

Botox reminder email templates

Six copy-and-paste emails for the whole Botox cycle — from the two-day check-in to the three-month rebooking nudge. Timed to what the treatment is actually doing in the patient's face.

The Botox reminder cadence

Each send point below is tied to the treatment's own timeline, not to a generic marketing calendar.

Send point	What the patient is experiencing	What the email does	Channel
48 hours before	Booked and waiting, may have forgotten the aftercare rules	Confirms the slot and sets pre-treatment expectations	Email, plus SMS for same-week bookings
Day 2	Chemical denervation typically begins one to two days after injection	Reassures, and repeats the aftercare instructions	Email
Day 14	Effect has built through the first week, close to its day-30 peak	Invites a review and catches asymmetry early	Email
Month 3	Response falling — 63% still responding at day 90, and it is the earliest interval the label supports	Opens rebooking while the result still looks good	Email, then SMS if unopened
Month 4	Fewer than half still responding — 39% at day 120	Recalls a patient who has gone quiet	Email
After a no-show	Missed the slot, often embarrassed to call	Reopens the booking without friction	Email, same day

Why these dates. The prescribing information says the initial doses typically induce chemical denervation one to two days after injection, increasing in intensity during the first week. In the pooled glabellar trials, the share of patients reporting at least moderate improvement was 82% at day 7 and peaked at 89% at day 30. It fell to 63% by day 90 and 39% by day 120. Duration of effect is approximately 3-4 months. The label also states that dosing more frequently than every 3 months has not been clinically evaluated. That is why the rebooking email goes out at month three and not before.

Source: BOTOX Cosmetic (onabotulinumtoxinA) prescribing information, AbbVie, revised 10/2024, Table 9 — rxabbvie.com/pdf/botox-cosmetic_pi.pdf

Merge fields used throughout. Swap these for your own system's tags before you send.

[First name]

[Practice name]

[Practitioner]

[Date]

[Time]

[Treatment area]

[Booking link]

[Phone]

[Treatment date]

The six templates

Subject lines are written to survive a crowded inbox. Keep them under 45 characters where you can.

1. Appointment reminder

48 hours before

SUBJECT LINE

Your Botox appointment on [Date], [First name]

BODY

Hi [First name],

You're booked with [Practitioner] at [Practice name] on [Date] at [Time] for [Treatment area].

Two things to keep the result clean. Skip alcohol and anti-inflammatories such as ibuprofen for 24 hours beforehand, because both make bruising more likely. Arrive without makeup on the treatment area if you can.

Need a different time? Rebook here: [Booking link]

See you soon,
[Practitioner], [Practice name]

2. Day-two check-in

Day 2

SUBJECT LINE

Starting to see a change, [First name]?

BODY

Hi [First name],

Around now is when most people notice their first change in movement. If you are not seeing much yet, that is normal — the result keeps developing over the next two weeks.

Until then, keep off your face. No rubbing, no facials, no lying flat for four hours after treatment, and give the gym a day.

Anything feel off? Reply to this email or call us on [Phone].

[Practitioner], [Practice name]

3. Two-week results check

Day 14

SUBJECT LINE

How does your [Treatment area] look now?

BODY

Hi [First name],

Your result from [Treatment date] should be fully settled by now. This is the point where we can still adjust anything that looks uneven.

If you are happy, no reply needed. If one side is sitting differently, or a line has not softened as much as you hoped, book a review: [Booking link]

Reviews within two weeks of treatment are on us.

[Practitioner], [Practice name]

4. Rebooking reminder

Month 3

SUBJECT LINE

Time to book your next Botox, [First name]

BODY

Hi [First name],

It has been three months since we treated your [Treatment area]. That is usually when movement starts to come back.

Booking now means you keep the result you have rather than starting again from a fully returned line. It also gets you a slot before the schedule fills.

Pick a time that suits you: [Booking link]

[Practitioner], [Practice name]

5. Lapsed patient recall

Month 4

SUBJECT LINE

We have kept your notes, [First name]

BODY

Hi [First name],

We last saw you four months ago, so your result will have worn off by now.

Your treatment notes are still on file — the areas, the units and what worked. That means your next visit picks up where we left off instead of starting with a fresh consultation.

Ready when you are: [Booking link]

[Practitioner], [Practice name]

6. No-show follow-up

Same day

SUBJECT LINE

We missed you today, [First name]

BODY

Hi [First name],

You were booked with us at [Time] today and we did not want to leave it without saying hello.

No explanation needed. If you would like to come in another day, here is our schedule: [Booking link]

If something has changed and you would rather we stopped emailing, just reply and we will take you off the list.

[Practice name]

Before you send

- **Keep clinical detail out of the subject line.** Inbox previews show on lock screens, so "your appointment on Thursday" is safer than naming the treatment and the area.
- **Get consent for marketing separately.** A reminder about a booked appointment is not the same as a promotional recall, and the second one needs its own opt-in.
- **Send from a monitored address.** Patients reply to reminder emails with clinical questions, and an unwatched inbox is a safety problem.
- **Give every email one action.** Two competing links reduce the number of people who take either.
- **Pair the month-three email with a text.** Rebooking is time-sensitive, and a text catches the patient who never opened the email.

Subject line swap file

Rotate these so a patient on the list for a year does not read the same line four times.

Send point	Alternative A	Alternative B
48 hours before	[First name], you're in on [Date]	Two days to go, [First name]
Day 2	Day two — what to expect now	[First name], a quick check-in
Day 14	Happy with how it settled?	Your two-week review, [First name]
Month 3	Your usual slot is open, [First name]	Three months already, [First name]
Month 4	Still got your notes on file	Been a while, [First name]
After a no-show	Everything alright, [First name]?	Want to pick another day?

Adapting the cadence. The day-two and day-fourteen sends are specific to botulinum toxin, so keep them where they are. For dermal filler, replace the month-three rebooking with a review at the interval your product's own literature supports, which is usually far longer. Never reuse a Botox interval for a treatment that does not share its duration.

Send these on a schedule instead of by hand

Practice management software like Pabau triggers each of these emails from the treatment date. The day-two check-in and the month-three rebooking go out without anyone remembering to send them. See it on your own schedule at pabau.com/book-demo.