

## Fearless Necklace product copy

Sometimes it's hard to remember what Fearless feels like.

Remember how good it felt to swing from the monkey bars after school? Ride a bike for the first time with your hair flying behind you?

Or how exciting it was to get your own place, whether it was a dorm room or a dingy apartment? It didn't matter because it was all yours. You made it happen.

As time goes on, we get so caught up in other people's expectations of us, like wife, mother, friend, daughter, sister.

We do the things we're supposed to do because we're supposed to do them, and sometimes we probably do them on autopilot. But what if this isn't all there is? Are you destined for more?

What could we accomplish if we were Fearless?

It's not about reaching the goal, it's about having the courage to get up and try. And if we fail, it's about getting up again and trying again. It's about taking step after step after step, and turning around to see how far you've come.

It's easy to get distracted by all of the things we should do, could do, would do. This necklace is a reminder, though, that we can be Fearless.

When we are Fearless, the sky is the limit.

When we are Fearless, we can do anything.

When we are Fearless, we might be nervous but we do it anyway.

Wear the Fearless Necklace. When it catches your eye in the mirror, remember who you are.

When you feel it gently move against your body, remember how much potential you have.

You only need to close your eyes and jump. The universe is waiting, whispering, "Come on."

Be Fearless.

## Earring launch - email copy

Earrings might be the most hardworking piece of jewelry in your collection. After all, they pull a look together, dressing it up or down in an instant. From bohemian hoops to understated studs, sophisticated dangles to hybrid designs, it's earrings that are the cherry on top.

What story do your earrings tell? Maybe you're adventurous. Perhaps you're a homebody. With all of our earrings on sale 30% off, you can be both.

Shop with confidence. Each component of Lemonbug's jewelry is carefully pressed and inspected for quality. Designs and personalization are hand-stamped to create a piece of jewelry as unique as you are. Your jewelry is finished by gentle cleaning and polishing to enhance its natural beauty, and then carefully packed for its journey to you. After that, this piece's story is just getting started.

What story will you tell with your Lemonbug jewelry?