

A person is shown from the chest down, wearing a blue t-shirt. They are holding a blue, cylindrical MyHixel device in their left hand and a smartphone in their right hand. The smartphone screen displays the 'MYHIXEL CONTROL' app interface, which includes a map of the United States and several circular icons representing different settings or features. The background is dark with some white diagonal lines on the right side.

**MYHIXEL**

**THE KEYS  
TO THE  
MALE ORGASM**

MYHIXEL'S REVOLUTIONARY METHOD  
FOR MALE SEXUAL WELLNESS

MYHIXEL.COM



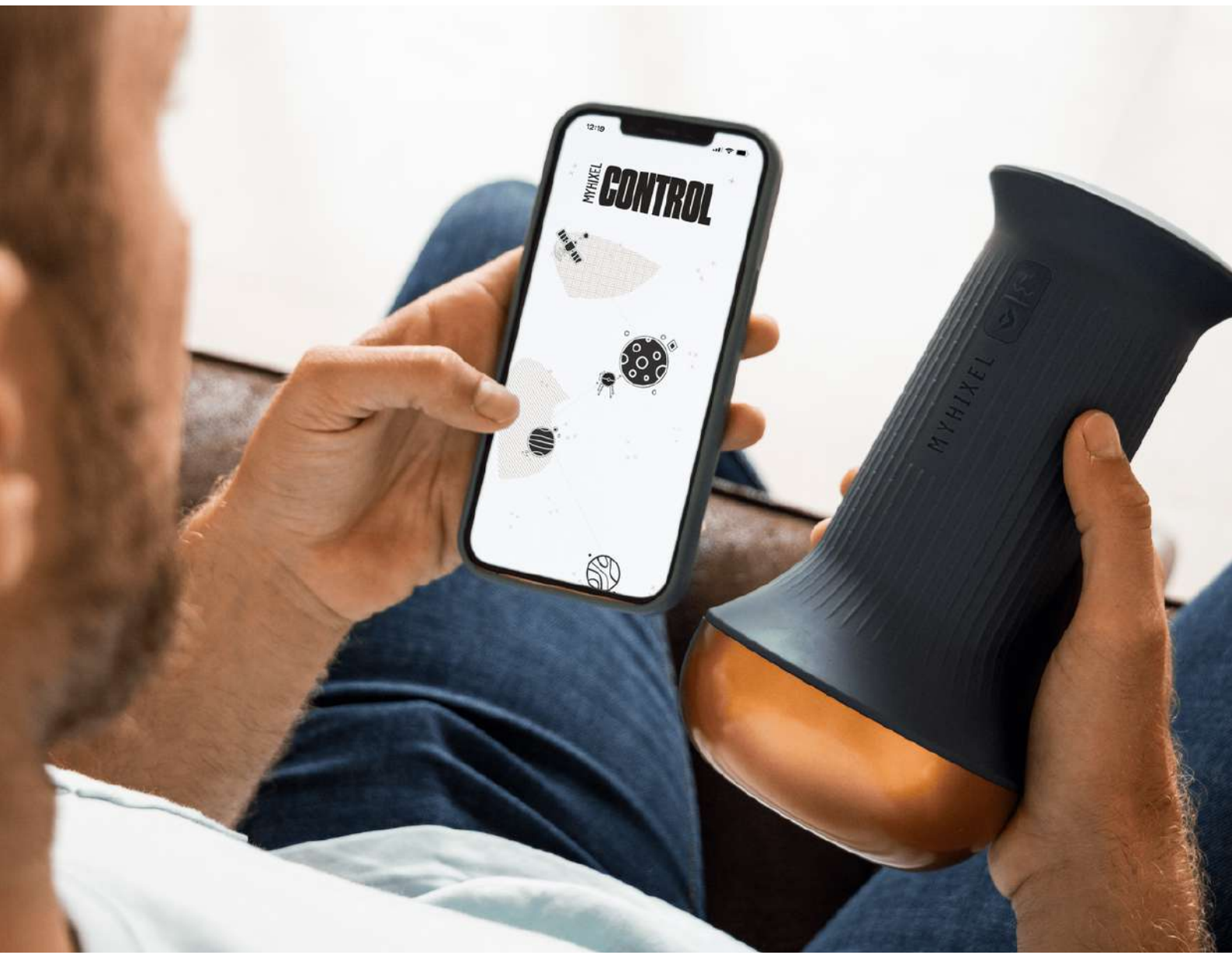
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# 01. ABOUT US

MYHIXEL is a brand focused on improving men's sex lives. We offer products, services, and solutions for male sexual health.

With our team of sexologists, doctors, and experts in the field, we have developed a unique methodology in the market that is scientifically proven. This methodology allows you to enjoy more and have better sex by controlling when to ejaculate in a totally natural way. It involves a combination of the MYHIXEL Play online program and the MYHIXEL II pleasure device, specifically designed to achieve ejaculatory control while you enjoy to the fullest.

Our process provides the maximum guarantee of security and privacy for the user, while offering a unique and personalized experience. This pioneering method is designed to improve the quality of sexual relations by enabling natural control of climax, without any side effects.

