

Comprehensive Market Intelligence: The US Direct-to-Consumer Neuropathic Pain Landscape (2025-2026)

1. Executive Intelligence Summary

The United States market for neuropathic pain solutions is currently experiencing a paradigmatic shift, transitioning from a clinically gated pharmaceutical model to a decentralized, Direct-to-Consumer (DTC) ecosystem. As of early 2026, this sector has matured into a multi-billion-dollar arena characterized by aggressive digital arbitrage, sophisticated funnel architecture, and a bifurcated approach to product formulation that splits sharply between "clinical replication" and "proprietary herbalism."

This report offers an exhaustive analysis of the largest and most relevant DTC entities currently capitalizing on the neuropathy crisis—a demographic swell driven by the aging population, the prevalence of Type 2 Diabetes (impacting over 37 million Americans), and the rising incidence of Chemotherapy-Induced Peripheral Neuropathy (CIPN). The analysis identifies a distinct ecosystem where agile performance-marketing brands like **Vitality Now (NeuroPure)** and **SciatiEase** are successfully challenging legacy incumbents like **Life Renew (Nerve Renew)** and pharmaceutical giants like **Procter & Gamble (Nervive)**.

Our research indicates that the market is currently defined by three primary competitive distinctives:

1. **The Bioavailability War:** Brands are moving away from generic B-complex vitamins toward high-absorption analogs such as Benfotiamine and Methylcobalamin, with **Nerve Renew** and **Nervala** leading this efficacy-driven narrative.¹
2. **The Electroceutical Pivot:** The device market is bifurcating into active electrical stimulation (TENS/NMES), dominated by **Dr. Ho's** and **NeuroMD**, and the controversial "passive signal" sector led by **Kailo** and **Signal Relief**, which utilizes nanotechnology narratives to justify premium pricing models.³
3. **The Funnel-as-Product:** For many top-tier DTC brands, the primary innovation lies not in the capsule but in the customer acquisition engine—specifically, the use of high-emotion Video Sales Letters (VSLs) and "Subscribe & Save" continuity models that maximize Customer Lifetime Value (LTV) over immediate transactional profit.

The following comprehensive analysis dissects these brands, their distribution models, pricing architectures, and scale indicators to provide a definitive ranking of the current landscape.

2. Macro-Market Dynamics and Consumer Psychology

To understand the trajectory of the identified brands, one must first contextualize the consumer psychology driving the DTC neuropathy market. The typical customer avatar is a 55+ individual suffering from chronic burning, tingling, or numbness (paresthesia), often disillusioned by the side effect profiles of standard-of-care anticonvulsants like Gabapentin (Neurontin) or Pregabalin (Lyrica).

This dissatisfaction creates a "desperation gap" that DTC brands exploit through two primary mechanisms:

- **The "Root Cause" Narrative:** Unlike pharmaceuticals which "mask" pain, DTC supplements claim to "repair" the myelin sheath or "cool down" overheated nerves using antioxidants like Alpha-Lipoic Acid (ALA).
- **The "Tech-Enabled" Promise:** Wearable devices market themselves as drug-free alternatives, leveraging the growing anti-opioid sentiment in the US healthcare landscape.

The market has evolved from simple vitamin dispensers to sophisticated lifestyle brands. **Life Renew**, for instance, does not merely sell pills; they sell a "neuropathy treatment group" experience, complete with educational content and community support, effectively locking in retention rates that pure commodity sellers cannot match.¹

3. The Oral Nutraceutical Hegemony: Brand Deep Dives

The oral supplement sector represents the highest volume of transactions in the DTC space. The barrier to entry is low, but the barrier to scale is high, requiring sophisticated affiliate networks and media buying capabilities.

3.1 Life Renew (Brand: Nerve Renew)

Market Position: The Category Sovereign / The "Gold Standard"

Corporate Profile: Life Renew, operating primarily under the **Nerve Renew** flagship, is arguably the most established player in the dedicated neuropathy supplement space. Unlike transient "biz-opp" brands, Life Renew has cultivated a reputation for stability and "clinical-adjacent" authority. The company leverages a Medical Advisory Board, prominently featuring Dr. Don Kennedy, to anchor its marketing in perceived medical legitimacy.¹

Product Architecture & Mechanism:

Nerve Renew differentiates itself through a strict adherence to bioavailability.

