

CES 2023, LAS VEGAS

Spanish startup MYHIXEL takes its ultimate solution to improve male sexual health to CES 2023

- *The company, one Spanish startup present in Las Vegas, takes MYHIXEL CONTROL to the event, their ultimate solution for ejaculation control.*
- *Its pioneering methodology goes up a notch with a smarter app with AI and an improved stimulator device.*
- *Since the launch of its first product in mid-2019, MYHIXEL has helped thousands of users around the world with its products and services for male sexual health.*

MYHIXEL, the Spanish startup which focuses on improving male sexual well-being, is strengthening its presence at the Consumer Electronics Show (CES) in Las Vegas, the world's leading consumer electronics trade show.

One year later, MYHIXEL comes again to CES, Las Vegas, taking their latest and most innovative solution: MYHIXEL CONTROL. This solution, is an updated version of its original MYHIXEL MED and MYHIXEL TR solutions, becoming the most advanced on the market to improve ejaculation control. It adapts to the user's needs, incorporating new technological functions, offering a unique experience to improve male intimate well-being.

Since the launch of MYHIXEL I (FDA registered and CE-approved as a medical product), the MYHIXEL MED solutions for the treatment of premature ejaculation, and MYHIXEL TR, for the improvement of climax control, the international presence of the Sevillian startup has grown over the past four years. Until now, more than 17.000 men all around the world have reached their next sexual level thanks to MYHIXEL. The brand is present in more than 42 countries around the world with established markets in the United States and Central Europe.

How MYHIXEL Control works

MYHIXEL Control combines the MYHIXEL Play app with the MYHIXEL II stimulation device. Thanks to the artificial intelligence of the MYHIXEL Play app, the program adapts the steps to provide the user with a personalized experience.

Cybersecurity is also paramount, so the data housed in the app will be encrypted protecting the user's information as always, being anonymized and completely secured.

This application guides the user while performing the different activities designed to improve ejaculatory control, which are put into practice with the medical device. Through its gamified program, the user evolves and learns the body mechanisms involved in ejaculation, in order to achieve maximum ejaculatory control.

Among its new features, it includes automatic data collection, sent in real time via Bluetooth from the MYHIXEL II device to the app.

Not only this, the program offers weekly information and advice on nutrition, fitness and mindfulness exercises focused on sexual well-being. Its interface is intuitive and simple, and has been developed together with scientists and health specialists.

The solution's methodology is concentrated in the app and is accompanied by the 'MYHIXEL II' device, which now has an accelerometer and bluetooth connection to transfer data to the app in a simple and direct way. Its heating system and therapeutic vibration are now more complete and has two levels of suction for a perfect fit. Its soft, anatomically realistic interior is designed to mimic real penetration. Its new shape also makes cleaning easier; thanks to its waterproof system it can be submerged up to one meter and washed comfortably.

A global vision of male sexual health

MYHIXEL's main objectives as a business for 2023 are focused on expanding distribution channels in the United States, Europe, and Asia. In addition to that, it keeps creating new products and services to cover all male sexual health needs.

In Las Vegas, MYHIXEL will be promoting its new male sexual health products, such as its solutions, products and services, including MYHIXEL Academy, the online sexual education platform for every man, as well as its new products for self care developed for male intimate wellness.

These milestones are a step forward in the brand's commitment to improve men's sexual health and to help raise awareness of its importance.

A booming sexual wellness market

According to the results of the First MYHIXEL Sexual Health Questionnaire in Spain, 48% of men in Spain think there is no need to go to a professional to address their sexual dysfunctions. This is despite the fact that 31% of men between the ages of 16 and 56 suffer from premature ejaculation, with 85% of them preferring to silence their concerns out of shame or fear of being judged.

Because of this problem, the sexual wellness industry is one of the fastest growing markets in recent years. It's estimated that it will reach 108 million euros by 2027, with a growth of 4.62% per year.

The startup has carried out clinical trials with more than 2000 men, with favorable results published in The Journal of Sexual Medicine, and, at CES, it will present its claim of being the only natural solution for ejaculatory control made in Spain. With the development of its MYHIXEL Play app, the company has patented a gamified methodology that allows men to improve their sexual health through their smartphones.

In addition, thanks to their novel idea and the work of the MYHIXEL team, they have received prestigious awards such as being one of five winners of the Startup Andalucía RoadShow 2021 and being named Best New Company 2020 by Sign Magazine Awards.

Profile Patricia López Trabajo, founder and CEO of MYHIXEL

After working for the erotic industry, Patricia realized that what many men really needed were products more related to health than to the recreational aspect. Especially those which could help to solve problems related to premature ejaculation. So, after more in-depth research into this problem, she founded MYHIXEL and developed a technological solution that was scientifically endorsed by health professionals, and which the FDA and the Spanish Agency of Medicines catalogued as a health product.

About MYHIXEL

MYHIXEL is a Spanish startup founded in 2017 with the mission to improve male sexual wellness. They are pioneers in patenting a new scientifically-proven method that helps men and their partners to control how long they last in bed, and thus reach new levels in their sex lives.

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