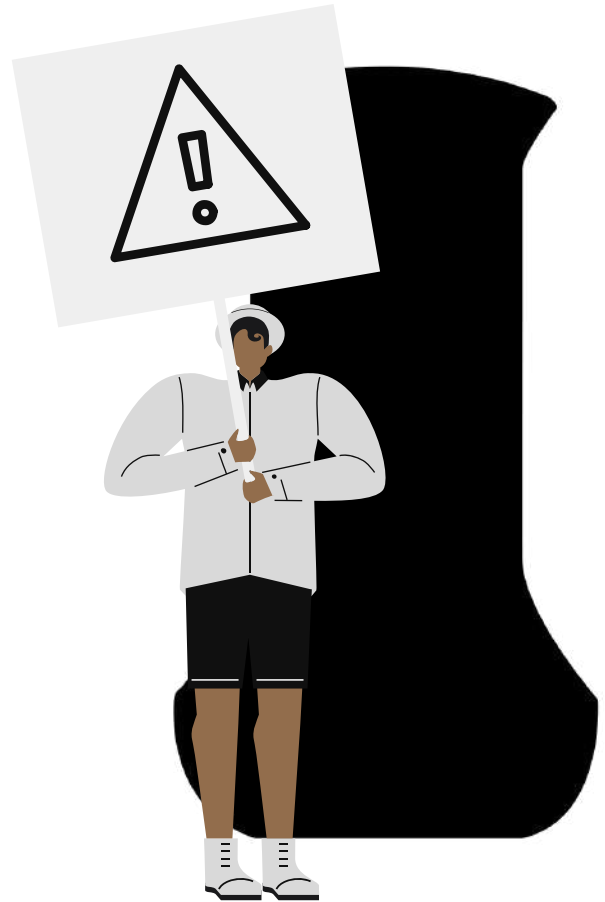


## 02. THIS GUIDE'S OBJECTIVES

Our ultimate goal with this guide is a very simple one. First of all, we want to reveal **the keys to the male orgasm**, which is something that will, undoubtedly, interest all men everywhere.

In addition to that, we seek to raise awareness of climax-related concerns, such as **premature ejaculation** - a lack of control during sex that affects many men right around the world, as well as the lesser known delayed ejaculation.

In other words, we want to place the correct value on something as important to a man as his **sexual well-being**. But, above all, our objective is to inform them that there are, indeed, **solutions** for these problems.



**#KEYS #CLIMAX #SEXUAL  
#DOUBTS #MEN**



A photograph of a young man and woman smiling and embracing each other. The man is on the left, wearing a light-colored sweater, and the woman is on the right, wearing a brown sweater. They are both looking towards the camera with joyful expressions.

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## 03. KEYS TO THE MALE ORGASM

In order to understand the keys to the male orgasm, we must first be clear about one key point: both the female and male orgasms are **cerebral experiences**. That means that they affect each person in their **own unique way** without any distinction between the sexes.

We have to **break the taboos** and false ideas that claim that the male orgasm is merely physical. You know what they say: men only think with their...you know what! However, the male orgasm is an experience that goes **beyond the genital** area and is actually born in the mind.

How could we define what an **orgasm** actually is? Well, we would say that it's an extremely **pleasant experience** characterized by the instantaneous and explosive liberation of accumulated **sexual excitement** or tension. In other words, it's the culmination of everything that goes on up to, and including, intercourse: everything that forms part of a **sexual relationship**.

You know what we're talking about... hugs, kisses, caresses, stimulation, penetration... and then the highly sought after orgasm. So, for an **optimal orgasm**, it's essential to have a perfect balance between mind and body. That's why the more that you use fantasies and imagination in a couple, the better. The more "naughty" it is, the better the orgasm.

**THE MORE "NAUGHTY" IT IS, THE BETTER THE ORGASM.**

## A MULTISENSORY EXPERIENCE

Let's be honest here, for you to like something, then it has to **hit your eyes** first. Experts from all over the world claim that this is due to phylogenetics.

This is the inheritance we humans have from our primate ancestors when it comes to finding someone attractive to procreate with. This inheritance says that sexual contact is only possible when a male looks at his partner, and she looks back at him.

And that's the way it is today. For example, it has been demonstrated that the average heterosexual male typically looks first at a woman's breasts and buttocks. This is another ancestral inheritance with respect to procreation and choosing a fertile female that can preserve a lineage. In contrast, the woman will focus on the look in his eyes, or on a toned stomach.

The same thing happens with homosexual males, as the man will instinctively focus on aspects of his ancestral inheritance, features that can make him feel more secure, such as a good physical constitution.



Olfactory stimuli shouldn't be overlooked either, as they're crucial when it comes to human arousal. On the one hand, we're talking here about the pheromones that we, as humans, secrete and how they affect the neural connections which lead to attraction.

However, we're also talking about smells and scents that can convey a social status or simply a message of hygiene.

That's why those who know how to choose a good perfume can be more successful in this area. So, because of all this, we can confidently affirm that the field of sexual relations is, without a doubt, a completely multisensory experience, where even the smallest detail can influence the development of such encounters.



## What role do hormones play in our bodies?

Hormones...we hear about them all the time, but rarely do we truly understand their role in sexuality. The fact of the matter is that hormones play a fundamental role in the male sexual response. Experts around the world agree that the influence of testosterone on sexual desire is vital, as it is on the quality of the orgasms that can be achieved. So much so, that cases have been reported of a considerable reduction in sexual encounters as a result of a decrease in patients' testosterone, a fact that has been solved by injecting synthetic testosterone. In short, we can say that testosterone is the fuel of any kind of sexual relationship and, whenever we don't have that fuel, just like with a car, it's impossible to get started.



Along with this, we have to take into account the physical factors that we experience during the sexual act that have to do with hormones as well as other elements in our bodies. We're talking here about drastic increases in both heart and respiratory rates, as well as blood pressure. We can also refer to the movement and tension experienced by all our muscles, not to mention cramps or involuntary spasms that occur once we reach climax.

