

A large, irregular purple watercolor splash serves as the background for the text. The splash has a textured, painterly appearance with varying shades of purple and lavender.

KOPARI®

COMPETITIVE EMAIL AUDIT

rhode

STARFACE

EMAIL
EXAMPLES

S U M M E R
F R I D A Y S

TOWER 28

GLOW RECIPE

rhode



PEPTIDE ANYTIME

Our Peptide Lip Treatments and Tints fit effortlessly into your routine.

Packed with ingredients like Peptide, Shea Butter, and Vitamin E, our nourishing formula hydrates for pillowy-soft, glazed lips. Reach for your faves for a clear, high-shine finish or glossy touch of color.

MEET THE COLLECTION



rhode

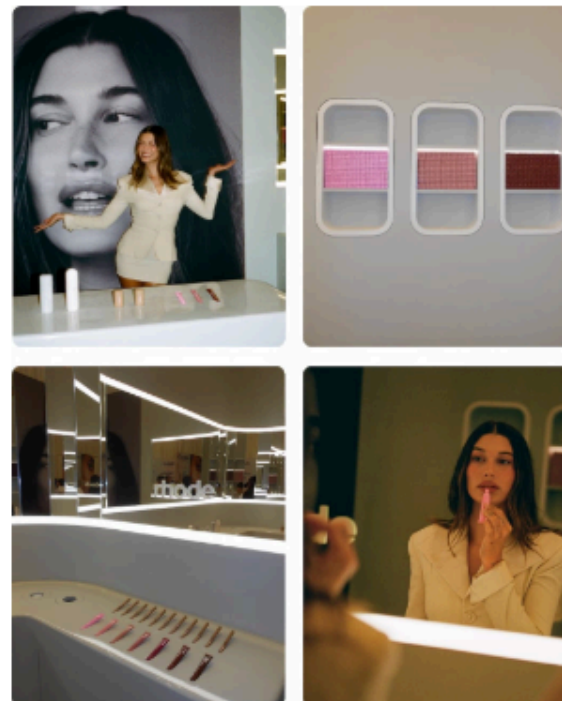


A DAY WITH SEPHORA

Peek into Hailey's day at the Sephora Store Manager Conference in Las Vegas.

We can't wait for rhode to arrive at Sephora US and Sephora Canada in September!

SHOP RHODE



P.S. Our lip treats + tints in Jelly Bean, Strawberry Glaze, and Salty Tan are coming back <3

rhode



GOLDEN HOUR WITH RHODE

We're savoring warm seaside days, sun-soaked skin, and the last few sips of Lemontini.

SUNSET SEASON



Color palette for the rest of rhode summer.



rhode

1

“Peptide anytime - improved lip treat + tint formula”

- “Improved” signals its time for an upgrade
- Prioritizes visual appeal first
- Single hero SKU: this email is entirely about the new & improved lip treatment.

2

“A day with Sephora - see you in September”

- Excitement over rhode’s collab with Sephora
- Pictures of Hailey instantly captures attention
- Vibe-first storytelling: this is about the brand moment, not one product (rhode launching in Sephora)

3

“Golden hour with rhode - last sips of Lemontini.”

- “Last sips” implies the product is limited and about to disappear.
- Vibrant yellow palette grabs attention immediately in the inbox.
- Features model in a yellow bikini, holding the limited-edition Lemon Lip Treatment like its a summer accessory

GLOW RECIPE

LAST CHANCE

*treat your lips to
bingsoo (times two)*

12-Hour hydration meets glass-like glow in our best-selling Glass Balms. **Get 2 for \$37 + a FREE Glow Hue routine.**