- **Core Ingredients:** The formula is anchored by **Benfotiamine** (300mg) and **Methylcobalamin** (4000mcg).¹ The brand's marketing relentlessly educates consumers on the difference between these ingredients and their cheaper counterparts (Thiamine and Cyanocobalamin), creating a "sophisticated buyer" effect.
- **Stabilized R-ALA:** The inclusion of Stabilized R-Alpha Lipoic Acid is a critical differentiator, as standard ALA is unstable and less bioavailable. This justifies their premium price point.

Funnel & Distribution Model:

- **Acquisition:** The primary entry point is often a "Free Trial" (pay shipping only, ~\$6.97), which rolls into a monthly subscription.¹ This model lowers the barrier to entry while capturing payment data for continuity billing.
- **Retention:** By offering a **1-Year Money-Back Guarantee**, Nerve Renew reverses risk more aggressively than any competitor (standard is 60-90 days).⁵ This suggests a high confidence in product efficacy and a sophisticated understanding of breakage (unredeemed guarantees).

Economics:

- **Retail Price:** ~\$69.00 per bottle.
- **Subscription Price:** ~\$49.00 per bottle in multi-month bundles.
- **Scale Indicator:** Consistent organic traffic and presence on major review sites suggest annual revenues in the mid-eight figures, supported by a diverse traffic mix (Direct, Organic, Affiliate).

3.2 SciatiEase (Sciatica Focus)

Market Position: The Specialized Challenger

Corporate Profile:

SciatiEase has executed a brilliant segmentation strategy by ignoring the general "neuropathy" label and attacking the "sciatica" niche. Sciatica affects a massive subset of the population who often view their condition as mechanical (back issues) rather than systemic (nerve damage). SciatiEase bridges this gap.

Product Architecture:

- **Ingredient Innovation:** The inclusion of **Palmitoylethanolamide (PEA)** sets this product apart. PEA is an endogenous fatty acid amide that has gained traction in European pain management for its ability to downregulate mast cell activation and reduce neuroinflammation. By combining PEA with ALA and B-vitamins, SciatiEase offers a "dual-action" mechanism (nutritional repair + inflammation modulation).⁶
- **Herbal Complex:** The formula includes a "Sciatic Nerve Health Support" blend with

AlphaPalm, creating a proprietary moat around their ingredient list.

Distribution & Marketplace Strategy:

- **Omnichannel Presence:** Unlike many DTC brands that fear marketplace cannibalization, SciatiEase maintains a robust storefront on **Walmart.com**.⁸ This captures the "search-first" consumer who validates products on trusted retail platforms before buying.
- **Pricing:** High sticker price (\$69.99+) heavily discounted for 3-bottle and 6-bottle bundles, driving Average Order Value (AOV) north of \$150 per transaction.

3.3 Vitality Now (Brand: NeuroPure)

Market Position: The VSL Performance Marketer

Corporate Profile:

Vitality Now represents the aggressive, direct-response end of the spectrum. **NeuroPure** is primarily sold through high-velocity affiliate networks (likely ClickBank, BuyGoods, or similar architectures) using emotionally charged Video Sales Letters (VSLs).

Marketing Narrative & Funnel:

- **The "MMP-13" Hook:** NeuroPure's marketing is built around a specific biochemical villain: **MMP-13 (Matrix Metalloproteinase-13)**. The VSLs claim this "toxic enzyme" eats away at nerve endings. By identifying a unique enemy, NeuroPure positions itself as the *only* solution, rendering competitors irrelevant.⁹
- **The "Greek Island Loophole":** The copy frequently employs "discovery" narratives (e.g., secrets from Ikaria, Greece) to build mystique and bypass logical skepticism.

Product Formulation:

- **Herbal Focus:** The formula diverges from the B-vitamin heavyweights by emphasizing botanicals: **Corydalis Yanhusuo, Prickly Pear, Passionflower, Marshmallow Root, and California Poppy**.⁹
- **Corydalis:** This is a potent analgesic used in Traditional Chinese Medicine (TCM). Its inclusion suggests the product is designed to provide *symptomatic relief* (pain reduction) faster than pure nutritional repair, which aids in retention.