In addition to what we've already said, we can also see the importance of having a healthy, balanced diet in order to get the most out of our sex lives. The biggest enemy to our sexual health has a name: cholesterol. Other factors such as smoking or alcoholism also seriously affect our sex life.

In order to have an even greater understanding of the role that hormones play in our bodies, we need to talk about the Coolidge effect. The Coolidge effect is, in short, the effect that both men and women experience when a new sexual partner appears on the scene. This effect produces an increased sexual performance, which continues for some time. This is due to the influence of an increase in dopamine in our bodies, and the pleasure it creates as we anticipate the excitement of new sexual encounters. This all occurs in our neuronal circuits. When we're with a new sexual partner then dopamine increases; however, when we're with our regular sexual partner and regular routine, then the levels of dopamine don't experience any peak, and they stabilize.

## IS ORGASM THE SAME AS EJACULATION?

There's a common misunderstanding that most people seem to believe – that ejaculation and orgasm are the same thing. Unfortunately, this error only serves to aggravate certain sexual problems that can get in the way of improving the quality of our sex lives.

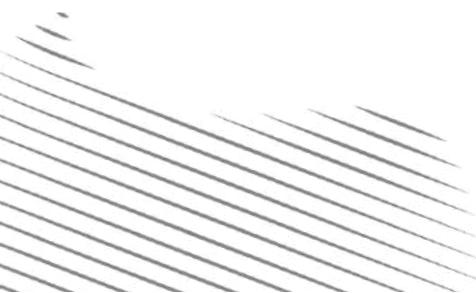
We must make it clear that orgasm and ejaculation are two different things, and that it's quite possible for one can occur without the other. In fact, it's quite common for a man not to experience full sexual pleasure when he ejaculates. And, on the contrary, men can actually experience a full orgasm without even ejaculating.

Let's summarize these ideas in the following way:

- Orgasm: Full sexual satisfaction.
- Ejaculation: Release of semen in a reflex phenomenon.

Of course, we can assume here that an orgasm provides a subjective experience of pleasure. There are some experts who lean more towards the theory that the orgasm is bodily pleasure while others would tend to think that it's something purely mental. So, what's the best way forward? To seek a perfect balance and affirm that the perfect orgasm is achieved with the help of both physiological and mental elements. In other words, we need to strengthen both factors and enhance them.

In fact, one of the keys to enhancing the male orgasm is, without a doubt, control over the ejaculatory reflex, something that we'll discuss in the following sections of this guide.





However, to make a start, we can point out four initial keys:

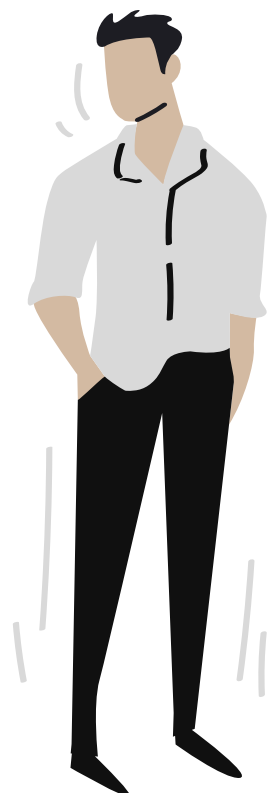
1. The first thing to consider is that visual stimulation is the most powerful aspect, and so the greater the stimuli, the greater the excitement. It's usually really exciting for the man to see his partner enjoying the sexual experience and the pleasure he's giving his partner. So, we must realize that trust and rapport between partners is essential.
2. It's also important to vary the stimuli, try new things and open up boundaries, because you never know where your next favourite sex idea will come from. This includes games that involve smell and taste.
3. As we've mentioned before, it's essential to have healthy living habits. Exercising and maintaining a balanced diet will improve our sex lives.
4. Science has made great strides in recent years and we now have a better understanding of the mechanisms that influence the ejaculatory reflex. In fact, MYHIXEL has taken advantage of these medical advances and has made them available to any man thanks to our state of the art technological solutions.

Finally, as we're talking about the relationship between ejaculation and orgasm, it's worth mentioning that the degree of sexual excitement during masturbation directly affects the quality of the semen. It has been demonstrated that the quantity, quality, and volume of the ejaculated semen depends on the sexual excitement prior to ejaculation. The more the blood flow to the prostate increases (due to arousal), the greater the intensity and volume of the semen.

## The male G spot

Many believe it's a myth, but the male G-spot really does exist. We're talking here about the prostate, which is shaped like a walnut and located inside the rectum, about 5 cm from the anus and on the anterior wall. Stimulating the prostate in a correct way is crucial for the creation and release of semen during ejaculation. Although it's true that, for many men, stimulating the prostate means overcoming taboos and preconceived ideas, there's no denying the pleasure that you can achieve by stimulating this area.

Thanks to anal massages using the fingers, the use of certain sex toys, as well as anal penetration, it's possible to highly stimulate this exclusive G-spot for men, and it'll help you reach an intense and satisfactory orgasm.





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**04. WHAT IS EJACULATORY CONTROL AND WHY IS IT IMPORTANT FOR ALL MEN?**

According to many experts, the so-called ejaculatory control is a skill that men must take into account in order to maintain optimal sexual health and well-being. We're now going to discuss this aspect and the benefits it can bring.

Ejaculatory control is nothing more than a sexual skill, thanks to which men, in a totally voluntary way, can decide when they want to ejaculate while having sex. Men can lengthen, shorten and deepen the time, even if they do not ejaculate.