Mini Watermelon
Dewy Flush



Mini Hue Drops



SHOP NOW

CLINICALLY PROVEN TO DELIVER
*12 hours of hydration**

*hyaluronic
microsphere*

Flood lips with hydration
to fill & plump lines

fruit actives

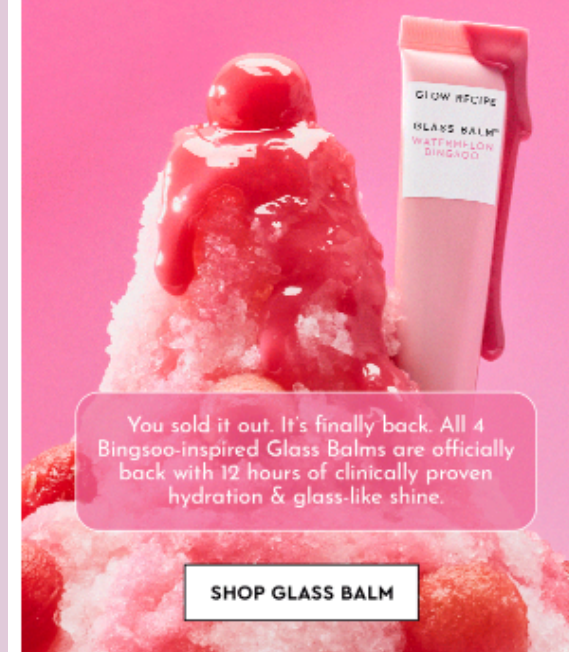
Delivers antioxidant-rich
nourishment

SHOP NOW

* Based on a 42 subject consumer perception study after 1 week use

GLOW RECIPE

The wait is over...
**GLASS BALM
IS BACK IN STOCK**



You sold it out. It's finally back. All 4
Bingsoo-inspired Glass Balms are officially
back with 12 hours of clinically proven
hydration & glass-like shine.

SHOP GLASS BALM

4 FRUITY, SHEER TINTS

Inspired by Korea's famous fruity dessert, Bingsoo



Watermelon Bingsoo



Ice Bingsoo (Clear)



Strawberry Bingsoo



Blackberry Bingsoo

CLUB GLOW
Members Only Perks

ending soon
15% OFF SITEWIDE
+ free shipping

SIGN IN & SHOP

GLOW RECIPE

prickly pear peptide mucin
**BOUNCY HYDRATION.
UNMATCHED BARRIER REPAIR.**

Nature's bounciest secret, Prickly Pear Cactus Mucin contains over 40 bioactive compounds to deliver deep hydration, skin barrier repair and improved skin elasticity—all while being cruelty free.

new!



SHOP NOW

5-STAR FIRST IMPRESSIONS

★★★★★

[Prickly Pear Serum] delivers on that 'bouncy skin' promise. It's super hydrating and my face feels plump and refreshed right after applying. Over time, I've noticed smoother texture and my pores looking a little more refined.

— Ashley —



100%
IMPROVEMENT IN
HYDRATION & SKIN
BARRIER STRENGTH
AFTER JUST ONE USE*



96%
AGREE SKIN LOOKS
BOUNCIER &
SMOOTHER*



+30%
INCREASE IN SKIN
DENSITY AFTER 4
WEEKS*

SHOP NOW

GLOW RECIPE

1

“Last call for a sweet treat (x2) - Get 2 Glass Balms for \$37 (ends tonight)”

- Strong FOMO language
- Focused on Glass Balm as a duo deal (\$37)
- Bright, fruit-forward visuals that reflect Glow Recipe’s fruit-colored aesthetic

2

“The wait is over: Glass Balm is back - Our bingsoo-inspired favorite is back”

- “The wait is over” creates instant anticipation. Built-in FOMO for returning fans.
- Very pink visuals, hero image features the Glass Balm inside ice cream
- Entire email is centered on the hero SKU: Glass Balm.

3

“Delivers on that bouncy skin promise - 100% saw improved skin barrier strength”

- Results-driven headline paired with a bold stat (100% saw improved skin)
- Bright pink & fruit-forward, product is styled with prickly pear fruits and cactus elements
- Single SKU: the Prickly Pear Peptide Mucin.

SUMMER FRIDAYS

Your Summer Essentials Free Gift

Receive a complimentary Summer Essentials Deluxe Trio (\$25 VALUE) when you spend \$50+*


SHOP NOW

FREE

Summer Essentials Deluxe Trio

Cloud Dew Moisturizer, Mini Lip Butter Balm Vanilla and ShadeDrops® SPF 30 Mineral Milk Sunscreen

\$25 VALUE



SHOP NOW

30 Percent Off Dream Lip Oil

ENDS TONIGHT

30% OFF*

Dream Lip Oil

Stock up on the award-winning lip oil—for a glossy tint and deep hydration.

SHOP NOW

FREE

Free Mini Cloud Dew® Gel Cream Moisturizer*

When you purchase two Dream Lip Oils.



FREE

Free Glossy Pouch in Midnight Berry*

When you purchase three Dream Lip Oils.





SUMMER FRIDAYS

Pink Guava Summer

A taste of summer in every swipe.


SHOP NOW

100%
agreed their lips looked healthier.*

97%
agreed their lips felt softer.*


97%
agreed their lips felt hydrated.*

SHOP NOW




*In an independent consumer use study, with 39 participants ages 20-35, immediately after application.