Economics:

- **Pricing:** Aggressive volume discounting (dropping to ~\$49/bottle for 6-packs).
- **Guarantee:** Standard 60-Day Money-Back Guarantee, aligned with the refund policies of major affiliate networks.¹⁰

3.4 PhytAge Labs (Brand: Nerve Control 911)

Market Position: The Affiliate Aggregator

Corporate Profile:

PhytAge Labs is a volume player with a portfolio covering various ailments (vision, prostate, digestion). **Nerve Control 911** is their dedicated nerve offer. The brand is ubiquitous on native advertising networks (Taboola, Outbrain), targeting users on news sites and blogs.

Product & Strategy:

- **Similarity to NeuroPure:** The ingredient profile (Passionflower, Marshmallow Root, Corydalis, Prickly Pear) is strikingly similar to NeuroPure.¹¹ This suggests either a shared white-label manufacturer or a "follow the winner" formulation strategy common in the affiliate space.
- **Traffic Sources:** Heavy reliance on "Advertorials"—articles written to look like news stories ("New Nerve Discovery Leaves Doctors Speechless") that pre-sell the click before sending the user to the VSL.

3.5 Barton Nutrition (Brand: Nervalia)

Market Position: The Doctor-Personality Brand

Corporate Profile:

Barton Nutrition leverages the authority of **Dr. Scott Saunders, MD**. In the demographic of 60+, the "Doctor Formulated" seal is a critical conversion element. Barton Nutrition creates a parasocial relationship between the customer and Dr. Saunders through email newsletters and webinars.

Product Architecture:

- **Minimalist Potency:** Nervalia rejects the "kitchen sink" approach, focusing on just two primary ingredients: **Alpha Lipoic Acid (600mg)** and **Benfotiamine**.²
- **Scientific Rationale:** This dosage of ALA (600mg) aligns exactly with the clinical studies for diabetic neuropathy, allowing Barton to make stronger claims about "cooling down" the nerves compared to competitors using lower doses (e.g., 100-300mg).

Distribution:

- **Platform:** Sold directly through their branded portal and supported by an extensive email backend that cross-sells other metabolic health products (diabetes management, etc.), maximizing LTV.

3.6 Zen Nutrients (Brand: Neurazenx)

Market Position: The Clinical Pharmacist Brand

Corporate Profile:

Zen Nutrients positions itself as the "Pharmacist Formulated" alternative. This branding is subtle but effective; pharmacists are often trusted more than doctors for specific drug/supplement interaction advice.

Product Architecture:

- **Comprehensive Blend:** Neurazenx acts as a "multivitamin for nerves," including roughly 20 ingredients: ALA, Benfotiamine, Turmeric, L-Carnitine, and L-Arginine.¹²
- **Target:** Explicitly targets the "foot health" niche, often marketed alongside podiatry content.
- **Pricing:** Competitive pricing (~\$42.99), often bundled on platforms like iHerb and Amazon, indicating a wider retail distribution strategy than the pure VSL brands.¹³

4. The Electroceutical & Device Revolution

While supplements promise long-term repair, the device market promises *immediate* relief. This sector has the highest Average Order Value (AOV) and is rapidly adopting "Fintech" solutions (Buy Now, Pay Later) to facilitate high-ticket sales.

4.1 Dr. Ho's (Product: Circulation Promoter)

Market Position: The Omnichannel Giant

Corporate Profile:

Dr. Michael Ho is a legacy brand that has successfully bridged the gap between 1990s infomercials and 2020s digital marketing. The brand is massive, with international reach and a product line that extends beyond neuropathy into general pain and decompression.

Technology & Mechanism:

- **TENS + EMS + AMP:** The "Circulation Promoter" is not just a TENS unit (which blocks pain signals). It incorporates EMS (Electrical Muscle Stimulation) to contract foot muscles and "pump" blood upwards, addressing the circulation component of diabetic neuropathy.
- **AMP (Auto-Modulated Pulse):** A key marketing claim is that the device varies its wave patterns to prevent "nerve accommodation"—a phenomenon where the body gets used to a steady electrical signal and ignores it.¹⁴

Funnel & Economics:

- **The Bundle:** The device is rarely sold alone. It is packaged with "Travel Pads," "Back Relief Belts," and "Foot Detox" add-ons to push the order value over \$300.

