



MYHIXEL

PRESS KIT

MYHIXEL is an absolute **revolution**
for men and their **sex lives.**



PRESS KIT

At MYHIXEL we care about **male sexual health** and **wellness**.
We offer solutions and services to **help men to achieve their
plenty sexual wellness**.

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MYHIXEL I
DEVICE



MYHIXEL
PLAY APP

01 PRESENTATION

1. WHAT IS MYHIXEL?

MYHIXEL is a leading brand in **male sexual health**. Our pioneering method offers **scientifically-proven medical solutions** for male sexual wellness. We aim to help men, and their partners, to feel **more satisfied** and happy with their **sex lives**.

How do we do it? Using **innovation and technology** within the reach of all men, and all our solutions are based on international pioneering research led by **recognized professionals in sexology, medicine, and technological innovation**.

We also offer products and services for men to **meet their needs** and to bring their **sex-life to the next level**.



MYHIXEL Play app and the MYHIXEL I device.

Because men care about sex, we care about men sexual well-being.

“

*MYHIXEL is a **real revolution for men**. We can help them to significantly **improve their sexual well-being and health** in an enjoyable and pleasant way.
#NextLevel #SexLevel.*

02

BEHIND MYHIXEL

GROWTH OF MYHIXEL

Since the launch of our first product in 2019, **we have had a turnover of more than €1 million**, distributed throughout more than **42 countries**. This comes from an average monthly sale of 500 units, with more than **8,000 units sold in 3 years**. Much of the sales has come from the United States, which means a year-over-year growth (in 2020) of 480%.

This success has been recognized by **awards at relevant events** in the startup sector, as well as in technology and

innovation, winning awards such as '**Best New Company 2020**' at the Sign Magazine Awards, '**Second best startup project**' at *Pitch at the Beach* (the most significant investment event in Latin America), and the **Xbiz Award** for our innovative role in the industry where we won **Best Device** and **Best Intimate Brand**, in addition to other awards and nominations in major events.



Couple unboxing MYHIXEL TR solution, and configuring the program



Patricia López

CEO and Founder

Patricia López Trabajo leads the MYHIXEL project. She was born in Seville, and has **extensive experience in diverse sectors**, among them tourism and the **eroticism industry**. In fact, after working for several years for leading brands in this field, she became aware of the **lack of products available for improving male sexual well-being**. This is one of the main reasons why she embarked on the adventure of founding MYHIXEL.



*“Because we know that sex is important, **MYHIXEL’s goal is to care for men’s health** by offering a **revolutionary solution** to help men **improve their sexual wellbeing** through **climax control.**”*

MYHIXEL team

MYHIXEL team is formed by **professionals from various sectors and expertise**. Our team is specialized in topics concerning male sexual wellness. It can be described as **communicative, dynamic and energetic**. After all, we work to **maximize the full potential of the company**. At MYHIXEL, our purpose and aim is to achieve everyone's sexual health to the next level.



03

SCIENTIFIC INNOVATION COMES TO MEN'S AID

SCIENTIFIC INNOVATION COMES TO MEN'S AID

At MYHIXEL we have a **long history of scientific research** and experience in cooperation with the Miguel Hernández University of Elche (UMH) and the Sexology Institute of Murcia (ISM).

Since 2015, we have been carrying out **different researches with more than 2000 patients**, and have invested more than 50,000€ simply on medical research related to sexual health and technology.

In fact, the programs included in the **MYHIXEL Play app** are the **result of this scientific innovation** that allows men and their partners to have a better sex life, thanks to ejaculatory control, and **without any side effects at all**.

We have proven MYHIXEL to be the only **natural treatment** that allows men to control ejaculation, **multiplying 7 times the endurance** of men during sexual intercourse.

Our pleasure device, MYHIXEL I, has also been **designed by medical experts and engineers** to guarantee the best possible experience. MYHIXEL I is **registered as a medical device by the USA FDA** and is also **CE marked as a medical product**.

In fact, our last study published at *Plos One journal* is about the *efficacy of Sphincter Control Training and medical device in the treatment of premature ejaculation*.



Doctor with a MYHIXEL I device

04

SOLUTIONS AND SERVICES

SOLUTIONS AND SERVICES

MYHIXEL MED

This is a **cognitive-behavioral treatment** protocol for ejaculatory control that **combines the MYHIXEL Play MED program**, designed specifically for men who ejaculate in less than 3 minutes during sexual intercourse, combined **with MYHIXEL I**, a unique device that offers men the **most realistic sensation of penetration**.

This combination has proven to multiply up to 7 times men's sexual stamina and performance in a totally natural way. This solution also **includes a free 30 minutes online consultation** with a specialist.



