌈

PREVIEW TEXT:
Limited time only!

EMAIL 3

10% OFF ROOTED & OMBRE BLONDES

Sunkissed Looks


We Love

Blond Girl Summer is just around the corner!

Shop 10% OFF all Blond shades to get creative with your style.

SHOP BLONDS

Which ombre is for you?




OMBRE 1B/60

TRANSITION

• Begins 6" - 8" down

• About 1" long

• Available in 18" & 22"



ROOTED OMBRE 1B/60

TRANSITION

• Begins 1" - 2" down

• About 1" long

• Available in 18" & 22"

SHOP OMBRE

SHOP ROOTED OMBRE

10% OFF

BLOND OMBRE & ROOTED OMBRE

NOW!

SHOP NOW


Get your

INSPO Here

ARE YOU

PLATINUM?



Ombre?



Go full radiant blond or contrast your natural locks with highlights!

Beach Waves?


Festival Fleek?



Give your summer look that sun-kissed vibe for your upcoming plans!

Spontaneous?

On Trend?




Change up your style with subtle dimension or vivid colors!

Follow the DBH community

@DONNABELLAHAIR

& stock up on Blond!



SHOP NOW

OBJECTIVE:
Sell a ton of blondes and A/B Test short VS long messages.

LAUNCH:
5/15

SUBJECT LINE:
Which blond look is right for you? 🍷

PREVIEW TEXT:
Get your inspo here!

EMAIL 4

STOCK UP ON BLOND

10% OFF

Blond Extensions

ENDS TOMORROW

Transform your summer vibe with 10% OFF 20 Blond shades and textures before it's too late!

SHOP BLOND

SUMMER STUNNERS

ARE YOU A

PLATINUM BOMBSHELL?

CLIP-INS

#60

SHOP THE LOOK

A GOLDEN GIRL?

TAPE-INS

ROOTED #12/600

#12

#12/600

SHOP THE LOOK

AN OMBRE GODDESS?

I-LINK

#6/10

#27A

#10

SHOP THE SHADES

ENDLESS OPTIONS FOR AN ENDLESS SUMMER ATTITUDE!

Our Blond extensions are available in 5 professional methods for dramatic results, including:

Available in 12", 14", 16", 18", 22", 26" and 30"

SHOP TAPE-INS

Available in 16", 18", and 22"

SHOP I-LINKS

Available in 16", 18", and 22"

SHOP KERA-LINKS

Available in 16", 18", and 20"

SHOP FLAT-TIP

Available in 18", and 22"

SHOP HYBRID WEFTS

Available in 16", 18", and 20"

SHOP READY-TO-WEAR

DON'T MISS YOUR LAST CHANCE FOR 10% OFF Blond Extensions!

SHOP NOW

OBJECTIVE:
Sell a ton of blondes and A/B Test short VS long messages.

LAUNCH:
5/17

SUBJECT LINE:
The sun is setting on 10% OFF! 🇺🇸

PREVIEW TEXT:
Stock up on Blond!

SMS

TEXT 1

Summer lovin'... starts with 10% OFF! We've added our annual Donna Bella Hair Blond Sale to include 20 shades and textures just for you! Shop Now


TEXT 2

ENDING SOON! Get a new summer look and 10% OFF Donna Bella Hair Blond Extensions before it's too late! Shop Now

WEB BANNER

*Hello Summer...
& Sun Kissed Locks*

10% OFF ALL
BLOND EXTENSIONS!



Includes Professional & Ready-To-Wear Extensions in Solid, Ombre, Rooted Ombre & Blended Blonds.


SHOP BLOND

*Hello Summer...
& Sun Kissed Locks*

10% OFF ALL BLOND EXTENSIONS!

Includes Professional & Ready-To-Wear Extensions in Solid, Ombre, Rooted Ombre & Blended Blonds.

SHOP BLOND



Hello Summer... AND Sun Kissed Locks 10% OFF BLOND EXTENSIONS

Includes Professional & Ready-To-Wear Extensions in Solid, Ombre, Rooted Ombre & Blended Blonds.



