

Luke Sutton

Copywriting Examples

2024-Present

Brand: Optune Lua™

Optune Lua™: Social Posts (link attached to images)

OPTUNE
LUA®

Sarah

Hey, Doctor. Can we talk about the treatment for metastatic non-small cell lung cancer (mNSCLC) that uses Tumor Treating Fields?

Doctor

Yes! Optune Lua is a wearable medical device...



What is Optune Lua® approved to treat?

Optune Lua is a wearable, portable, FDA-approved device used together with PD-1/PD-L1 inhibitors (immunotherapy) or docetaxel. It is indicated for adult patients with metastatic non-small cell lung cancer (mNSCLC) who have progressed on or after a platinum-based regimen.

optunelua.us · Following
Original audio

optunelua.us 1h
Before you start Optune Lua®, it's important to talk with your doctor. Visit OptuneLua.com for helpful information to start the conversation.

Optune Lua is a wearable, portable, FDA-approved device for adults with mNSCLC who have progressed on or after platinum-based chemotherapy. It's used together with PD-1/PD-L1 inhibitors or docetaxel.

See Important Safety Information at the link in our bio.

#OptuneLua #IPowerMyLife

No comments yet.

Start the conversation.

1 hour ago

Add a comment...



What is Optune Lua® approved to treat?

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Important Safety Information

Who should not use Optune Lua?

5 likes

February 12

Add a comment...

Optune Lua™: Social Posts (link attached to images)



optunelua.us · Following
Original audio

optunelua.us 13w
Join the community that is using the power of Optune Lua®, a device that is approved to treat metastatic non-small cell lung cancer (mNSCLC) with Tumor Treating Fields. Learn more about this portable device at OptuneLua.com.

Optune Lua is a wearable, portable, FDA-approved device for adults with mNSCLC who have progressed on or after platinum-based chemotherapy. It's used together with PD-1/PD-L1 inhibitors or docetaxel.

See Important Safety Information at the link in our bio.

#OptuneLua #IPowerMyLife

No comments yet

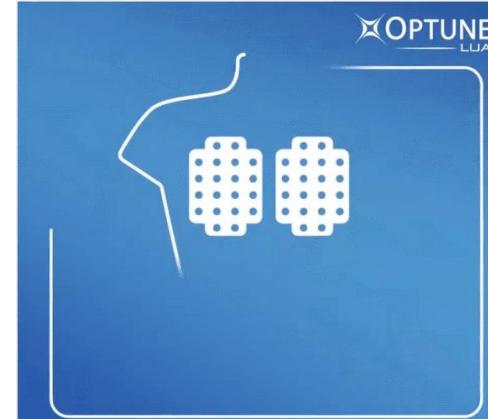
6 likes
March 26

Add a comment...

Actor Portrayal

What is Optune Lua® approved to treat?

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optunelua.us · Following
Original audio

optunelua.us 9w
Wondering how Optune Lua® could help you with metastatic non-small cell lung cancer (mNSCLC)? Talk to your doctor to learn more and see how it works at OptuneLua.com.

Optune Lua is a wearable, portable, FDA-approved device for adults with mNSCLC who have progressed on or after platinum-based chemotherapy. It's used together with PD-1/PD-L1 inhibitors or docetaxel.

See Important Safety Information at the link in our bio.

#OptuneLua #IPowerMyLife

No comments yet

4 likes
April 23

Add a comment...

What is Optune Lua® approved to treat?

Optune Lua is a wearable, portable, FDA-approved device used together with PD-1/PD-L1 inhibitors (immunotherapy) or docetaxel. It is indicated for adult patients with metastatic non-small cell lung cancer (mNSCLC) who have progressed on or after a platinum-based regimen.

Optune Lua™: Emails and Brochure Manuscript (link attached to image)

EMAILS

[Confirmation email]

Subject: Thanks for signing up (22 cc)

Preheader: [NAME], learn more about Optune Lua (~36cc)

ALT Subject 1: Thank you for signing up for info about Optune Lua (51cc)

ALT Preheader 1: Here's a look at what you can expect (36cc)

ALT Subject 2: Good news! You've successfully signed up! (41cc)

ALT Preheader 2: [NAME], there's more information about Optune Lua coming your way (65cc)

<logo>

<body copy>

Hi <First Name>,

We appreciate your interest in Optune Lua—a wearable, portable, FDA-approved device designed for people with advanced Non-Small Cell Lung Cancer (NSCLC) to be used once they have progressed on or after platinum therapy. Keep an eye out for emails about topics like:

<AD to consider pairing icons with bulleted copy>

- How Optune Lua works
- How it fits into your daily life

Excerpts from In-Office Conversation Starter

[Cover/HCP Side – FRONT]

[Optune Lua logo]

[headline]

Starting the conversation about Optune Lua with your patients

[subhead]

Introducing patients to an innovative treatment for metastatic NSCLC

[Page 1/HCP - FRONT]

[Optune Lua logo]

[headline]

Introducing Optune Lua

[body copy]

Optune Lua could be a viable next step for your patient's non-small cell lung cancer (NSCLC) treatment plan. In this piece, we've included key information about the Optune Lua device to help you provide education for your patients and facilitate your discussions.

There are two sides:

1. The **front side** is what you'll share with patients
2. The **back side** has additional context and information for you

You'll see conversation considerations throughout as noted with this icon [AD to provide].

Contact Information:

Luke William Sutton

1-(910)-200-1615

lukesutton26291@gmail.com

<https://lukesutton262910.wixsite.com/portfolio>