**Subject line**

Try Philips Sonicare for free at your next appointment

**Preview line**

It’s a risk-free way to try a Philips Sonicare power toothbrush

**Email body copy**

Are you ready to switch-up your routine and improve your oral health?

Now’s your chance! Our new in-office trial program allows you to experience the gentle yet effective Philips Sonicare technology at no charge next time you come in to see us.

What better way to find out if Philips Sonicare is right for you?

Ask us at your next appointment.