WEB BANNER 2

10% OFF your fave Blond extensions happening now
through May 18! Shop Now

PAID AD 1



LAUNCH
5/11

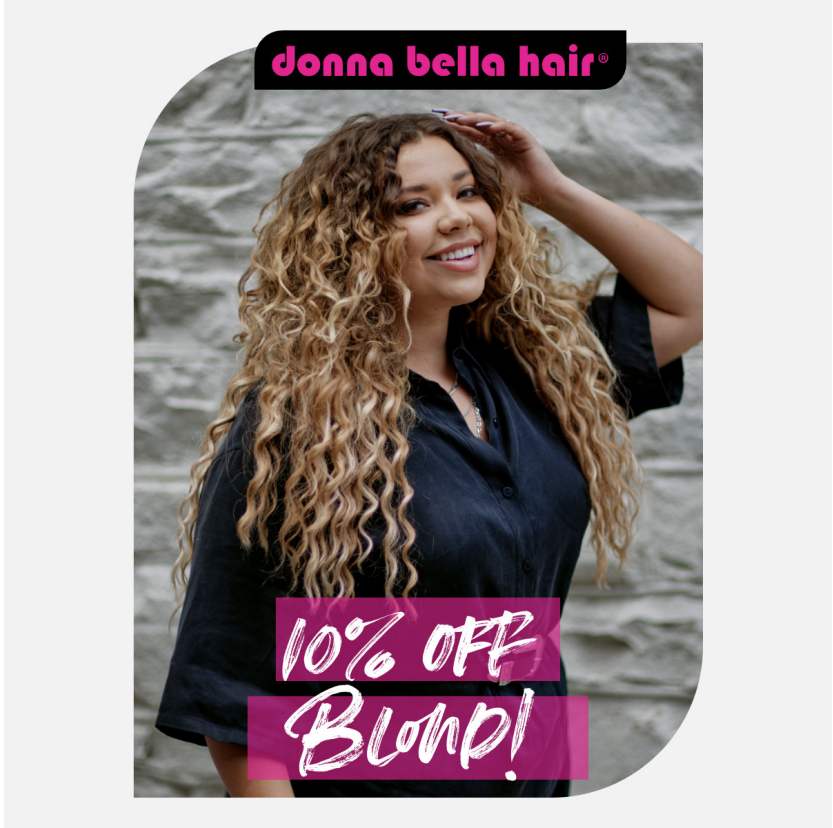
POST COPY
How do you do your summer hair? With radiant highlights? 🇧🇪🌟
bold ombre? 🤔Or maximum Blond? 🌟Get 10% OFF all Blond
hair extensions now through May 18th. Stock up on all your fave
colors!

HEADLINE
Get Summer Ready!

LINK DESCRIPTION
10% Off Blond Extensions!

CTA
Shop Now

PAID AD 3



LAUNCH
5/11

POST COPY
Are you a Platinum Bombshell or a Golden Girl? An Ombre Goddess or a Highlight Queen? We're extending our 10% OFF Blond Sale to include 20 shades and all textures for your new summer look! ✨☀️

HEADLINE
Extended Blond Sale!

LINK DESCRIPTION
10% Off All Blond Extensions!