SOLUTIONS AND SERVICES

MYHIXEL TR

This is the answer for **men who want to take things further during** sexual intercourse through ejaculatory control. **MYHIXEL TR combines the MYHIXEL Play TR program** of game based activities, designed for men to learn specific motor skills that will improve the quality of their sexual performance, together **with MYHIXEL I device**.

Men really can reach new levels of sexual pleasure thanks to MYHIXEL TR, **multiplying climax control up to 3 times**.



SOLUTIONS AND SERVICES

MYHIXEL CONTROL

It is our **most innovative solution** to improve ejaculation control. It incorporates **new tech functions** which adapt to the user's needs, offering a unique experience to improve male intimate well-being.

It combines the **MYHIXEL Play CONTROL** app program, together with the **MYHIXEL II** stimulator device. Whose new **AI features** help men improve ejaculatory control while enjoying and enhancing their sex life and their partners.



SOLUTIONS AND SERVICES

Once the most suitable MYHIXEL option has been acquired, the user will have **access to his own specific program** through the MYHIXEL Play app and will be able to **reach new levels of pleasure in his sex life**.

In addition, to complete the MYHIXEL experience, **we offer accessories** that help men reach the next sex level, such as **MYHIXEL Lube** (lubricant), **MYHIXEL Cleaner**, and the **hands-free accessory**, besides our supplement **MYHIXEL MAX**, Made from **natural plants** whose properties, when combined, create the **perfect composition for the ejaculatory control**.



SOLUTIONS AND SERVICES - MYHIXEL CARE

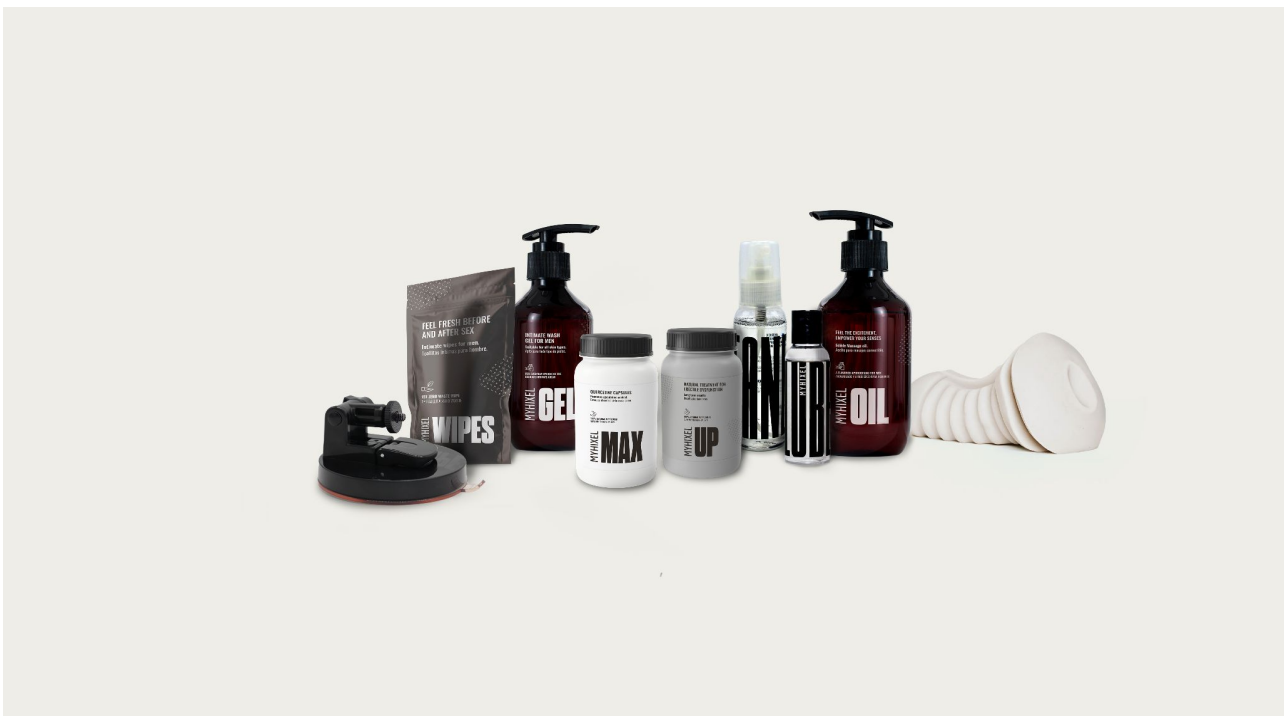
As a brand dedicated to men's well-being, in addition to our products and services, we have also created MYHIXEL Care, a new range of male hygiene and care products designed for male intimate care, which includes:

MYHIXEL Oil: relaxing massage oil that increases the sensitivity of the intimate areas, leaving the skin smooth, moisturized, and perfumed with apple and cinnamon aphrodisiac aroma.