- **Traffic:** Heavy TV spend drives search traffic ("As Seen on TV"), which is then captured by a high-converting Shopify/Magento storefront.

4.2 NeuroMD (Product: Corrective Therapy Device)

Market Position: The Modern Clinical Challenger

Corporate Profile:

NeuroMD positions itself as the "scientific evolution" of TENS. Their branding is sleek, modern, and medically austere, contrasting with the "loud" marketing of Dr. Ho.

Technology:

- **NMES Focus:** NeuroMD markets "Neuromuscular Electrical Stimulation" (NMES) parameters designed to heal and strengthen atrophied muscles, framing their device as a "corrective" tool rather than just a palliative pain blocker.¹⁶

Economics & Policy:

- **Pricing:** High entry point (\$299+).
- **Return Policy Friction:** Consumer analysis reveals strict return conditions. "Opened" devices are often subject to restocking fees or rejection, a common tactic in high-ticket dropshipping/DTC to protect margins from "renters" (people who buy, use for relief, and return).¹⁷

4.3 The Passive Patch Sector: Kailo & Signal Relief

Market Position: The "Nanotech" Disruptors

Corporate Profile:

This segment represents the most controversial yet fascinating growth area. Brands like **Kailo** and **Signal Relief** market reusable patches that contain no drugs and no batteries.

Mechanism Claims:

- **Kailo:** Uses "nanocapacitors" to act as a "bio-antenna," allegedly interfering with the electrical pain signals sent from the nerves to the brain. The patch is placed *between* the pain and the brain.¹⁸
- **Signal Relief:** Uses similar "signal disruption" narratives.

Market Reception:

- **Skepticism vs. Sales:** Despite widespread skepticism from the scientific community regarding the mechanism (often labeled "placebo" or "pseudoscience" by critics), these brands generate massive sales volumes via social media ads showing instant, miraculous

relief.

- **Pricing:** They command premium pricing (\$99 - \$149 for a reusable patch) which yields incredibly high margins compared to consumable creams.²⁰

4.4 Luminas & StaminaPro

Market Position: The "Energy Medicine" Athlete Brand

Corporate Profile:

Luminas takes a different angle, charging their patches with "electrons" from ingredients like Turmeric and Magnesium, but the patch itself delivers no chemicals.

Distribution:

- **StaminaPro Line:** By partnering with athletes (golfers, etc.), they validate the technology for performance and recovery, which creates a halo effect for their "Relief" line targeting neuropathy patients.²²

5. Topical Analgesics: The Transdermal Battlefield

The topical market is the primary entry point for new patients. It is a low-risk purchase compared to a \$69 supplement or \$300 device.

5.1 Nervive (Procter & Gamble)

Market Position: The Category Captain

Corporate Profile:

P&G's **Nervive** is the most significant development in the sector in the last five years. It signals that "Nerve Care" has graduated from niche internet offers to the "Health & Beauty" aisle of Walmart.

Product & Pricing:

- **Commoditized Ingredients:** Nervive relies on **Lidocaine (4%)** and **Menthol (1%)**. These are standard OTC ingredients. The innovation is not in the formula, but in the *branding*—associating these ingredients specifically with "Nerve Care" rather than general muscle pain.²⁴
- **Pricing:** Aggressive mass-market pricing (\$15-\$25) makes it the default "first try" for consumers.²⁵

5.2 MagniLife (Brand: DB Pain Relieving Foot Cream)

Market Position: The Diabetic Specialist

Corporate Profile:

MagniLife has built an empire by focusing strictly on the diabetic demographic.

Formulation Strategy:

- **Safety First:** Their marketing emphasizes what is *not* in the product (no petroleum, no mineral oils), addressing the specific skin fragility issues of diabetic patients.
- **Homeopathy:** The use of homeopathic actives (Apis Mellifica) allows them to make "pain relief" claims under the homeopathic pharmacopeia regulations without New Drug Applications (NDA).²⁶

5.3 Vita Sciences (Brand: Nervex)

Market Position: The Transdermal Vitamin

Corporate Profile:

Vita Sciences attacks the market with a "scientific" angle: transdermal delivery of vitamins.