Endless Summer Essentials




ShadeDrops®
SPF 30 Mineral Milk
Sunscreen

SHOP NOW



Bronzing Drops

SHOP NOW



Blush Butter Balm

SHOP NOW

7

SUMMER FRIDAYS

1

**“Free Summer Essentials Deluxe Trio -
Our gift to you on purchases \$50+”**

- Value-driven promo — "Free" instantly grabs attention
- Aligned with summer travel season, beach days, and skin reset routines
- Clean & minimal visuals: features a model lounging on a sun chair
- Not promoting a single SKU instead, focused on bundled minis as a summer gift incentive.

2

**“Ends Tonight: 30% Off Dream Lip Oil
- Don't miss out.”**

- Strong urgency and FOMO: “Ends Tonight” & “Don't miss out” creates pressure to act quickly.
- This is a single-SKU flash sale email: Dream Lip Oil
- Short and sweet, designed to drive clicks quickly

3

**“The Flavor of the Season
- It's officially pink guava summer.”**

- “Shop Now” CTA is embedded directly on the hero photo, making the image instantly shoppable
- Focused on 3 summer essentials (not one hero SKU)
- Summer-timed drop, perfectly aligned with the weather

STARFACE

hydro-stars ★ star balm ★ bundles ★ my account

free shipping on \$40+

big yellow whenever email

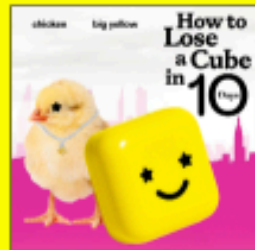
it's a good thing i can't blink
bc otherwise i would've missed
this whole month !! scroll 2
see what i've been up 2 📧



what's new
in my world

chicken predicted spring

ppl r calling my pet
punxsustarry chicken 🐔
there actually was a
shadow but i've been rly
missing flowers so i stood
in front of it shhh :')



watched my first rom com

this movie was amazing
if i had 2 describe
it i would say that
it's romantic, yet,
comedic.. who knew art
could be so dynamic <3

chatted with big blue

hanging out with
salicylic acid stars
is so refreshing [!]
i wish i could just
bottle up this feeling
+ keep it on a shelf 4
whenever i need it 💙



STARFACE

hydro-stars ★ star balm ★ bundles ★ my account

free shipping on \$40+

hello kitty[®]
is coming
back

with special surprises :)



limited edition

omg the apple of my eye is almost
here 🍏👀 that's right... limited-edition
hello kitty[®] x starface is coming back
feb 4 at 10am pst !!

speaking of apples 🍏 my bff
is bringing new **hello apple star
balm** with her 🍏 didn't know
starface world could get any
cuter or more delish :')



watch this space

STARFACE

hydro-stars ★ star balm ★ skincare ★ bundles

free shipping on \$40+

4x the
cute! 🍬



which pink star shade is ur fav?! they're
so sweet u could just eat them up :')



ong cute



ooo ahhh



fun 4ever :)



love this 1

STARFACE

1

“2 my dearest star... that’s u btw :)”

- Feels like a casual text from a friend: Relaxed, full of emojis and slang
- Bright & bold color palette
- Tone: Full Gen Z, informal & chaotic
- When product is mentioned, it’s in a fun way (“your fave lil star patches”).

2

**“HELLO KITTY IS COMING BACK
- with NEW hello apple star balm !!”**


- Product launch excitement: “Hello Kitty is back”
- Hero product is the Hello Apple Star Balm, a limited-edition product tied to the Hello Kitty collab
- Tone: Loud, fun, and hype-driven. Speaks directly to the fans and Starface’s young, Gen Z audience.

3

“WHICH PINK STAR IS UR FAV? - they look so cute in big pink compacts :)”

- Dominated by bright pink colors
- Uses lowercase or mixed case, emojis, and slang to keep it funny/interesting
- Highlights the pink star patch in its distinct packaging
- Tone: Casual, conversational, and playful

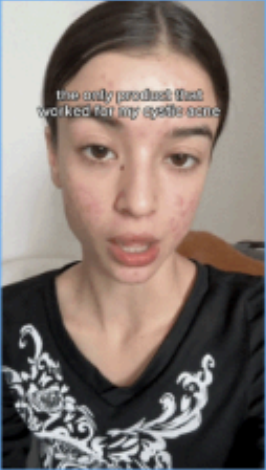
TOWER 28



Trending on TikTok

Shop FYP Faves

You've seen them all over your FYP —spoiler: they actually deserve it.



