

LUMÉ

CONSCIOUS SKINCARE

Lifecycle Email System

A premium email experience that turns first-time visitors into loyal, repeat customers — built end to end in Klaviyo.

15 Automated
Emails

4 Customer
Journeys



STRATEGY



COPYWRITING



DESIGN



KLAVIYO
AUTOMATION

AG CREATIVE LABS



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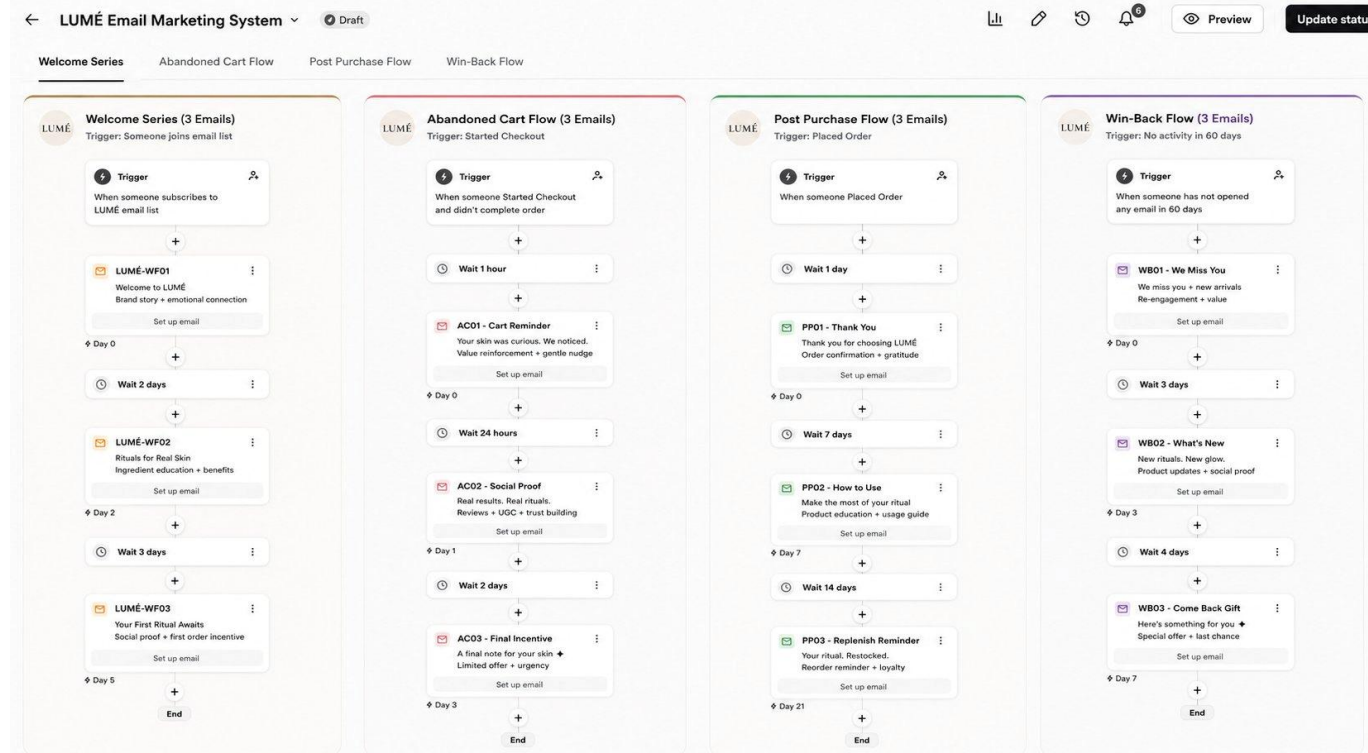
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THOUGHTFUL
★
EFFECTIVE
★
MEANINGFUL
★
CONNECTED
★

Four automated journeys, fifteen emails.



01 Welcome Series

Build trust + convert

02 Cart Recovery

Recover lost checkout

03 Post-Purchase

Loyalty + repeat buying

04 Win-Back

Reactivate inactives

Editorial design, engineered to convert.



Just thinking of
you.

It's been a couple of months — not that we're counting. The seasons turned, the light shifted, and we kept reformulating in the quiet.

Nothing to apologise for. Skin doesn't follow a schedule, and neither should the routine around it. Some weeks call for more; some for almost nothing at all.

I wanted to send a short hello, and show you the two pieces that have changed since you were last here. No urgency. No code.

— What's new at LUMÉ —



New formula

Soft Glow Serum

Same bakuchiol, gentler delivery. Cold-pressed rosehip carrier now — kinder on tired evening skin, lovely on a Sunday morning.



