

Pharma Product Landing Page (Copywriting + Wireframe)



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SECTION 1 — Document Identity & Purpose

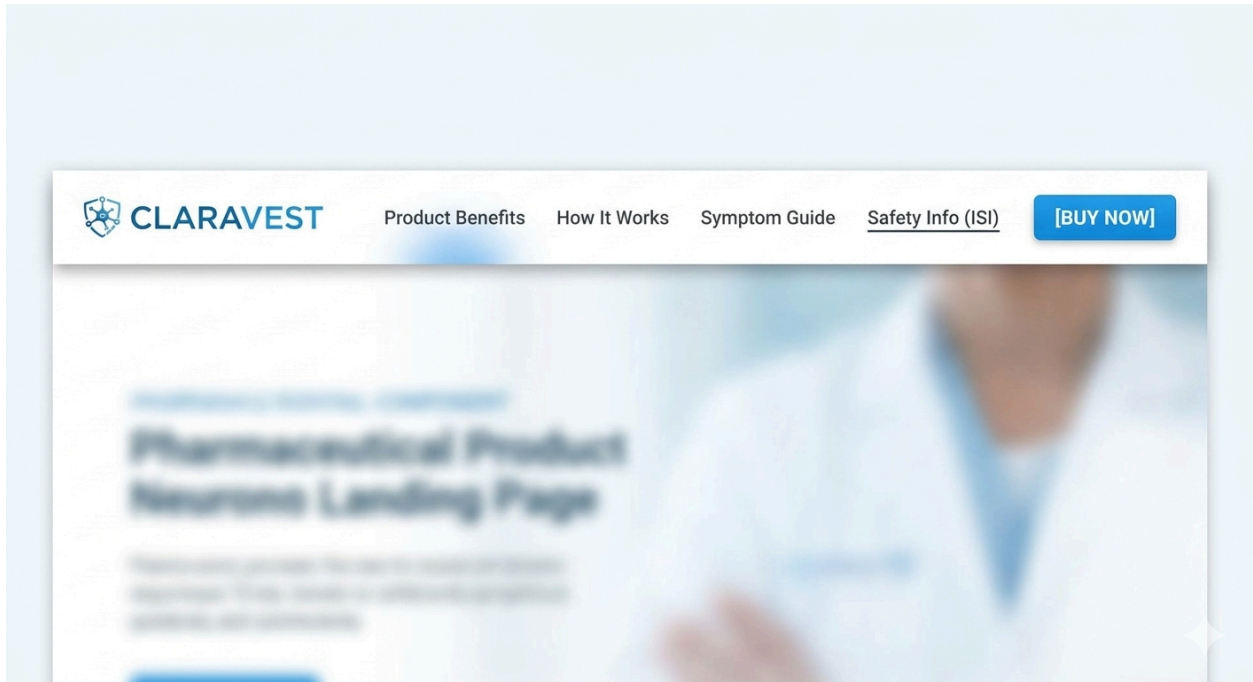
- **Document Type:** Pharma Product Landing Page — Structural Wireframe & Copywriting Blueprint
- **Intended Audience:** Consumer healthcare brands, Over-the-Counter (OTC) pharmaceutical marketing directors, digital product managers, and legal/regulatory compliance officers.
- **Context of Use:** A production-ready digital wireframe and conversion-copy manuscript designed to launch a next-generation OTC non-drowsy allergy relief medication (**Claravest 10mg**). This asset bridges the gap between high-conversion digital marketing and rigid FDA/FTC regulatory compliance.
- **Tone & Style:** Persuasive, empathetic, accessible, yet strictly objective and medically sound. Completely free of unsubstantiated clinical claims or hyperbolic marketing buzzwords.

Portfolio Header & Positioning Statement

This portfolio sample highlights MedLexis's specialized capability in healthcare marketing and regulatory copywriting. By capturing a slice of the digital-first pharmaceutical marketing budget, MedLexis demonstrates how to structure high-converting consumer landing pages that remain strictly compliant with FDA guidelines and FTC advertising standards, ensuring safe, effective, and legally sound copy.