This skill will increase the pleasure of the sex experience both for men and for their partners. By increasing this control, they can discover a whole new sexual level. They'll have a new capacity to explore and enjoy sex as they want to, thus increasing their self-esteem and self-image.

By maintaining this control, men take control over their own bodies, and over their impulses, and they will be the ones who decide how to enjoy sex and how long it will last.

Men often get overexcited by people or situations. This sort of overexcitement can actually work against them, because, if someone can't control their ejaculation, then it's very likely they'll have many a bad sexual experience.

As a result of that, frustration and even depression can set in when it comes to sex, simply because he couldn't meet the expectations that he and his partner had.

The mind plays a very important role in being able to obtain optimal ejaculatory control - it's very much the command center. But a man's body also has different physical mechanisms that come into play and allow the ejaculatory reflex. In simple words, for an ejaculatory reflex to occur, a combination of both physical and mental factors must be present, and, the exact moment that ejaculation occurs will depend on the intensity in which these factors combine.



We all know about foreplay. This plays a fundamental role in sexual stimulation, as the man's brain interprets the visual stimulation as highly exciting, and gives the signal for an erection to occur.

However, that's not all. It's not all about an erect penis; there must be a continual and gradual stimulation in many different ways: masturbation, oral sex, penetration, etc. Arousal increases until the so-called "point of no return" is reached - a point when the muscles begin to expel semen by means of contractions that are beyond the man's control.

Moreover, this whole process can sometimes lead to problems such as premature ejaculation. In this sort of situation, the contractions accelerate uncontrollably and the semen is expelled much earlier than planned. In fact, sometimes a man will ejaculate even before penetration has taken place. That's something we'll consider later in the article.

At this point, we're going to have a look at some of the mental or psychological factors that may cause this lack of ejaculation control.

It all starts with good sex education. This sex education should be given at an early age, or at least in adolescence, which is exactly when these healthy sexual practices should be acquired.

Many young people try to get sexual satisfaction immediately - they look for stimulation and to "do the job" as soon as soon as possible. This may be due to two factors. The first is simple - the young person is discovering his or her own body and wants to enjoy it as much as possible, the sooner the better. Young teens have such excess energy and they tend to get their brains used to ejaculating as soon as possible.

The second factor could be social or a family taboo. The young man has been told that masturbating is wrong, but, at the same time, he's either curious or he feels the strong urge to try it out. With a strange sort of logic, he thinks that the sooner he's finished doing something that's "wrong", the less wrong he will have done. We should all take sex education seriously, as what we teach our young people will stay with them throughout their adult life.

Stress is another factor that doesn't work in a man's favor. Even if he doesn't have a problem with ejaculatory control, there may be situations when stress accumulates to such a point that he loses the control he normally has.





So, what can be done? In order to start changing things, and taking control of your sex life, you should start with small changes or habits:

- The first is to communicate well with our partner. This is fundamental. We must make every effort to understand each other, and share our concerns, and, of course, listen. Many of the sexual problems and frustrations that arise are caused by a lack of communication.
- Another idea is to do some breathing exercises to relax and reduce the level of tension that you may have prior to having sex.

## **Ejaculatory control is within every man's reach, thanks to MYHIXEL Control**

If you want to take control of your ejaculation and explore all the sexual possibilities that come with this ability, then you have the best solution at your disposal: MYHIXEL Control. It is a playful, natural, and scientifically proven alternative that enables you to have total control during sexual intercourse. **MYHIXEL Control is designed for all men**, offering the most innovative method to help you evolve and improve your ejaculatory control in a personalized and gamified way while enjoying yourself. MYHIXEL Control **combines the MYHIXEL Play app with the MYHIXEL II pleasure device**. The development of our app involved therapists specialized in sexual health, internationally recognized urologists, as well as collaborations with universities and hospitals. The program is completely anonymized and secure, consisting of an 8-week therapeutic program that has been integrated into the app. It is the first app that **applies artificial intelligence (AI)** to ejaculation control, allowing you to customize the program to be 100% adapted to your needs. The app includes Bluetooth connection with the device, which, thanks to its movement and speed sensors, records your progress in real-time, enabling you to track your results and see how you're improving.

It is **an enjoyable experience that enables you to acquire new skills** to improve your sex life through specific guided activities. In addition, it offers weekly nutrition, fitness, and mindfulness plans focused on enhancing sexual health, guaranteeing a better user experience.

During the whole process, you'll use the MYHIXEL II pleasure device – this is an innovative device designed specifically for you to obtain the best results and develop your full sexual potential, when used together with your MYHIXEL Play program.

MYHIXEL II is registered with the FDA as a class II medical device and is a component of the MYHIXEL Control solution, which is CE marked as a medical device.

In its creation, we have utilized the most advanced technology:

- Bluetooth connection with the app that records the user's progress in real-time.
- Movement and speed sensors that are recorded in the app via Bluetooth.
- Vibration and heating systems for a more realistic sensation.
- Anatomically realistic interior.
- IPX7 water resistance system for easy cleaning.
- Magnetized charging lithium battery with USB connector.
- High-quality, anti-allergic, phthalate-free material.



The function of MYHIXEL II is to replicate the sensation of penetration in the most realistic way possible, enabling you to train your ejaculatory control in a lifelike environment that boosts your self-confidence. In short, MYHIXEL Control is a practical way to take care of your sexual health and enhance your climax control in a personalized way.

