

Introduction

My client was discounting a past scent and wanted to tell her subscribers about it. I wrote this email to both inform and encourage subscribers to buy. You can view the original email [here](#).

Subject line: Saying Goodbye... Discontinued Scent Alert!

Don't Miss Out!

It's time to say goodbye to the Gingerbread candle. We're discontinuing this spicy holiday scent to make room for new products.

The good news is that you can get the remaining stock on sale! Clearance candles are rare, so don't miss your chance to get the Gingerbread candle for 25% off while supplies last.

If you love this scent, it's the perfect time to stock up for next Christmas. These candles also make wonderful gifts for family and friends.

[Shop Gingerbread Candles](#)

The Gingerbread candle's scent profile is ginger and holiday spices with base notes of sweet molasses and sugar. There are three sizes to choose from, starting at \$9.

As Lori from Illinois says:

"Spicy and light, this scent will make your home smell very festive at holiday time."

[Shop Gingerbread Candles](#)