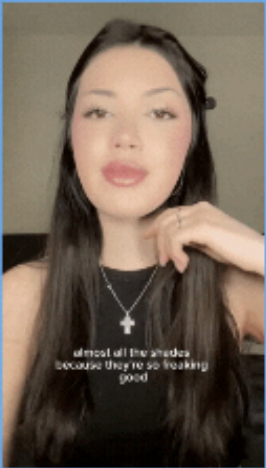
the only product that worked for my cystic acne

TIKTOK VIRAL

SOS Rescue Spray

The breakout-clearing, redness-calming mist derms swear by and TikTok can't shut up about. Literally saves face.

Add to Cart



almost all the shades because they're so fucking good

TIKTOK VIRAL

ShineOn Lip Jelly

Gloss haters? They converted. Comfy, shiny, non-sticky, and all over your FYP.

Add to Cart

TOWER 28



Swipe Right on Weightless Coverage

The serum concealer you've been searching for

Find Your Shade Now

Lightweight Serum

Skin-like Natural Finish

Medium Coverage

Silicone-Free

Won't Clog Pores

Sensitive Skin Safe

20 Seamless Shades

"Allure editors love the cooling, gel-like feel, medium-to-full coverage formula that targets undereye discoloration with hyaluronic acid, lysine, and caffeine."

allure

SAVE \$6

Everyday Base-ics Set


SPF + Concealer—Clean, breathable coverage to protect and perfect

Shop the Duo



FINAL DAY: FREE SPF + FREE SHIPPING ON ORDERS \$30+

TOWER 28



DON'T MISS OUT


Last Chance for FREE Sunscreen

FREE 20ml travel-sized SOS FaceGuard™ SPF 30 Sunscreen (\$18 value) when you spend \$30 or more. Don't let this pocket-sized essential slip away.

Get My Gift

Makeup-Friendly

Plays well with your full face



Lightweight Feel


Whipped, creamy texture that feels like a lightweight moisturizer

Won't Cause Breakouts

Clinically-proven safe for sensitive and breakout-prone skin

Add to Cart


SHOP BEST SELLERS



GoGo Shimmer Eyeshadow Stick

Safe-for-sensitive eyes alternative to glitter


NEW!



SOS Rescue Facial Spray

Soothes and calms visible redness and irritation


Shop Now



Swipe Serum Concealer

Brightens and blurs with smooth, buildable coverage

Shop 20 Shades



LipSoftie® Lip Treatment

Hydrates and softens with a sheer, tinted finish

Shop Now

TOWER 28

1

“If your FYP says buy it... Who are we to argue”

- Gen Z references to TikTok’s “For You Page” (FYP)
- Visual includes UGC-style images/TikTok screenshots
- Focused on two viral products: SOS Rescue Spray & ShineOn Lip Jelly

2

“Love at First Swipe - Your perfect match”

- “Love at First Swipe” plays on dating app language
- Clean, minimalistic layout with lots of white space
- Focus on concealer and SPF set (save \$6)
- Aligns with seasonal changes where SPF is a must

3

“Free SPF is leaving the chat - Sunscreen freebie ends tonight”

- “Leaving the chat” uses trendy language to create FOMO
- “Sunscreen freebie ends tonight” adds urgency
- Hero visuals spotlight the sunscreen product
- Includes product benefits like “makeup-friendly,” “lightweight feel,” and “won’t cause breakouts”

SUMMARY INSIGHTS

Tone: Gen Z brands use a casual, conversational, & playful tone, full of TikTok references and emojis to create authentic, relatable connections with their audience.

Visuals:

- Bold, bright, and colorful
- Graphics & stickers: Doodles, sparkles, and GIFs (digital scrapbook vibe)
- Clean vs. maximalist: Some brands lean into minimalism (rhode), others embrace controlled chaos (Starface).

SUMMARY INSIGHTS

Tactics:

- Messaging centers on a “lifestyle” rather than just selling products.
- Scroll-friendly: Short email prioritizes quick comprehension over dense education.
- UGC: Viral products or influencer favorites highlighted to boost brand trust
- Seasonal drops, back-to-school, and collabs timed to maximize buzz
- Responsiveness to TikTok trends or viral social media moments

IMPLEMENTATION IDEAS

- **Subject Lines:**

- Incorporate trending references that resonate with Gen Z
- Use playful, casual, and relatable language

- **Visuals:**

- Paradiso color palette paired with images showcasing the product as part of a moment “beach vibes & golden hour glow”
- Use bold fonts: CTAs should pop and be easy to find
- Use playful accents like stickers, sparkles, doodles