**Subject Line:**When’s the Last Time You Checked?

**Body:**

Like bananas, reagents have expiration dates too, and if you haven’t checked the expiration dates on your reagents lately, now is the time.

Environmental influences can diminish a reagent’s effectiveness over time, so it’s best to replace all the chemicals in your kit yearly. If your testing is seasonal, start each season with fresh reagents.

You will find the expiration or best by date printed on the label. As with other perishables, reagents and test strips must be stored under controlled environmental conditions. Listed below are some simple rules to help ensure accurate test results:

* Store all reagents and test strips at a consistent temperature between 36°F–85°F (2°C–29°C).
* Keep all reagents and test strips out of direct sunlight.
* Store all reagents and test strips away from treatment chemicals.
* Always replace caps tightly on reagent bottles and test strip containers.
* It is best to replace your reagents and test strips seasonally.

We offer Taylor test kits and test strips to help you monitor water quality so your [pool/spa] crew can keep diving and dipping.

If you have any questions about your [pool/spa/pool & spa water], please contact our store at [xxx-xxx-xxxx].

Thank you for your business! We look forward to seeing you soon.

Your friends at [Dealer Name]