Best seller

Ritual Barrier Cream

Oat ceramide, sea buckthorn, eucalypt. The one that quietly holds your skin together while everything else gets credit.

"Skin changes with the seasons, the years, the stress. Your ritual should too."

— Mirielle, founder

Whenever you'd like to wander back, we'll be here.

Come back to your glow

Take your time.

P.S. Not sure where to begin again? The two-minute skin audit is a kind place to start.



Order Confirmed
So glad it's on
its way.

Order #LU-24957 Estimated delivery Mon, Jun 16 Status Preparing

Just a quick note — your order is in, and we're hand-pouring it this week. It should arrive by Monday, June 16.

While you wait, a tiny ritual for the days before it lands. Skin is patient. We can be too.

Three small things, before it arrives

- 01 Clear a small shelf. Just enough for four bottles. By a window if you can — morning light is kinder than bathroom light.
- 02 Soften your evening. Drink a glass of water before bed. Wash your face with your hands, not a tool. Tonight's prep matters more than tomorrow's products.
- 03 Open with intention. When the box arrives, don't tear it. Sit down. Open the bottles, smell the rosehip, set them in a row. The ritual starts there.

"The most powerful skincare ritual is a consistent one. Not a complicated one."

— Mirielle, founder

Take your time with it. We'll be here.

Read the ritual guide

A three-minute read.

P.S. Wondering what's in the box?

See your order

LUMÉ Conscious Skincare

LUMÉ Skincare Co. • 41 rue de Sévigné, 75004 Paris

You're receiving this because you placed an order with us.

Manage preferences • Unsubscribe • View in browser



You left something behind.

Your skin was
curious.
We noticed.

Hello, lovely —

You paused, you considered, you closed the tab. We understand — thoughtful purchases are rarely made in a hurry, and choosing what you'll press into your skin every morning deserves a slow moment.

We tucked your selection away. It's still there, exactly where you left it, ready for whenever the morning feels right.

A little something from LUMÉ

Why your skin barrier matters more than any serum.

The barrier is the quiet layer of lipids and ceramides that holds everything in — moisture, suppleness, the soft light skin gives back on a good day. When it's intact, every serum that follows simply works better.

The kindest thing you can do for your skin isn't a new active — it's the routine that lets the barrier rest.

Your cart is waiting —
quietly, unhurried.

Return to your ritual

Your cart is saved
Free shipping over \$60

P.S. Not sure your cart still fits? Our two-minute skin quiz will tell you, gently.

LUMÉ Sleep between.

Shop all The ritual Skin quiz About Instagram Pinterest

LUMÉ Skincare Co.

41 rue de Sévigné, 75004 Paris

You're receiving this because you joined the LUMÉ

list.

Update preferences Unsubscribe



Conscious rituals
A daily ritual for your
most luminous skin.

Light doesn't come from products.
It comes from within.

Begin your ritual

A note to you

Hi there, beautiful.

Your skin has been working hard. Through late nights, stress and changing seasons — it has been quietly protecting, adapting, renewing.

What your soul is asking for.

Your skin doesn't need to be
fixed.

It needs to be supported.

With thoughtful ingredients and intentional rituals, your natural glow isn't something we add. It's something we reveal.

— Mirielle, founder



Why LUMÉ
Every formula is created with
intention.

- 01 Ingredient-forward Purposeful actives chosen for your skin — bakuchiol, niacinamide, oat ceramide, mineral or every tone.
- 02 No unnecessary fillers Everything has a reason. Nothing for foam, fragrance, or fast claims. Short formulas, slowly written.
- 03 Skin-first science Designed to work with your biology — at concentrations the studies actually support, and no further.



Not just a routine.

A way of caring.

Discover formulas created around your skin's needs — cold-pressed, plant-derived, quiet enough to live with.

Discover your ritual

P.S. Not sure where to start? Take our two-minute skin quiz and receive personalised ritual advice that your skin is asking for.

Take the skin quiz

STRATEGY BEHIND EVERY FLOW

Not just designed — engineered.

Welcome

INTENT

First-purchase conversion

METHOD

Story → Education → Offer

Cart

INTENT

Revenue recovery

METHOD

Reminder → Trust → Incentive

Post-Purchase

INTENT

Retention

METHOD

Guide → Results → Reorder

Win-Back

INTENT

Reactivation

METHOD

Reconnect → Update →
Return

LUMÉ

Project Delivery

Built for premium ecommerce brands.

WHAT'S INCLUDED



Lifecycle strategy



15 responsive emails



Automation architecture



Email copywriting



Visual direction



Klaviyo flow setup