


# Luke Sutton

# Copywriting Examples

2024-Present

**Brand: Optune Lua™**

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





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](https://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...



**optunelua.us · Following**

**optunelua.us · 19w**

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.

Learn more at [OptuneLua.com](https://OptuneLua.com)

See Important Safety Information at the link in our bio.

[#OptuneLua](#) [#NowApproved](#)

**No comments yet.**

Start the conversation.

5 likes

February 12

Add a comment...

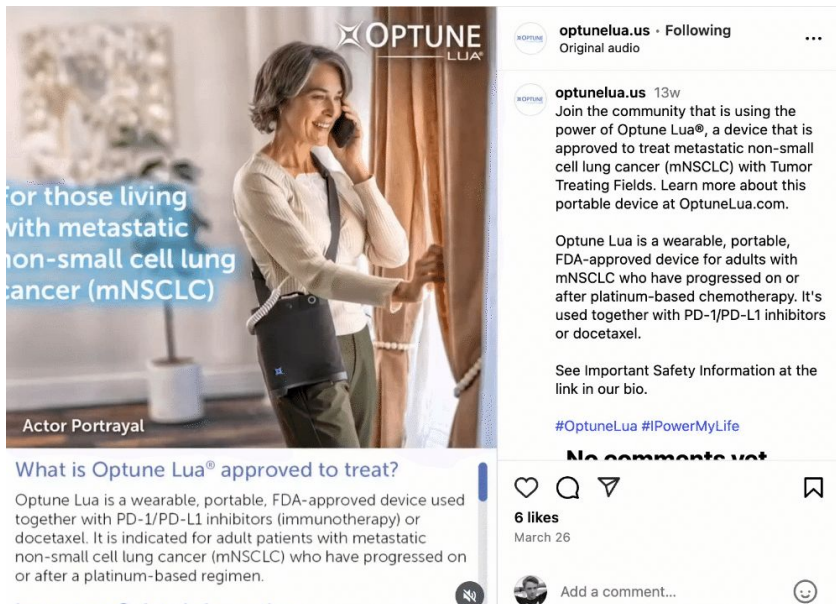
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**Important Safety Information**

Who should not use Optune Lua?

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



Facebook post from **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](https://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.

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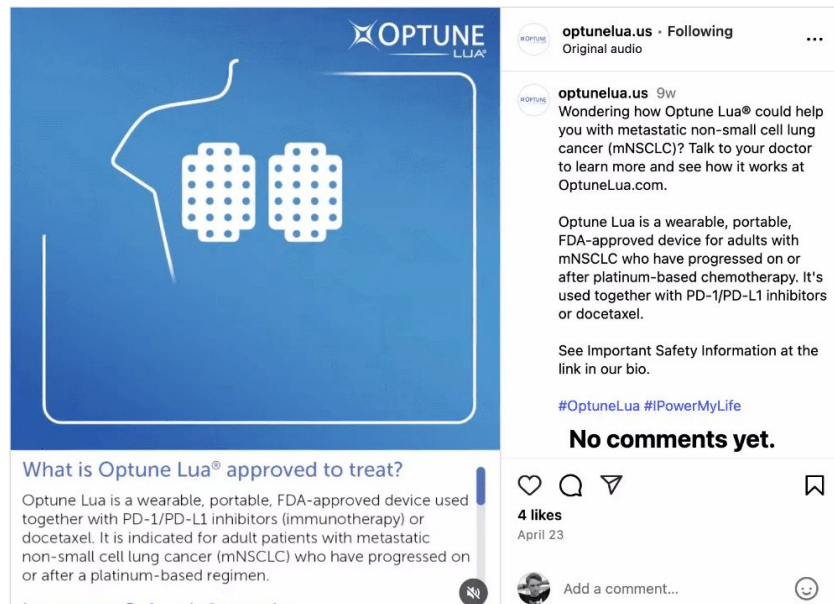
[#OptuneLua](#) [#IPowerMyLife](#)

**No comments yet**

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6 likes · March 26

Add a comment...



Facebook post from **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](https://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.**

**What is Optune Lua® approved to treat?**  
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4 likes · April 23

Add a comment...

# 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:

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