CTA
Shop Now

PAID AD COPY OPTIONS

<p>PAID AD 1 OPTION 2</p> <p>POST COPY</p> <p>Get 10% OFF all Blond hair extensions now through May 18th! How do you do your summer hair? With radiant highlights? 🌟🔥bold ombre? 😊Or maximum Blond? 🌟Stock up on your fave summer colors now!</p> <p>HEADLINE</p> <p>Summer Lovin' Sale!</p> <p>LINK DESCRIPTION</p> <p>10% Off All Blond Extensions!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 1 OPTION 3</p> <p>POST COPY</p> <p>We've extended our 10% OFF Blond Sale to include bold shades of Platinum, Honey and Ombre Blond! Available in 20 shades and all textures! 💕</p> <p>HEADLINE</p> <p>Going, Going, Blond!</p> <p>LINK DESCRIPTION</p> <p>10% Off All Blond Extensions!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 1 OPTION 4</p> <p>POST COPY</p> <p>🌟Calling all Platinum Bombshells, Golden Girls, Ombre Goddesses and Highlight Queens 🌟Get 10% OFF Blond hair extensions now through May 18!</p> <p>HEADLINE</p> <p>20 Shades & All Textures!</p> <p>LINK DESCRIPTION</p> <p>10% Off All Blond Extensions!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 2 OPTION 1</p> <p>POST COPY</p> <p>Top Blond Trends:</p> <p>✔️Cool Platinum Tones</p> <p>✔️Highlights</p> <p>✔️Warm Honey Tones</p> <p>✔️Ombres</p> <p>✔️Custom Colors</p> <p>Get your fave with 10% OFF Blond Extensions now through May 18!💕</p> <p>HEADLINE</p> <p>Summer Lovin' Sale</p> <p>LINK DESCRIPTION</p> <p>Go Blond with 10% OFF!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 2 OPTION 2</p> <p>POST COPY</p> <p>Get 10% OFF your fave Blond Extensions now through May 18!💕</p> <p>Top Blond Trends</p> <p>✔️Cool Platinum Tones</p> <p>✔️Highlights</p> <p>✔️Warm Honey Tones</p> <p>✔️Ombres</p> <p>✔️Custom Colors:</p> <p>HEADLINE</p> <p>20 Shades & Textures</p> <p>LINK DESCRIPTION</p> <p>Go Blond with 10% OFF!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 2 OPTION 3</p> <p>POST COPY</p> <p>Ditch the bleach and get 10% OFF Blond shades and textures. What are your summer hair goals? Whether you want an ombre, highlights or custom colors, we got you!💕</p> <p>Happening now through May 18th!</p> <p>HEADLINE</p> <p>Stock up now!</p> <p>LINK DESCRIPTION</p> <p>Go Blond with 10% OFF!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 2 OPTION 4</p> <p>POST COPY</p> <p>Whether you want an ombre, highlights or custom colors, we got you! Ditch the bleach and get 10% OFF Blond shades and textures. 🌟</p> <p>Happening now through May 18th!</p> <p>HEADLINE</p> <p>Get Summer Ready!</p> <p>LINK DESCRIPTION</p> <p>Go Blond with 10% OFF!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 2 OPTION 5</p> <p>POST COPY</p> <p>Summer Trend Alert: BLOND! 🌟Whether you're warming up your look or cooling it down. Adding some highlights or going for an ombre, we've got the shades for you! Get 10% OFF our Blond extensions now!</p> <p>HEADLINE</p> <p>Extended Blond Sale</p> <p>LINK DESCRIPTION</p> <p>Go Blond with 10% OFF!</p> <p>CTA</p> <p>Shop Now</p>
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PAID AD COPY OPTIONS

<p>PAID AD 4 OPTION 1</p> <p>POST COPY</p> <p>🌟Honey, you're golden🌟Transform your summer look in a snap with 10% off your fave Blond Clip-Ins and Solos!</p> <p>HEADLINE</p> <p>Stock up on Blond!</p> <p>LINK DESCRIPTION</p> <p>10% Off Blond Ready-To-Wear!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 4 OPTION 2</p> <p>POST COPY</p> <p>Transform your summer look in a snap! Take 10% off your fave Blond Clip-Ins and Solos because honey, you're 🌟golden🌟</p> <p>HEADLINE</p> <p>Summer Lovin' Sale!</p> <p>LINK DESCRIPTION</p> <p>10% Off Blond Ready-To-Wear!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 4 OPTION 3</p> <p>POST COPY</p> <p>10% OFF Blond extensions happening now! Pop in some highlights with our Ready-To-Wear Clip-Ins and Solos for an extra sunkissed look! 🌟🌟</p> <p>HEADLINE</p> <p>Get Summer Ready!</p> <p>LINK DESCRIPTION</p> <p>10% Off Blond Ready-To-Wear!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 4 OPTION 4</p> <p>POST COPY</p> <p>Pop in some highlights with our Ready-To-Wear Clip-Ins and Solos for an extra sunkissed look! 10% OFF Blond extensions happening now! 🌟🌟</p> <p>HEADLINE</p> <p>20 Shades & All Textures!</p> <p>LINK DESCRIPTION</p> <p>10% Off Blond Ready-To-Wear!</p> <p>CTA</p> <p>Shop Now</p>	<p>PAID AD 4 OPTION 5</p> <p>POST COPY</p> <p>Add instant length and volume in just minutes with our Ready-To-Wear Clip-Ins and Solos.🥰 Now through May 18, get 10% off all Blond extensions for a fresh, summer look!</p> <p>HEADLINE</p> <p>Transform your summer style!</p> <p>LINK DESCRIPTION</p> <p>10% Off Blond Ready-To-Wear!</p> <p>CTA</p> <p>Shop Now</p>
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