



To: Altynay

From: Masafi Pure Mornings

GUIDE DELIVERED

Your Family Hydration Guide is here

Subject line: Your Family Hydration Guide is here

Preview text: Plus the one-page tracker your kids can fill in themselves.

Hi Altynay,

Your Family Hydration Guide is attached - one clear, practical answer to the question every parent searches late at night: how much water does my child actually need?

Start with the age-by-age guidance and then print the Daily Family Hydration Tracker. Children can tick the boxes themselves, helping hydration feel like a routine rather than another reminder.

Over the next few days, we will send two more short emails: one story from a Dubai family and one small gift. No daily noise, we promise.

To pure mornings,
The Masafi Team

[Download your guide](#)

Value first: fulfil the promise immediately and build trust.

puremasafi.blog



To: Aisha

From: Masafi Pure Mornings

REAL FAMILY STORY

How one Dubai family stopped buying water at the supermarket

Subject line: How one Dubai family took water off the shopping list - for good

Preview text: Five people, one Dubai summer, zero 'we're out of water' moments.

Hi Aisha,

A family of five in Mirdif told us their old water routine meant two supermarket runs a week, a car boot full of bottles in the heat and the occasional 9 p.m. discovery that they had run out anyway.

Last spring, they switched to Masafi home delivery. Now water arrives on a schedule they set once and adjust whenever needed. In their words: 'It removed a chore we did not realise was a chore.'

The tracker in your guide works even better when the water it tracks is always there.

To easier mornings,
The Masafi Team

[See how home delivery works](#)

Story second: relatable social proof without a hard sell.

puremasafi.blog



To: Liepa

From: Masafi Pure Mornings

CODE: PUREMORNING

A small gift for your first Pure Morning

Subject line: Your first delivery month - on us

Preview text: One code, one week, one easier morning routine.

Hi Liepa,

Here is the small gift we promised: use code PUREMORNING this week and your first month of Masafi home delivery is free.

Delivery is scheduled around your week. You can adjust or cancel anytime. The goal is simple: make sure water is ready before your family needs it.

The offer expires Sunday at midnight. After that, the code closes.

To your next pure morning,
The Masafi Team

Claim your free first month

Offer last: one clear CTA and a genuine deadline.

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