



The Underdog - User Guide

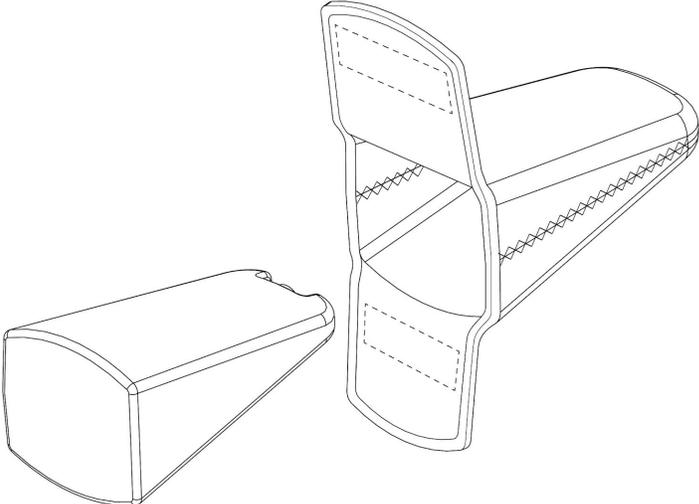
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Instructions

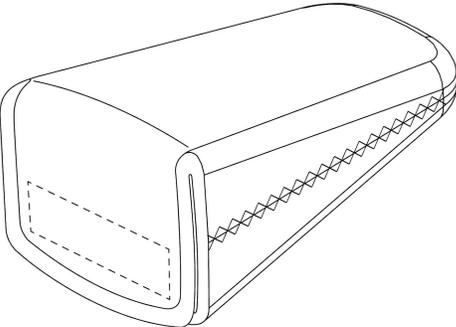
1. Put both ice packs in the freezer, naked (no sleeve).
2. Wait 2-4 hours.
3. Once frozen, insert 1 pack into the sleeve. This is The Underdog.
4. Wear your normal clothes (boxers or briefs, and shorts or pants).
5. Take a seat.
6. Place The Underdog between the seat and your crotch, and slide backwards until you feel The Underdog press your clothing gently against your scrotum.
7. Use The Underdog whenever seated for longer than 15 minutes.
8. Take a break from sitting every hour or so.
9. Each ice pack lasts 3-4 hours. Swap the ice pack when completely thawed.

Visual Guide

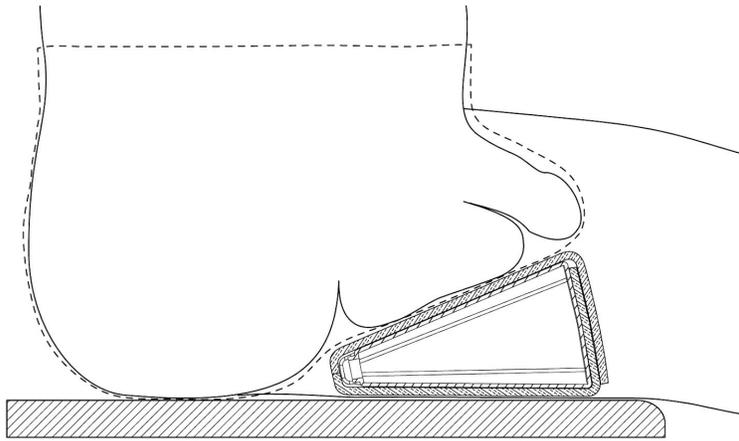
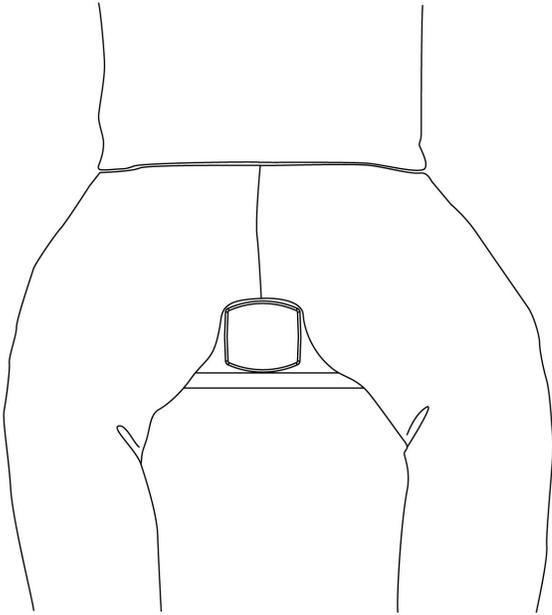
A.



B



C



Intro

A healthy lifestyle is required to maximize your sperm quantity and sperm quality in order to optimize your fertility. In addition to eating right and taking care of your body, this healthy lifestyle involves keeping your testicles at an optimal temperature for sperm production.

The Underdog is a non-invasive, low-risk cooling system designed to gently cool your body in exactly the right way.