Product Differentiation:

- **High-Dose Topical Vitamins:** Nervex contains **Vitamin B12, B1, B5, B6, and Vitamin E**. The selling proposition is that applying these directly to the feet bypasses the digestive system (which is often compromised in older adults) and delivers nutrients straight to the damaged nerves.²⁵
- **Capsaicin-Free:** They explicitly market against Capsaicin, positioning themselves as the "pain-free" application option.²⁹

6. Distribution, Funnels & Affiliate Economics

The "product" in DTC is often the marketing funnel itself. Understanding the economics of customer acquisition is crucial to understanding why these brands exist and how they survive.

6.1 The Affiliate Ecosystem (CPA & Commissions)

Brands like **NeuroPure** and **Nerve Control 911** rely on independent affiliate marketers to drive traffic.

- **Cost Per Action (CPA):** In the "Nutra" (Nutraceutical) vertical, affiliates are typically paid a high CPA (e.g., \$100 - \$140) for generating a new customer sale.
- **Revenue Share:** Alternatively, networks like **ClickBank** or **BuyGoods** offer revenue share models where affiliates earn **60-75%** of the front-end sale revenue.³⁰
 - *Implication:* This means the brand often makes *zero profit* on the first bottle. Their

entire business model is predicated on the "backend"—email marketing, upsells, and subscription renewals.

- **Traffic Sources:** Affiliates use "Bridge Pages" or "Advertorials" to warm up traffic from Facebook or Native Ad networks before sending them to the brand's VSL.

6.2 The VSL Architecture

The Video Sales Letter is a carefully scripted psychological journey used by **Vitality Now** and **PhytAge Labs**.

- **The Pattern Interrupt:** "Stop taking Gabapentin immediately."
- **The Agitation:** Visceral descriptions of nerve pain ("walking on glass," "ants crawling").
- **The Solution:** A "proprietary blend" that targets a "newly discovered" root cause (e.g., MMP-13, Oxidative Stress).
- **The Call to Action:** A time-sensitive discount ("Only 6 bottles left at this price").

6.3 The Omnichannel Retail Loop

Nervive and **MagniLife** operate differently.

- **Brand Awareness:** TV and Digital ads drive general awareness.
- **Capture:** Consumers buy at Walmart or CVS during their weekly shop.
- **Scale:** While margins are lower in retail (wholesale pricing), the volume is exponentially higher than VSL brands.

7. Regulatory Compliance & Consumer Sentiment

7.1 FDA vs. DSHEA

- **Supplements:** Brands like **Nerve Renew** and **SciatiEase** operate under DSHEA (Dietary Supplement Health and Education Act). They cannot claim to "cure" neuropathy, only to "support nerve health." VSL brands often push these boundaries with "implied cure" narratives.
- **Devices:** **Dr. Ho's** and **NeuroMD** utilize FDA 510(k) clearances for TENS/EMS devices. This allows them to make "pain relief" claims legally.
- **Patches:** **Kailo** and **Signal Relief** operate in a grey area. They often cite IRB-approved clinical studies to substantiate claims without full FDA device clearance, relying on the "General Wellness" product exemptions where possible.¹⁸

7.2 Consumer Sentiment (Reviews & Complaints)

- **Trustpilot/BBB:**
 - **Nerve Renew:** generally maintains high ratings (A+ BBB) due to responsive customer service and honoring the 1-year guarantee.⁵

- **NeuroMD:** faces friction regarding return policies. Complaints often center on the "restocking fee" or refusal of returns for "opened" hygiene products.¹⁷
- **Dr. Ho:** Mixed reviews. Some users swear by the relief; others find the electrical sensation intolerable or the device cheaply made.³¹
- **Kailo:** Highly polarized. Users either experience "miraculous" instant relief or "zero effect," fueling the placebo debate.³³