Sex is fundamental in our lives and we don't always give it the importance it deserves. Don't settle for second best; seek to achieve full sexual well-being, which will bring you health, confidence and happiness.

Experiment, break taboos, but, above all, have fun.



## 05. WHAT IS PREMATURE EJACULATION?

When we're dealing with premature ejaculation, we're faced with a really delicate issue. We're talking about a sexual condition that affects millions of men around the world and which, due to social taboos or a fear of being stigmatized, is mostly brushed under the carpet.

Premature ejaculation is the most frequent area of sexual concern. Many experts have tried to agree on a consensus in order to be able to define it clearly and concisely, but what is clear is that those who suffer from it, have it for life. In fact, recent studies indicate that cases start to occur at a very early age, with men as young as 20.

The World Health Organization (WHO) came up with a definition that has become a standard for all health experts around the world:

"It is characterized by ejaculation that occurs before, or within a very short duration after, starting vaginal penetration or other similar sexual stimulation"

"With little or no control over ejaculation"

"It occurs persistently or episodically for at least several months."

"Associated with a clinically significant discomfort"

On the one hand, we're talking about men whose ejaculatory control is so minimal that they ejaculate without any physical stimulus, and with no mind control at all. But we'll also include here any man who perceives that they have had a lack of ejaculatory control, either always, or only in certain circumstances. As we've been saying in this guide, a perfect balance must be maintained between mental and physical stimulation

One of the solutions to finally end this problem that's affecting more and more men around the world is undoubtedly to perform mind and body control techniques, so that the subject himself decides when to reach such a climax.

We've already briefly mentioned about how a man who isn't in control of his sex life can frequently suffer from frustration, but we haven't really gone into too much detail about something that can become a major problem for a man, and which can haunt him throughout his life.

Premature ejaculation is something that must be treated, and the sooner the better. For example, let's take the case of a middle-aged man with a steady partner. Bedtime arrives and his partner starts demanding some affection. However, he either refuses that physical contact or avoids it in some way because he knows what's coming next.

However, that will then turn into a double frustration for not having been able to carry things on to their climax, and, above all, for the feeling of not having given full satisfaction to his partner.

This can then have repercussions on his mood, which can, in turn, affect his work and social life, and, obviously, the relationship with his partner. It could even lead to a separation. And the worst thing here is that time always runs against you. The longer you put up with premature ejaculation, the more complicated it will be to treat.



According to the experts, we can find three types of premature ejaculation:

A - Chronic cases: These are men who have never had ejaculatory control. They don't last any longer than 1 to 3 minutes, and, in some cases, even less.

B - Acquired or circumstantial cases: These are men who, even though they know what it's like to have ejaculatory control while having sex, they've lost this control or don't have it at all at certain times. The ejaculation period in this case is identical to that of group 1.



C - Non-specific: These are men who feel dissatisfied with their ejaculatory control, regardless of how long it lasts. Many men fit into this group as they can't be included in the other two.

By adding up all the diagnosed cases of the 3 groups, we can say that around 30% of the world's male population has this problem. However, that 30% is a minimum, since experts only count those who have been medically diagnosed. As we said before, there's a large silent minority that hasn't dared to go to the doctor to try to find a solution, either due to fear or social taboo.



### **Myths and facts about premature ejaculation:**

Myth: Premature ejaculation is permanent and once you start to suffer from it, you'll have it forever.  
 Fact: Sometimes premature ejaculation is influenced by the current circumstances. It can depend on the people you're having sex with, the climate, the food, etc. There are many factors that can have an influence here.

Myth: Premature ejaculation decreases in frequency with age.  
 Fact: Premature ejaculation occurs in a similar way, right from when it started until the age of 55. Once that age is reached, it will occur a lot more frequently.

The reality of the matter is that premature ejaculation is caused by many different complex factors.

Some researchers are looking at a possible strong biological component when it comes to determining certain cases, especially in chronic cases.

Neurobiology also comes into play with the hypothesis of the so-called "hypertonic phenotype". OK, that sounds a bit heavy, but we're going to try to simplify it.

The "hypertonic phenotype" states that premature ejaculation is related to a complex system of interactions between the central nervous system (which controls our whole body), the peripheral system and the endocrine system.

All of this is combined with the influence of an array of genetic factors which still exert their influence. According to this theory, neurotransmitters (the neuronal channels that make us feel everything we feel) would play a fundamental role in cases of premature ejaculation.

To this, we also need to add the role of dopamine in its endocrine processes, oxytocin, and other biological components.

Now that we've explained the importance of the different biological components of our body, we also have to mention the importance and relevance of the psychological causes that can produce this type of dysfunction.

The psychological factor that has affected more men than any other is, without a doubt, anxiety. This anxiety is caused by the fear that they won't be able to satisfy their sexual partner as much as they'd like to, and it causes intense frustration. It's a real vicious circle that just feeds the sexual complex, and can even cause a lack of sexual appetite.

Another of the most common psychological causes is the over-excitement that men can experience under certain circumstances. One such situation that can generate intense excitement is having renewed sexual contact after a long period without any.

Despite it not being 100% scientifically proven, some experts have found cases where anxiety and depression have been caused by premature ejaculation. The problem here is being able to distinguish whether these factors are the cause or the consequence.

What is clear here is that whatever the age, conditions, or cause of this problem, we must ask for help. What we can agree on 100% is that controlling our ejaculation will help us exert more control over our own lives. We'll never get tired of repeating the fact that sex is so important for our well-being and that, when we're faced with the slightest problem in this area, then a solution must be found. Fortunately, as we'll see in a while, this solution really does exist.

