

Copy for Retail Catalog

Spread #1 – p. 38-39

Headline – “Such sweet reminders”

Content – You often think about those meaningful times for a good laugh or a good cry. Every triumph. Every failure. She was right there waiting, with her unconditional love and open arms. Show her that you haven’t forgotten...

Spread #2 – p. 44-45

Headline – “Sleep Well My Friend”

Content – It’s easy to fall asleep fast every night with all of this comfort. And thank goodness because it’s been a long day. Grab your novel, a cup of soothing tea and settle into dozing off. Lights out. [insert sigh of bliss]

Spread #3 – p. 64-65

Headline – “Now THIS is the vacation”

Content - Got my super cute new wedges? Check. My Don’t-I-look-mysterious sunglasses? Check. Plenty of outfit changes when I meet Mr. McDreamy? Check. (little bottle of naughty red polish? double check.)

Spread #4 – p. 86-87

Headline – “She’s Still Got It!”

Content - Be it mom, wife or top exec. She’s got this! “Life is a lot like hula hooping,” she says. A little to the left. A little to the right. Then balance it all out. Hmm...hula and life lessons, who knew?