8. Comparative Data & Ranked Analysis

8.1 Master Comparison Matrix: Leading DTC Brands

Brand	Category	Primary Mechanism	Best Value Price (Monthly /Unit)	Guarantee	Clinical Backing Claims	Primary Channel
Nerve Renew	Supplement	Bioavailable B-Vitamins (Benfotiamine)	\$49.00	365 Days	Medical Advisory Board	DTC / Amazon
SciatiEase	Supplement	PEA (Anti-inflammatory) + Herbal	\$44.00	180 Days*	"AlphaPalm" Proprietary	VSL / Walmart
Nervive	Topical	Lidocaine (Numbing)	\$16.00	Retail	P&G R&D	Mass Retail
NeuroPur	Supplement	MMP-13 Inhibition (Herbal)	\$49.00	60 Days	"Greek Loophole" Narrative	Affiliate VSL
Dr. Ho's	Device	TENS +	~\$200	90 Days	"Clinical	TV / Web

		EMS (AMP Tech)	(One-time)		Studies" on AMP	
Kailo	Patch	Nanotech (Signal Disruption)	\$99 (Reusable)	90 Days	IRB Clinical Study	Social Ads
MagniLife	Topical	Homeopathic + Moisturizing	\$19.00	Retail	Podiatrist Recommended	Retail / Catalog
NeuroMD	Device	NMES (Corrective)	\$299 (One-time)	60 Days	"Corrective Therapy"	DTC Web
Nervala	Supplement	High Dose ALA (600mg)	\$47.00	60 Days	Doctor Formulated	Email / DTC
Nervex	Topical	Transdermal Vitamins	\$23.00	Retail	"Science of Bioavailability"	Amazon

*Note: Guarantee terms often vary by specific bundle offer.

8.2 Affiliate & Economics Snapshot

Brand / Network	Commission Structure	Traffic Source	Target CPA
NeuroPure (ClickBank)	65-75% Rev Share	Facebook, YouTube, Native	~\$120
Nerve Control 911	\$100-\$120 CPA	Native (Taboola/Outbrain)	~\$100

Nerve Renew	20-30% (Standard Affiliate)	SEO, Review Sites, Email	~\$40
Dr. Ho's	10-15% (Retail Affiliate)	Coupon Sites, Mommy Blogs	N/A

9. Strategic Outlook 2026: The Road Ahead

The DTC neuropathy market is poised for consolidation and technological disruption.

9.1 The "Clean Clinical" Evolution

We project a shift away from the sensationalist "Greek Loophole" VSLs toward "Clean Clinical" branding. As the demographic becomes more digitally savvy, they will demand transparency. Brands like **Nervala** and **Nerve Renew**, which disclose dosages (e.g., 600mg ALA) and ingredients clearly, are better positioned for long-term survival than proprietary blend brands.

9.2 Next-Gen Ingredients

- **PEA (Palmitoylethanolamide):** Expect this to become the standard "pain" ingredient in supplements, replacing generic Turmeric. Its mechanism is more specific to nerve pain.
- **Nootropic Crossover:** Ingredients like **Lion's Mane Mushroom** (for Nerve Growth Factor) will likely migrate from brain supplements to neuropathy formulas, bridging the gap between cognitive and peripheral nerve health.

9.3 The Device "Subscription"

Device companies face a "one-and-done" revenue problem. Expect **Dr. Ho** and **NeuroMD** to launch more aggressive consumable lines (subscription pads, conductive gels) or hybridize their models to include app-based coaching subscriptions to increase LTV.

9.4 Regulatory Crackdown

The FTC's increasing scrutiny on "Made in USA" claims and "substantiation of health claims" poses a risk to the aggressive VSL brands. We may see a wash-out of smaller affiliate offers, leaving the compliant, well-capitalized giants like **Life Renew** and **P&G** to consolidate the market.

In conclusion, the US DTC neuropathy market is a high-stakes ecosystem where **Nerve Renew** reigns as the trusted supplement authority, **Dr. Ho** dominates the device sector through sheer media volume, and **Nervive** brings mass-market legitimacy. The future belongs to brands that can successfully merge the "instant relief" of electroceuticals with the

"long-term repair" promise of bioavailability-focused nutraceuticals.

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