

**truMedic**

**Labor Day 2018 Email Campaign**

**OFFER:** Entire collection of TENS electrode pads - 40% off

**COUPON CODES:** LABORDAY40

**CAMPAIGN LAUNCH:** August 30

**CAMPAIGN DEADLINE:** 11:59 pm Monday, Sept 3

**LANDING PAGE URL:** <https://www.trumedic.com/product-category/electrode-pads/>

**SEGMENT:** TENS Buyers Segment Only, Exclude Amazon Marketplace, Exclude Canada Customers

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Email 1 - Thursday, August 30 at 10 a.m.

Send to TENS Buyers Segment Only, Exclude Amazon Marketplace, Exclude Canada Customers

Subject:

Take 40% off + shipping is on us!

Labor Day electrode pad special (details inside)

Save 40% on ALL electrode pads

Sale Alert: Save 40% on ALL electrode pads

Hi <FIRST NAME>,

Your TENS unit came with electrode pads made from the highest quality American-sourced adhesive gel that's certified latex free.

These pads are designed for maximum reusability. But naturally, over time, they stop adhering to your skin like they should. When this happens, the electrical impulses that keep you mobile and pain free aren't as effective.

Whether you sit at a desk or you're physically active all day, you work hard for what you have, and shouldn't have to "live with" pain and stiffness.

The best way to get the relief you need is to occasionally replace your electrode pads. And, there's never been a better time to do it!

To honor the contribution workers like you have made in our country, we're offering 40% off ALL [TENS replacement electrode pads](#).

**SAVE 40%** on all  
**TENS REPLACEMENT ELECTRODE PADS + RECEIVE  
FREE SHIPPING ON YOUR ENTIRE ORDER**

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All you have to do is shop at [truMedic.com](http://truMedic.com), [add the electrode pad \(or pads\) of your choice to your cart](#), and **enter coupon code LABORDAY40 at checkout**. You'll get 40% off your order + free shipping!

That being said, we can't offer a deal this amazing forever.

[Order your new pads](#) now before you end up having to pay full price! (Use code LABORDAY40)

Wishing you and your family a relaxing and pain-free Labor Day weekend.

Joyce  
truMedic Customer Care Specialist

**P.S.** You only have until Monday, September 3, to take advantage of this great deal and stock up on your replacement electrode pads today! **Enter coupon code LABORDAY40 at checkout, and you'll get 40% off your order + free shipping!**

Red Button: [Shop Now!](#)

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Email 2 - Saturday September 1, 6 am EST  
Send to TENS Buyers Segment Only, Exclude Amazon Marketplace, Exclude Canada Customers, Exclude LABORDAY40 purchasers

Subject:

Your **EXTRA 40% off TENS unit electrode pads**  
Don't miss out on this "shockingly" good deal

Hi <FIRST NAME>,

In case you missed it--we're giving you the opportunity to stock up on TENS electrode pads and save 40%.

From now until midnight on Monday, September 3, you can [claim 40% off your ENTIRE purchase of all TENS replacement electrode pads.](#)



**Everything you need to get lasting pain relief of problem areas.**

All you have to do is [visit the online store](#), add the replacement electrode pads you want to your cart, and **enter discount code LABORDAY40 at checkout**. You'll get 40% off your order + free shipping!

Don't wait--this discount only lasts until 11:59 p.m. on September 3.

**Red Button: Shop Now!**

Joyce  
truMedic Customer Care Specialist

**P.S. Remember, enter coupon code LABORDAY40 at checkout to claim your 40% discount on all replacement electrode pads by September 3!**

>>[Shop now.](#)

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Email 3 - Sunday, September 2 at 2 pm

Send to TENS Buyers Segment Only, Exclude Amazon Marketplace, Exclude Canada Customers, Exclude LABORDAY40 purchasers

Subject:

How to get the most out of your TENS machine  
The only way to get the most out of your TENS machine  
It's only a matter of time...(save 40%)

Hi <FIRST NAME>,

If you're in pain and need relief fast, it's likely that you'll turn to your TENS unit for much-needed relief.

That being said, if your electrode pads are old and worn, you're simply not going to get the relief you need.

While our electrode pads are made from the highest quality American-sourced adhesive gel (that's certified latex free), they weren't made to last forever.

In fact, anything that constantly has electric currents running through it (no matter how well it's made) WILL naturally deteriorate over time.

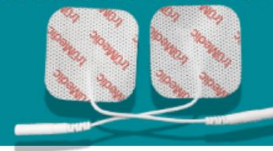
And when these pads wear down, the pain-relieving pulses that [keep you out of pain and mobile](#) all day long aren't as effective.

So, if you're running low...

If you can't find where you stashed your pads...

Or, if you're like a lot of our customers, and everyone in your household uses *your* TENS unit...

Now is your chance to stock up, and take  
**40% off your ENTIRE purchase of all TENS replacement electrode pads**  
when you purchase by 11:59 p.m. tomorrow, September 3.



**Enter coupon code [LABORDAY40](#) at checkout.**

Don't wait until the chilly weather is here and the stiffness is unbearable...

Don't wait until you're on your last electrode pad...

Stock up now and take 40% off your entire replacement electrode pads order.

All you have to do is shop at truMedic.com, [add the electrode pad \(or pads\) of your choice to your cart](#), and **enter coupon code [LABORDAY40](#) at checkout.** You'll get 40% off your order + free shipping!

Joyce  
truMedic Customer Care Specialist

**P.S. This special deal ends TOMORRW at 11:59 p.m. on September 3--Labor Day.** Hurry and shop now before the deal ends!

And don't forget coupon code [LABORDAY40](#).

**Red Button: [Shop Now!](#)**

Email 4 - Monday, September 3 at 8 p.m. EST - Send to TENS Buyers Segment Only, Exclude Amazon Marketplace, Exclude Canada Customers, Exclude LABORDAY40 purchasers

Subject:

Final hours to save 40% (+ free shipping)

Final hours! Don't miss this deal!

Hi <FIRST NAME>,

You only have a few hours left to....

**SAVE 40%** on all  
**TENS** REPLACEMENT ELECTRODE PADS + RECEIVE  
**FREE** SHIPPING ON YOUR ENTIRE ORDER

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[Enter coupon code LABORDAY40 at checkout.](#)

Replacing your electrode pads is inevitable. Might as well stock up now before this once-in-a-lifetime deal expires.

**Red Button: Shop Now!**

Enjoy,

Joyce

truMedic Customer Care Specialist