As far as treatments for premature ejaculation are concerned, the most common ones are psychological.

One of the most recommended is behavioral therapy and in very specific cases, you can also add a pharmacological element to the treatment.

## 06. WHAT IS DELAYED, OR IMPAIRED, EJACULATION?



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Delayed ejaculation, sometimes called impaired ejaculation, is when a man has difficulty ejaculating even with a full erection and sufficiently high sexual arousal and stimulation. It usually occurs during penetration, but much less commonly during masturbation. It's important to know that 85% of the men who suffer from this condition are only able to reach orgasm through masturbation, and in some cases both masturbation and intercourse are affected.

In order to understand the term correctly, delayed ejaculation is when a man isn't able to ejaculate, or, even if he does, he can only manage it after prolonged intercourse or masturbation. We're talking here for about 15 minutes or more.

It's a complex situation for the men who suffer from it, as it can cause certain distress or discomfort. This isn't only because he can't reach climax and loses control of his own sexuality by not ejaculating when he wants to, but also because his partner can also be affected. This is, without a doubt, a situation that should be dealt with by professionals.

Currently, it's believed that between 5% and 10% of the male population suffers from this condition. However, in recent years, there may have been a rise in these percentages, as it's one of the most frequent reasons why men seek help from a medical professional. We're talking here both about online search trends and the increase in assistance from private clinics.



*But why does this condition occur?*



Below, we are going to list some reasons why a delayed ejaculation may take place.

To begin with, we're going to deal with the psychological causes that may affect the patient. Causes that may predispose a person to suffer from a delayed, or impaired, ejaculation.

Society is often completely silent about a subject of great importance: each individual's sexual education.

Men of different ages, creeds, and cultures live together in our society and each one of them may have received a series of erroneous instructions and preconceived ideas about sex, which doesn't at all favour sexual control.



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For example, we can find men who have received a totally restrictive, prohibitive, or punitive sexual education in adolescence (a fundamental time in our development). They may have experienced traumatic sexual experiences, especially at an early age, and these may also come into play. We're talking here about having sex for the first time or having sex partners who are too "demanding" for someone who was taking their first steps in the world of sex.

Masturbation also has quite a lot to do with this problem. The problem of having easy access to all kinds of pornography from an early age causes some men to always look for increasingly attractive stimuli, meaning that they often consider normal sexual relationships in the real world as boring.

This is a very important factor, as many couples have been seriously affected by the fact that one of them isn't able to satisfy the demands of the other, demands that have been generated by the unrealistic and abnormal expectations represented in pornographic films.

We can find another of the most common causes of delayed ejaculation in men who have been in a stable relationship for many years, and where the daily routine and stress have taken away their desire for sex.

But in addition to these psychological causes, there are also other reasons. For example, experts agree that antidepressants are the first culprits in these cases, as a high number of patients have been found to use this type of drug. We're talking here about drugs such as anxiolytics and medication to control blood pressure, which can cause a delay in the ejaculatory response. This fact is confirmed by research that shows that delayed ejaculation occurs in between 16 and 37% of men who take this type of medication.

We should also note that there are certain medications used to treat erectile dysfunction that, even though they can solve this condition, they can create new problems such as delayed ejaculation.

Along with all of this, the use of alcohol and drugs has also been linked to delayed ejaculation. Our society is consuming more and more of these substances, and this doesn't only seriously affect your social or working life, but also your sex life. This is because they can produce certain cardiovascular problems that can adversely affect optimum control during sex.

And, finally, we should mention that there are several diseases that can cause difficulties in ejaculation. This is the case in people with spinal cord injuries, with altered sensitivity from various causes, and men who have had complex surgery on the penis. It's also common in men with peripheral nerve damage which may have been caused by different illnesses or treatments such as diabetes, multiple sclerosis, pelvic radiotherapy, etc.

In short, all the concerns that we're addressing in this book can be summarized in one simple, yet powerful, word: control. We must take control, not only of our ejaculation, but also of our sex life.

It's very important to make society aware that self-confidence in our sex life is fundamental. Greater control means a greater ability to make decisions in our lives because, as we well know, sex is life.



# 07. ADVICE FOR A HEALTHY SEX LIFE

Many of you, when you reach this seventh and final section, will ask, "OK, everything you've told me is great, but what else can I do to improve my sex drive?"

Don't worry! We've prepared a list of 10 tips which will ensure that you'll have a healthy sex life, and that you'll start on the road to controlling how you have sex. Let's get started.



