

# Novel treatment for neuropathy makes its case

**"B**uild a better mousetrap, and the world will beat a path to your door."

Those often quoted words touting the virtues of innovation still resonate. But arguably, the world was quite different in the 1800s, when visionary Ralph Waldo Emerson espoused his view, than it is today.

These days, even when a company introduces a superior solution to an old problem, it typically takes hard work to convince consumers to give a new product a try.

Just ask Halifax-based Origin BioMed, an innovative young company behind an over-the-counter pain reliever that has proven itself as an effective new way to address the unrelenting discomfort of neuropathy, an affliction that affects tens of millions of people across North America.

While the company has been on a steady upward trajectory since launching Neuragen, a novel, topical pain reliever now available in major drugstores across the U.S. and Canada, Origin BioMed vice president of commercialization and business development Martin Green-



When it comes to market uptake of its lead product Neuragen, a novel therapeutic that brings temporary relief to the nagging sensations and pain caused by neuropathy, Halifax-based Origin BioMed is convincing customers one at a time. Demand for the product is soaring across North America as more and more customers try the product and discover its remarkable efficacy.

PHOTO: ISTOCKPHOTO.COM

wood says, "We are a centimetre deep in terms of reaching people who suffer from neuropathy who could benefit from this product."

"October was the best month in our company's history. But this market is so huge we could be growing at this rate for a long time and still feel like we're just beginning to penetrate it."

Characterized by persist-

ent sensations of numbness, tingling and pain in the toes and fingertips, neuropathy results when nerves that transmit information between the central nervous system and the rest of the body are damaged. Associated with many serious health issues, including autoimmune disorders, cancer and shingles, most often the culprit behind neuropathy is diabetes.

Dr. Alexander McLellan, co-author of *The Numb Foot Book*, which focuses on the treatment of diabetic neuropathy, says multiple clinical trials to date have shown that between 70 to 80 per cent of people treated with Neuragen experience rapid pain relief. "About 50 per cent of those people get a remarkable level of pain relief – a reduction of pain of

half or better. Usually that's within minutes of application," he says.

Among other upsides, Dr. McLellan says a series of independent clinical trials of Neuragen undertaken at Louisiana State University Health Sciences Center have yielded resoundingly positive results.

"I would hazard to guess that Neuragen has offered the

fastest pain relief yet of any therapies tested at Louisiana State," says Dr. McLellan.

Despite Neuragen's proven efficacy, it took the company years to build its retail distribution network.

Now that its retail presence is virtually ubiquitous, Origin is focused on educating consumers and health professionals about the product. Among its efforts, Mr. Greenwood says the company recently introduced a trial format in the U.S., now available in major drug-stores.

"With a sample size, it's easy to try the product. Once people try it, they believe," says Mr. Greenwood, adding that the company is hoping to launch a similar program in Canada soon.

"Consumers expect a trade off when they see a natural product. But here is a product that is both natural and is a highly efficacious pain reliever for nerve pain."

While it is widely expected that Neuragen will eventually become a blockbuster, in today's day and age, Origin BioMed is discovering the path to its door will be built one satisfied customer at a time.

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## New solution to old problem a welcome relief

**A**s companies in the consumer products business know, it's not unusual to hear from consumers when they are unhappy. Less typical, however, is to have customers so pleased with a product that they feel compelled to reach out and express gratitude.

Yet that is precisely the growing experience of Origin BioMed, the innovative Halifax-based company behind Neuragen, a new, over-the-counter topical

treatment for neuropathy.

A nerve condition commonly associated with diabetes, shingles, cancer and other afflictions, neuropathy is estimated to affect between 500,000 and 2 million Canadians and 20 million Americans.

Those afflicted typically experience persistent pain, burning sensations, numbness and other irritation in their fingertips and toes as a result of abhorrent nerve firing.

Neuropathy expert Dr.

Alexander McLellan says Neuragen, made from natural oils and homeopathic ingredients, reflects a new era in neuropathic pain relief.

Among the Canadians who have tried Neuragen and were inspired to contact the manufacturer, post herpetic neuralgia pain sufferer Alan P. wrote, "I have been experiencing recurring pain in my legs after an outbreak of shingles last summer. (After applying Neuragen) within 10 minutes I had pain relief. I wish I

had known about Neuragen months ago."

Similarly, Ron M. wrote: "Neuragen provided relief from the burning discomfort in my feet. I simply rub Neuragen on my feet and feel immediate relief. I have been using this product for the past four months and it continues to work. I can now enjoy going out for a walk and the simple things in life all over again."

Dr. McLellan says, "Users of Neuragen, regardless of

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the cause of the neuropathic pain, report pain relief typically in five minutes and lasting from two to eight hours after only a few drops are applied topically."

He adds, "Up to 70 per cent of people get pain relief, and many have found that Neuragen is more effective than any other medicine they have tried."

For some users, results like these are worth writing home – or at least to Origin BioMed – about.

This report was produced by RandallAnthony Communications Inc. (www.randallanthony.com) in conjunction with the advertising department of The Globe and Mail. Richard Deacon, National Business Development Manager, rdeacon@globeandmail.com.



**Relief NOW!**

Name: Mary Frasier

Date of Birth: August 3rd 1952

Age: 57 Gender: F

Occupation: Coffee shop server

**Diagnosis: Diabetic Nerve Pain Sufferer**

**Symptoms: Suffers from burning/shooting pain in feet. Can be described as "pins and needles"**

**Recommended Relief: Neuragen®**

**Neuragen® - Relief NOW!**  
**Nerve Pain Relief Night And Day**

**About \$1 per day.** Clinically proven.

Non-prescription. **No painful burning.**



**SAVE \$5** on Neuragen. Visit [www.neuragen.ca/coupon](http://www.neuragen.ca/coupon) and enter code **BLLMM8**