**JUST A KIND REMINDER EMAIL FOR THE BELOW EMAIL**

Subject Line: **Follow-up on Avon’s New Market Development**

Hi Lucy,  
  
I know you’re super busy and there’s a chance my last email got buried. Regarding the case study I sent over, we have a new exclusive interview to go along with that.  
  
***Some interesting things discussed:***  
**POINT 1  
POINT 2  
POINT 3**  
  
Let me know if you’d like to feature it. I’ll link the case study again here **(www.abc.com/marketdevelopment)**  
Regards,  
Matilda