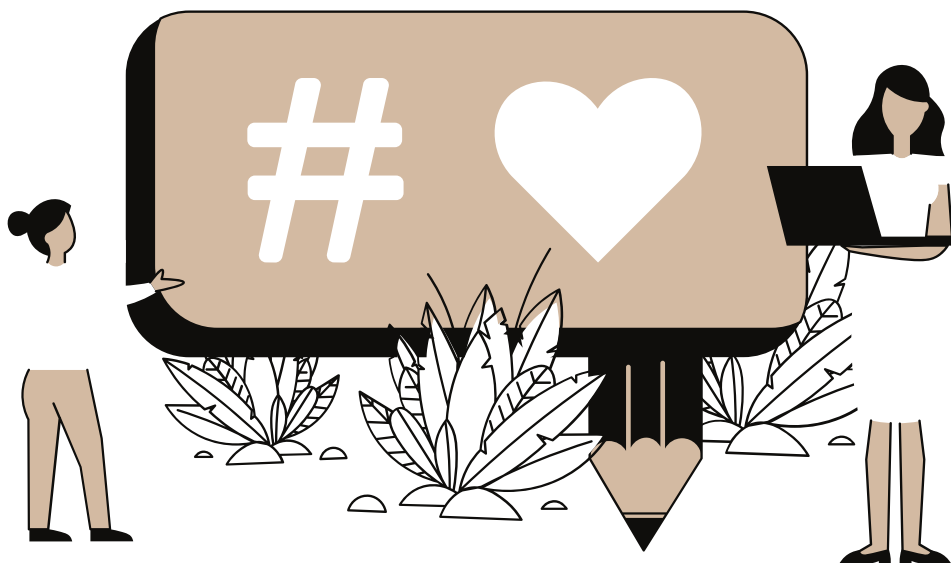
## 1º Healthy attitudes about sex

The first piece of advice is the most obvious one – to have a healthy attitude towards sex. What we're talking about here is having a responsible attitude in terms of personal and interpersonal relationships, and, above all, on a social level.

We must have autonomous, mature, honest attitudes, always based on respect and mutual consent. It seems unbelievable, but it's surprising how many times we have to repeat the mantra of "always have protected sex" to adults all over the world.

Sex is an integral part of our health, and so a person with responsible sexual behavior will never want to cause harm, exploit, harass, manipulate, or discriminate other people.

Having a responsible attitude towards sex is the only thing that sets us apart from animals.



## 2º An adequate sexual education

As we've been saying throughout this guide, sex education in our youth and adolescence is fundamental for a person's development. However, we're not just talking about knowing all about our anatomy and physiology, and what our sex organs are and what they're for. Nor are we talking about sexual techniques or human reproduction.



By sex education, we're referring to something that goes beyond even knowing how to prevent sexually transmitted infections or unwanted pregnancies. Sex education is promoting a series of habits that will help to provide physical and emotional intimacy. We're talking about having total sexual freedom, but with everything you do rooted in responsibility.

Optimal sexual education also defends the right to have relationships based on emotional stability and to avoid believing myths by developing erroneous ideas about sexuality.

In short, don't trivialize something as important as sex and don't be selfish. Always keep the other person in mind as sex is equally important for both partners.

### **3º Develop healthy life habits**

You'll be surprised to learn that the old saying "our body is our temple" is actually quite correct. You should be carrying out a number of healthy habits, not just to perform better in bed, but also to improve your health.

In order to do this, you'll need to take plenty of regular exercise. By doing exercise, one experiences an emotional improvement and a state of well-being and satisfaction in achieving one's goals, and, on top of that, it promotes our sexual health. But be careful, physical exercise must be moderate, otherwise it'll have the opposite effect. The most important exercises are strengthening the pelvic floor muscle tone, strength work, and improving aerobic capacity. Surely we all want to be more physically fit in bed, don't we?

Another piece of advice is, without a doubt, to stop or limit toxic habits such as the consumption of alcohol, tobacco, or recreational drugs. By maintaining a healthy and balanced diet, we look after ourselves on the inside and the outside, thus making ourselves more attractive to others.

All of this should always be combined with good rest, as it's been more than proven that a good night's sleep is key to sexual desire.





#### **4<sup>o</sup> Look after your mental health**

It's all in the mind! Factors such as the stress we suffer on a daily basis have led people to develop habits that are not at all good for them. This is one of the facts we need to correct if we want to make a positive impact on our sexuality.

We must also cultivate a greater emotional intelligence and be empathetic towards other people. Sexual assertiveness is a key social skill in people with a full sex life.

Recently, terms such as sociosexuality have emerged, a term that refers to those with a high degree of sexual empathy that helps to nurture a positive mood and attitude toward sex.



## **5<sup>o</sup> Develop your imagination**

We've already alluded to the fact that many couples who have been together for years get bogged down in the same old routine regarding their sex lives. This routine can be their worst enemy and can lead to boredom and stagnation, putting their relationship in danger of reaching a point where nothing ever satisfies either of them.

That's why we strongly recommend that you free your imagination and start doing things that you've never done before as a couple, maybe out of fear or social taboo. We're talking here about new places to have sex, experimenting with new positions, trying out new experiences with erotic toys, and many other things. When you try new things in bed, the end result is more sex and greater satisfaction.

The problem with many stable couples is that they take their relationship for granted. The end result here is usually that the relationship starts to erode away little by little. What can you do then? Look after each other every day as if it were the first day! Share in enjoyable activities such as going out to a movie, going to a trendy restaurant, a weekend getaway etc. In short, we should be doing things that make us feel good about the other person.

## **6<sup>o</sup> Dialogue is the best stimulant for sex**

Communication and dialogue between partners is essential to ensure a good sex life. It's so important to talk about sex, and to talk during sex.

It's of little use thinking that you've had good sex if the other person doesn't feel they've been listened to, nor that their sexual tastes or priorities have been taken into account. It's vital to get to know our partner's erogenous zones in order to stimulate them, but it's also essential to know their limitations and how far they're willing to go, because not everyone will want to do what we ask of them.

Communication also builds trust, creates a stronger bond, and helps us gain in experience.



## 7° EVERYTHING is important in sex

It's a thing of the past to think that sex is just about penetration. It's extremely important to spend adequate time on foreplay and, above all, to know how to enjoy it.

Caresses, massages, erotic toys, oral sex... it's all part of the game. We must avoid the concept that the only way to obtain pleasure is through penetration.