MYHIXEL Cream: moisturizing cream with a light texture, developed for male intimate areas and used as a preventive method against itching or dry skin.

MYHIXEL Gel: intimate gel specially created for male intimate hygiene. Its ingredients have been carefully selected to protect delicate areas and prevent infections.

MYHIXEL Lube: MYHIXEL's natural lubricant, is water-based, dye-free, and with a fresh scent. Specially designed to lubricate the MYHIXEL device.



05

HOW TO REACH NEW LEVELS IN SEX LIFE WITH MYHIXEL PLAY

MYHIXEL Play + MYHIXEL I

The perfect combination to reach a new sexual level

At MYHIXEL, we are **pioneer in transforming the latest medical advances** into unique sexual experiences, thanks to the MYHIXEL Play app, which is compatible with iOS and Android.

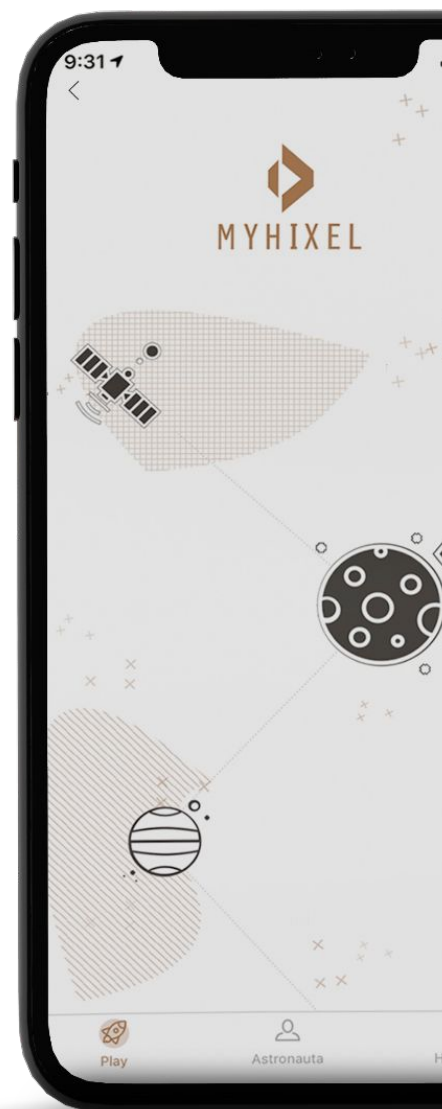
What we offer is a series of **contextualized challenges** and **personalize activities** that improve men's sexual well-being while they play, and try to overcome, the **different challenges that the app presents** them with.

These activities allow the user to **acquire a progressive control** of the mechanisms involved in ejaculation, learning to **know how his body reacts** during the ejaculatory process, while enjoying.

The specific programs available with MYHIXEL Play, TR and MED, have been **created by specialists in sexology** and game-design, with the purpose of **helping men to improve** their ejaculatory control in a simple and fun way, always **taking into account their individual needs**.

User security as a priority

At MYHIXEL, we are firmly committed to the safety of its users' data, and that's why we have worked closely with a team of cybersecurity experts. As a result, MYHIXEL Play is designed in such a way that it doesn't need to collect personal user information, allowing gameplay to be completely anonymous. In addition to this, the latest international standards of verification in mobile apps have been followed, thus guaranteeing a totally safe playing environment.



MYHIXEL Play 2.0 + MYHIXEL II

The most innovative combination

To the already advanced MYHIXEL Play app, we have added **new functions and features** that enhance the user experience while learning how to improve ejaculatory control.

The upgraded app 2.0 is **the first one that includes IoT (Internet of Things) for male sexual health**. It uses Machine Learning to provide the user with a customized program that adapts to his progress, applying the latest generation of AI (**Artificial Intelligence**) to personalize the app.

It has a **Bluetooth connection with the device** and tracks the user's progress in real-time, whose data is secure and anonymized. In addition to the training program, it offers **nutrition, fitness, and mindfulness plans** focused on sexual health.

On the other hand, the MYHIXEL II device incorporates movement and speed sensors, 2 levels of suction, and an IPX7 waterproof system, among other features.



The APP collects data simultaneously and **generates personalized statistics about the user**, allowing real-time monitoring of his evolution.

06

MYHIXEL I, DESIGNED TO REACH EJACULATORY CONTROL

MYHIXEL I

Thanks to the work of **MYHIXEL sexologists**, working together with a **team of engineers**, we have developed a unique device that uses the **latest state-of-the-art technology** to offer men the best possible sexual experience.