SECTION 2 — Full Landing Page Production Manuscript

2.1 Navigation Bar Component



2.2 Section 1: Above-the-Fold Hero Component



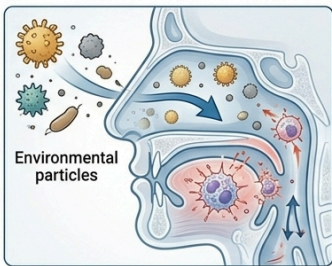
Copy Manuscript:

- **Primary Headline (H1):** Continuous Relief From Indoor & Outdoor Allergen Triggers.
- **Supporting Subheadline (H2):** A single 10mg dose provides 24 hours of non-drowsy symptom control. Start breathing comfortably again, without feeling slowed down.
- **Primary Call-to-Action (Teal Button Text):** Find an Online Retailer
- **Secondary Action Link (Text Only):** View Product Ingredients

2.3 Section 2: Simplified Mechanism of Action (MoA) Component

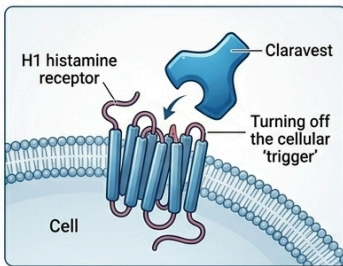
 [Product Benefits](#) [How It Works](#) [Symptom Guide](#) [Safety Info \(ISI\)](#) [\[BUY NOW\]](#)

Block Allergens at the Source, Not Just the Symptoms



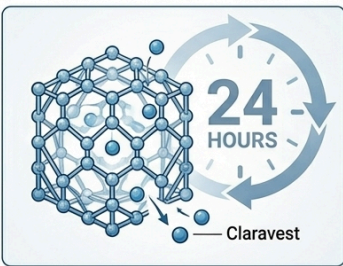
1. The Environmental Trigger

When airborne particles like pollen, mold, dust, or pet dander enter your respiratory pathways, your immune system releases histamine—the underlying chemical trigger responsible for standard inflammatory responses.



2. The Selective Blockade

Claravest contains an advanced second-generation antihistamine that selectively binds to peripheral histamine receptors. By blocking these sites, it stops the allergic cascade before common physical symptoms can begin.



3. Sustained Systemic Defense

Engineered with a specialized slow-release molecular framework, a single 10mg dose distributes reliable systemic stability. It provides consistent relief for 24 hours blood-brain barrier, preventing midday fatigue.

Copy Manuscript:

- **Section Header:** Block Allergens at the Source, Not Just the Symptoms
- **Column 1 Title:** 1. The Environmental Trigger
- **Column 1 Body:** When airborne particles like pollen, mold, dust, or pet dander enter your respiratory pathways, your immune system releases histamine—the underlying chemical trigger responsible for standard inflammatory responses.
- **Column 2 Title:** 2. The Selective Blockade
- **Column 2 Body:** Claravest contains an advanced second-generation antihistamine that selectively binds to peripheral histamine receptors. By blocking these sites, it stops the

allergic cascade before common physical symptoms can begin.

- **Column 3 Title:** 3. Sustained Systemic Defense
- **Column 3 Body:** Engineered with a specialized slow-release molecular framework, a single 10mg dose provides reliable systemic stability. It provides consistent relief for 24 hours without crossing the blood-brain barrier, preventing midday fatigue.

2.4 Section 3: Consumer Eligibility & Symptom Matrix Component



[Product Benefits](#)[How It Works](#)[Symptom Guide](#)[Safety Info \(ISI\)](#)[\[BUY NOW\]](#)

Is Claravest Right for Your Symptoms?

Compare multi-symptom coverage against traditional first-generation antihistamines.

SYMPTOM PROFILE	FIRST-GENERATION ANTIHISTAMINES	CLARAVEST 10MG (ONCE DAILY)
Sneezing & Runny Nose	✓ Covered	✓ Covered
Itchy, Watery Eyes	✓ Covered	✓ Covered
Itchy Nose or Throat	✓ Covered	✓ Covered
Maintains Alertness / Non-Drowsy	✗ Causes Severe Drowsiness	✓ 100% Non-Drowsy
Dosing Frequency	Every 4 to 6 Hours	Once Every 24 Hours

Copy Manuscript:

- **Section Header:** Is Claravest Right for Your Symptoms?
- **Section Subheading:** Compare your multi-symptom coverage against traditional first-generation over-the-counter antihistamines.
- **Symptom List Labels:** Sneezing & Runny Nose | Itchy, Watery Eyes | Itchy Nose or Throat | Maintains Alertness / Non-Drowsy | Dosing Frequency
- **Claravest Row Callouts:** Once Every 24 Hours | 100% Non-Drowsy Formula (When taken as directed)

