



**Project:** Freedom Innovations Silhouette Direct Mail

**Assignment:** Develop copy for a postcard promoting the Silhouette™ Prosthetic Foot to physicians.

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(headline)

*Light as a feather... but no lightweight!*

(copy)

The Silhouette™ Prosthetic Foot by Freedom Innovations was designed with today's amputee in mind. Its carbon-fiber construction results in a surprisingly light-weight device that delivers exceptional energy storage and return, allowing the user to walk farther and faster with less effort. Yet despite its light-weight configuration, the Silhouette™ is a high performance prosthetic foot that provides extended range of motion and exceptional stability. With a slim profile that facilitates refined cosmetic finishing, the Silhouette™ enables amputees to move with ultimate dignity and grace.

The Silhouette™ Prosthetic Foot.

Where high science meets high style.

Order The Silhouette™ Prosthetic Foot factory direct by calling 888-818-6777 or through SPS 800-767-7776.