MYHIXEL I device is **anatomically realistic**, and its **heating system**, which **replicates body temperature**, as well as its **therapeutic vibration**, allow men to experience a sensation that simulates penetration. All these features will help men to achieve their ultimate objective to be able to take more control over their ejaculation while enjoying his progress.

It's a revolutionary therapeutic device which **combines science and technology**. Its cutting-edge design was inspired by the lifestyle of 21st century man, and was **created with top of the range materials** to enable optimum performance and the most intense sexual pleasure.



MYHIXEL I

Technical specifications

- An innovative and internationally-patented device created **using the latest medical and technological advances.**
- MYHIXEL I has a **therapeutic vibration system** which enables ejaculatory control.
- A **heating system** to achieve a temperature **very similar to our body temperature.**
- Clinically tested on men, with **proven results.**
- Offers an experience that **emulates real penetration.**
- MYHIXEL I has a **rechargeable lithium battery.**
- Manufactured with **high quality and perfectly safe anti-allergic material.**
- **Waterproof.**
- **CE marked as a medical device.**
- **FDA registered medical device.**



07

MYHIXEL II THE ULTIMATE STIMULATION DEVICE

MYHIXEL II

One of our upcoming launches is the **MYHIXEL II**, the **most advanced stimulation device on the market**, more **innovative** than ever with **new features** and the **latest technology** to enhance the user experience.

It has a **Bluetooth system** that **connects the device with the MYHIXEL Play app**. This allows continuous monitoring of the user's evolution, as well as being able to control the device from the app, thus making it a much more pleasant overall experience.

It has **movement and speed sensors** that **record the device's movement** when it is in use, recognizing the level of inclination, the speed, and the duration of the activity along with the rest intervals. This provides a **total analysis of the user's progress** and offers individualized tracking to the user.



MYHIXEL II

Technical specifications

- A **Bluetooth system** to connect the device to the MYHIXEL Play app.
- **Movement and speed sensors.**
- A **therapeutic vibration system**, totally unique on the market, and developed to improve ejaculation control.
- A **heating mode** that **replicates body temperature.**
- **Anatomically-realistic** design.
- **Waterproof up to 1 meter.**
- **Magnetic charging** lithium battery (wireless) with **USB connector.**
- Made of **high-quality, anti-allergic and non-toxic material.** Phthalate free.
- **New easier-to-clean design.**



08

MYHIXEL CLINIC

MYHIXEL CLINIC

AT MYHIXEL WE HAVE A GLOBAL VISION OF SEXUAL HEALTH.

We seek to **improve male sexual well-being** by offering a **whole range of solutions, products and services** to meet men's needs and to launch their sex-life to the next level.

In addition to the development of solutions for men to improve their sexual skills, and to face and overcome their sexual concerns, we have **MYHIXEL CLINIC**, offering an exclusive service to

contact professionals in the sector directly and talk with them, getting answers to their questions and making **progress in everything related to their sex lives.**

Sexologists, urologists, therapists, nutritionists and personal trainers are all available to address men's needs and **help them achieve excellent sexual health.**

Three specialised areas:



CLINICAL CONSULTATIONS

Qualified and specialised sexologists and urologists to address any sexual concerns, whether medical or psychological.



SEXUAL COACHING

Experts in sexology will resolve any questions or concerns regarding sex life.



NUTRITION AND FITNESS

Obtain **great health in all its facets** - including sexual health - through **sport and good nutrition.**

09

MYHIXEL ACADEMY

MYHIXEL ACADEMY

QUALITY SEX EDUCATION FOR EVERY BUDGET

MYHIXEL Academy is a platform dedicated to sex education where men's intimate health is the main focus. At MYHIXEL, as a brand focused on improving men's sex lives, we believe in the importance of disseminating quality content on male sex education and breaking all the taboos surrounding this topic.

In our digital academy, we strive to reach out to everyone with relevant content created by experts and sexual health professionals, seeking to achieve a society that is aware of the importance of having a good sexual wellbeing.

The platform is divided into different blocks of content on male sexual health, accompanied by audiovisual material and lessons from specialists.

As our goal is to make sex education accessible to as many people as possible, we offer this affordable platform for everyone. We believe we are part of an educational revolution, proving that there are no taboo subjects when it comes to sexuality and men's health.

MYHIXEL Academy is for everyone, whether single, married, divorced, parents, teachers, shy, outgoing, social, gay, straight, bisexual... there are no limits to sex education and the more people who receive this information, the better it is for the future of sexual wellness and our intimate lives.

"WE WANT TO REACH AS MANY PEOPLE AS POSSIBLE AND GIVE THEM THE OPPORTUNITY TO HAVE QUALITY SEX EDUCATION."

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