Background

An estimated 15% of couples face fertility challenges, with a male factor contributing in nearly 50% of these couples. And male fertility has been plummeting among in the western world, with sperm counts down 50% in the past 40 years.

While there are a number of possible factors and some are understood better than others, scientific studies suggest a clear correlation between reduced viable sperm count and overheat from sitting, obesity, and varicocele.

Our scrotum hangs outside the body for a very cool reason: sperm formation is extremely sensitive to overheat. In fact the optimal scrotal temperature is 93 degrees F. - a full 5.5 degrees F below body temperature.

And studies show men can overheat our testicles by sitting for longer than 20 minutes, by wearing 2 layers of clothing, and by underlying medical conditions that contribute to overheat like obesity or varicocele. These defeat our natural cooling systems, causing scrotal temperature rise into a danger zone that the research data clearly shows is detrimental to sperm production.

In fact, research has shown that every 2 degrees F of sustained temperature rise above optimal correlates to a 40% reduction in sperm count. Not cool!

The Underdog

The Underdog is a simple, non-invasive, low-risk cooling device that keeps the scrotum in an optimal temperature range by counteracting temperature rise when sitting. It uses a gently contoured wedge-shaped ice pack that fits any body shape and a soft sleeve with engineered thermal insulation. The Underdog provides a precise amount of cooling to keep your scrotum at the optimal temperature for sperm production.

And best of all, you can wear your normal clothes.
No awkward underwear. No wet bulging pants. No discomfort.
And no overheat!

The Ice Pack

The ice pack creates the perfect contoured wedge shape to adapt to every seating surface and every body shape. When sleeved, simply move it forwards and backwards to make a comfortable amount of contact with your scrotum through your pants.

Each ice pack lasts for 3-4 hours and can be re-frozen in a standard freezer. The kit comes with 2 ice packs to rotate throughout the day.

The Sleeve

The sleeve uses a precisely engineered double-insulation technique for just the right amount of cooling. The sleeve is soft and comfortable, and the cooling effect is barely noticeable.

A crisp magnet closure makes for easy swapping of ice packs.

The discreet, masculine black color nearly disappears when in-use.

And importantly, the sleeve is impermeable to the water vapor that causes condensation. So you won't get wet pants or a wet chair.

Quick Facts

- Body temperature is roughly 37 degrees C (98.6 °F), but optimal scrotal temperature for sperm formation is a few degrees cooler at 34 degrees C (93.2 °F). This is why the scrotum hangs outside the body.
- Sperm are extremely sensitive to scrotal temperature. Studies have shown that every 1 degree C (2 °F) rise above 34 degrees C results in a 40% drop in sperm concentration.
- When we wear clothing or sit, our scrotum can no longer cool itself properly - resulting in a dangerous rise above 36 degrees C.

What The Underdog Feels Like

- The soft materials gently adapt and conform to your body shape
- The cooling effect is barely noticeable. The Underdog's precision insulation system has been experimentally shown to move seated scrotal temperature from the 36 degree Celsius danger zone to a more optimal 34 degrees Celsius where sperm formation is much more effective.
- Our users find it accomplishes this cooling with very little discomfort. In fact the temperature change is so minor, that many users only detect a slight cooling sensation. But take comfort - your testicles will be operating in a much more optimal range!

When to Use The Underdog

- Apply The Underdog whenever seated for longer than 15 minutes.
- E.g. when at your office desk, driving, watching TV, etc.
- Each pack lasts for 3-4 hours. Have the spare pack cooling in the freezer.
- Don't sit for more than an hour straight! Get up and walk or stand for a bit to get your blood circulating.

How Else to Optimize Fertility

Bear in mind, The Underdog is only one part of a healthy lifestyle required to optimize fertility. Here's what else you can do:

- Wear looser-fitting clothing that allows the testicles to hang and naturally cool.
- Reduce the time you spend sitting
- Avoid saunas and hot tubs
- Increase sleep, exercise, and nutritious foods
- Reduce smoking, alcohol, stress, excess weight, and sexual lubricants

How Long?

Sperm take roughly 2 ½ to 3 months to fully mature. So any healthy lifestyle changes may take at least this long to show up in improvements to sperm count or quality.

Cautions

- Do not apply the bare ice pack to your body without the sleeve.
- Do not use The Underdog for longer than 2 hours without a break of 15 minutes.
- Do not use The Underdog unless wearing 2 layers of clothing i.e. underwear and pants/shorts.
- Do not step on or crush the ice pack
- Do not wash the sleeve in a washing machine. The magnet will get stuck. Instead, wash by hand in warm water with mild detergent. Do not bleach.
- Do not tumble dry the sleeve. The magnet will get stuck. Instead, air-dry in shade.
- When finished with The Underdog, please dispose of in regular landfill. The ice pack is filled with non-toxic water-based gel.