## 8° Getting to know yourself

It's no use trying to get to know your partner if you don't know yourself. You need to be able to explore your own body and, above all, to be independent enough to know how to obtain pleasure, with or without a partner. We're not only talking about masturbation, but also about doing activities that make you feel sexy or good about yourself.

Cultivating self-esteem not only makes us feel better about ourselves, but also has a mirror effect that makes others see it too. Greater confidence is essential in order to have optimal control in our sex lives, and especially in all our personal relationships.

We all have our complexes, but it's up to you to learn to love yourself as you are, without letting it affect your life as a couple. You need to get used to looking after yourself, choosing the fragrance, cream, or clothes that make you feel comfortable and, above all, looking at yourself in the mirror with the feeling that nothing and nobody can stop you.



## **9° Everything has a solution and problems should be dealt with**

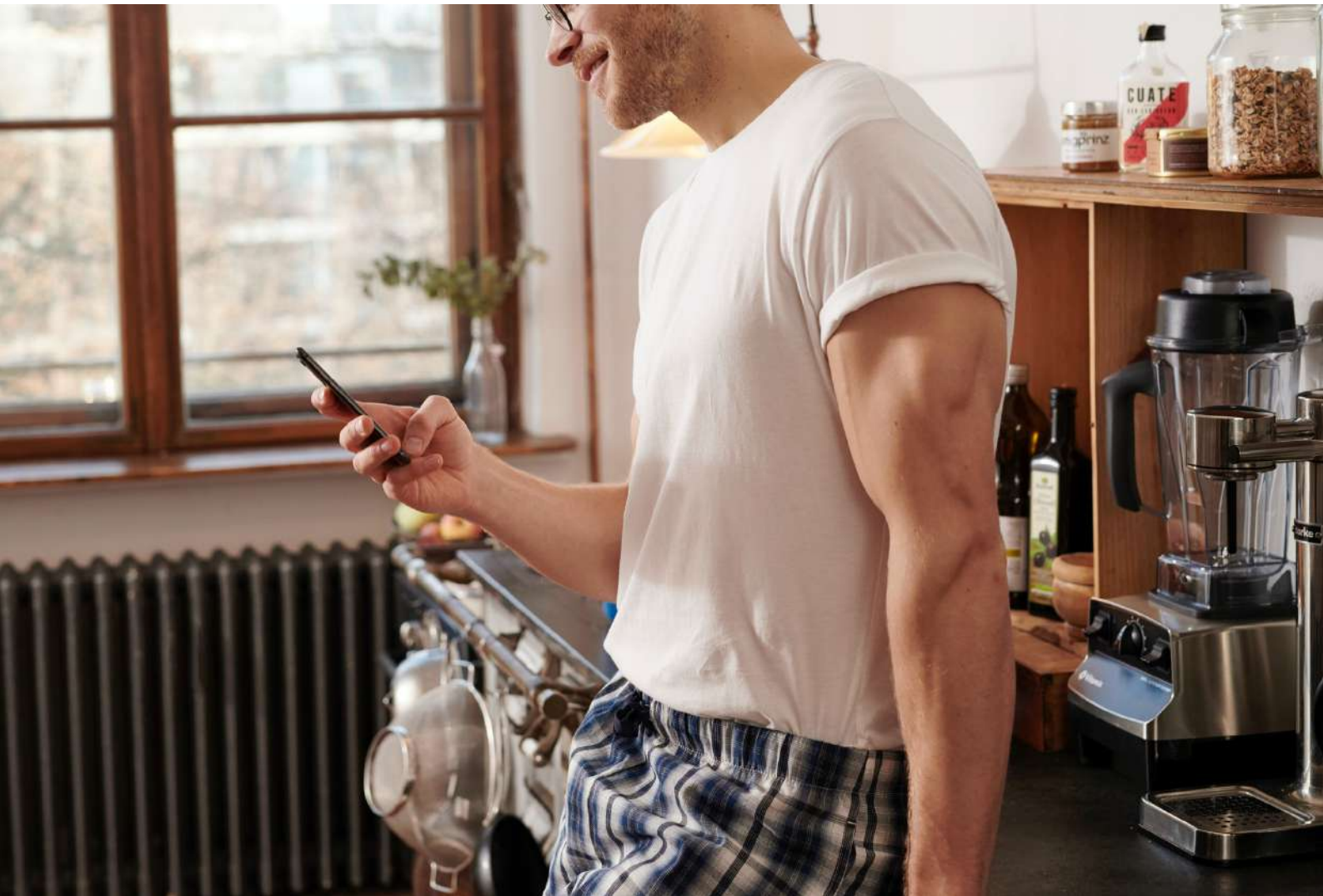
It's incredible just how many men suffer in silence with different sexual problems, simply because they don't do anything about the symptoms. "It'll pass", they say, or "oh, it's nothing, I just had a bad day". These phrases are repeated time and time again and they just end up believing the lie.

Most sexual health problems have a solution but the sufferer needs to be aware of it and honest enough with themselves in order to look for a solution. The more they let time go by, the more difficult it is to solve it.

But don't jump the gun; by looking for a solution we don't mean looking it up on Google. That's the last thing you should do. We mean consulting sex therapists with a good reputation, or methods that have been proven to be scientifically effective.

## 10° Enjoy

Our last piece of advice is simply that you enjoy sex! We'll never tire of saying that sex is health, and nothing should stop you from exploring boundaries and finding new pleasurable experiences, breaking taboos, and solving any potential problems you may have.



MYHIXEL offers the ideal solution to many of the sexual concerns relating to male well-being.

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