

Company Name: PureHydrate **Product/Service:** Advanced Hydration Water Bottles with Built-in Filtration **Ideal Customer Persona:** Active individuals aged 20-50, who prioritize health, fitness, and are environmentally conscious, looking for sustainable hydration solutions.

Cold Email Idea:

Subject: Elevate Your Hydration Game with PureHydrate 💎💎

Dear [Customer's First Name],

Staying hydrated is essential, but what if every sip could be purer, fresher, and more sustainable?

Benefits and Value: Introducing the PureHydrate Advanced Hydration Bottle:

1. **Built-in Filtration:** Enjoy clean, filtered water on-the-go, eliminating impurities and ensuring every sip is refreshing.
2. **Eco-friendly:** Reduce single-use plastic consumption and make a positive impact on our planet.
3. **Temperature Control:** Keeps your beverages cold for 24 hours and hot for 12, perfect for all day adventures.
4. **Durable & Stylish:** Crafted with premium materials, our bottles are designed to be your lasting hydration companion.

Call-to-Action: Experience the future of hydration. For a limited time, enjoy a special 15% discount on your first purchase. Use code "PURE15" at checkout. Drink pure, live sustainably, and stay active with PureHydrate.

Cheers to a healthier you and a happier planet,

[Your Name] CEO, PureHydrate