

# EYE MASK

## Product Story

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### **VERSION 1** (rejected)

Who doesn't love a good sleep?

And whether it's your night slumber or a quick afternoon nap, we know you want your sleep to be sound and uninterrupted. You know... just lie down, put your feet up, and dozzzzZzzZze off. Introducing Thela Gaadi's Quirky Eye Masks. Designed for utmost comfort and blocking out any interfering lights, our cosy eye masks are your best aid for a deep sleep.

So, slow down, relax a bit, breathe, and just take a nap or two. Because as they say... there's nothing that a sound sleep can't cure.

Happy Sleeping!

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### **VERSION 2** (rejected)

You know what they say... You only realise the value of something when it's gone. Our relationship with sleep has kinda been like that.

The afternoon naps that we once abhorred as kids are our greatest gifts now. Bless those days when we can take a nap. Those 10 PM school sleep schedules soon escalated to 2, 3, sometimes, 4 AM office overtimes. And before we knew it, we had a hundred things to take care of. Somewhere, somehow, sleep got left behind...

But, hey! It isn't as far as you think. With these cosy eye masks (that you're holding right now!), we bring to you a bundle your childhood and worry-free sleep.

So, slow down, relax, breathe, and just take a nap or two. Because... there's nothing that sleep can't cure. Happy Sleeping :)

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### **VERSION 3**

*Absence makes the heart grow fonder.*

Our relation with sleep has kinda been like that. The afternoon naps that we once disliked are our prized moments now. Bless those days when we can take a nap. Those 10 PM school sleep schedules soon escalated to 2, 3, sometimes, 4 AM office overtimes. And before we knew it, we had a hundred things to take care of. Somewhere, somehow, sleep got left behind...

Allow us to bring back those moments of cosy sleep. With these 100% cotton eye masks (that you're holding right now!), we bring to you a bundle your childhood and worry-free sleep.

So, slow down, relax, breathe, and just take a nap or two. Because... there's nothing that sleep can't cure. Happy Sleeping :)

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### **VERSION 4 - Letter to Sleep**

*Dear Sleep,*

*I'm sorry that we don't see each other so often now. I am barely with you for 3-4 hours. I know we used to spend 7-8 hours, sometimes 10 hours together. But, then, adulting caught up. And you know, I had a hundred and one things on my mind. Trust me, I didn't forget about you. In fact, I missed you all along.*

*But, I wanna make up. So, here's this eye mask — for all the precious moments we lost together, and to make all the coming moments a lot more comfier and cosier for us together.*

*What say? Let's call it a day, then. And I'll meet you soon.*

*Yours,  
Me!*

*P.S. — I love you... and no cellphone can come between us!*