2.5 Section 4: Important Safety Information (ISI) Block

IMPORTAT**IMPORTANT SAFETY INFORMATION**

- **INDICATIONS & USAGE:** Claravest (10mg) is an over-the-counter medication indicated for the temporary relief of symptoms associated with upper respiratory allergies, allergic rhinitis, and environmental allergy triggers in adults and children 6 years of age and older.
- **CONTRAINDICATIONS:** Do not use this product if you have a known history of hypersensitivity or allergic reactions to antihistamines or any inactive components listed within the product packaging.
- **WARNINGS & SPECIAL PRECAUTIONS:** Individuals presenting with severe renal impairment or underlying hepatic insufficiency must consult a licensed healthcare professional prior to initiating use, as a modified dosing schedule may be clinically required. If you are currently pregnant, planning to become pregnant, or actively nursing, consult your physician before adding this medication to your daily self-care routine. Do not exceed the recommended dose of one 10mg tablet within a one 10mg tablet within a 24-hour period. Concluding therapeutic use and seeking immediate medical assistance is advised if an unexpected systemic reaction or severe hypersensitivity event occurs.
- **COMMON ADVERSE REACTIONS:** Data derived from controlled clinical screening phases indicate that Claravest is generally well tolerated. Reported secondary events occurring at incidence rates similar to or slightly above include mild headache, somnolence (less than 1%), xerostomia (dry mouth), and occasional pharyngitis.

Copy Manuscript:

- **Section Title:** IMPORTANT SAFETY INFORMATION (ISI)
- **Indications & Usage:** Claravest (10mg) is an over-the-counter medication indicated for the temporary relief of symptoms associated with upper respiratory allergies, allergic rhinitis, and environmental allergy triggers in adults and children 6 years of age and older.
- **Contraindications:** Do not use this product if you have a known history of hypersensitivity or allergic reactions to antihistamines or any inactive components listed within the product packaging.
- **Warnings & Special Precautions:**
 - Individuals presenting with severe renal impairment or underlying hepatic insufficiency must consult a licensed healthcare professional prior to initiating use, as a modified dosing schedule may be clinically required.
 - If you are currently pregnant, planning to become pregnant, or actively nursing, consult your physician before adding this medication to your daily self-care routine.
 - Do not exceed the recommended dose of one 10mg tablet within 24 hours. Concluding therapeutic use and seeking immediate medical assistance is advised if an unexpected systemic reaction or severe hypersensitivity event occurs.

- **Common Adverse Reactions:** Data derived from controlled clinical screening phases indicate that Claravest is generally well tolerated. Reported secondary events occurring at incidence rates similar to or slightly above placebo include mild headache, somnolence (less than 1%), xerostomia (dry mouth), and occasional pharyngitis.

2.6 Section 5: Regulatory Compliance Footer Component

CLARAVEST

[Ingredient Callout]

Active Ingredient per Tablet: Claravest Antihistamine 10mg.

[FDA/FTC Clause]

Read full drug facts label on packaging before purchasing. Use strictly as directed. If symptoms persist unchanged after 14 consecutive days of self-treatment, pause usage and schedule an evaluation with a certified primary care provider. Use only as directed on packaging. These statements are evaluated under OTC Monograph Standards.

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Northbridge Corporate Plaza.

Copy Manuscript:

- **Active Ingredient Statement:** Active Ingredient per Tablet: Claravest Antihistamine 10mg.
- **Usage Disclaimer:** Read the full drug facts label on packaging before purchasing. Use strictly as directed. If symptoms persist unchanged after 14 consecutive days of self-treatment, pause usage and schedule an evaluation with a certified primary care provider.

SECTION 3 — MedLexis Strategic Value Statement

- **Commercial Importance & Portfolio Scaling:** The vast majority of pharmaceutical consumer marketing budgets are allocated to digital product launches, where conversion-optimized copywriting directly impacts direct-to-consumer sales metrics. This document demonstrates MedLexis's ability to command premium project rates within this highly regulated, lucrative field.
- **Data Storytelling & Compliance Mastery:** This asset highlights MedLexis's technical capability to balance persuasive consumer marketing with strict legal constraints. It shows prospective clients that our team can craft clear copy that appeals to everyday consumers while adhering to FDA fair-balance requirements, structural layouts, and FTC truth-in-advertising guidelines.

MedLexis Portfolio Disclaimer

This sample is provided exclusively for educational and promotional purposes. It is **not** intended to offer medical advice, diagnosis, or treatment, and should not be interpreted as such. Unless explicitly stated, it does not reflect the views, content, or materials of any actual client.

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