

THE CLIMAX CONTROL SOLUTION
A REVOLUTION FOR MEN AND THEIR SEX LIVES



MYHIXEL

iMEDicare
Pelvic Health Naturally...



**UK AND IRELAND EXCLUSIVE
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Premature Ejaculation

Premature ejaculation (PE) is likely the most common sexual dysfunction in men, with a worldwide prevalence of approximately 30%. The prevalence of PE appears to vary across socio-cultural and geographic populations¹.

Currently, the most accepted definitions of PE come from the DSM-IV-R and ICD-10, which both refer to PE as a condition of short ejaculatory latency that causes personal distress and is beyond the patient's ability to control.^{2/3}

Conventional clinician administered Cognitive Behavioural Therapy (CBT) is one of the empirically supported treatments (EST) for several sexual dysfunctions⁴. Sexual dysfunctions are one of the major pathological causes of sexual, psychological, and social disorders in a society and an important obstacle to sexual, relational, and emotional satisfaction among partners.⁵





What is MYHIXEL?

The MYHIXEL Device and Play MED (CBT) App is a combination of a pioneering program that combines game-playing and science through an online user program (gamefied app – GDPR compliant: User data privacy is guaranteed, anonymised and secure) on your patient's phone or tablet, together with the advanced male pleasure device, MYHIXEL I, which will help your patients learn to control ejaculation in an enjoyable, completely natural way. The aim is to improve male sexual satisfaction and confidence.

The patient user is encouraged by the app (which continually adapts to user results) to use a combination of pelvic squeeze and orgasm threshold recognition to learn how to control ejaculation for increasing time periods whilst using the MYHIXEL I device.

MYHIXEL I device

MYHIXEL I is an innovative pleasure device designed specifically to be used with the MYHIXEL Play programs (either Play TR or PLAY MED): featuring a soft to the touch realistic interior and ultra-silent stimulating vibration with an elastic and adaptable opening, neutral odour and ergonomic design.

MYHIXEL I has a self-heating mode for a more realistic feeling. It is manufactured from high quality anti-allergenic and non-toxic phthalate free materials (Thermoplastic Elastomer and Silicone), is water resistant and easy to clean, featuring a lithium ion battery with USB connector.

Developed with the latest technologies, this device is the perfect combination for MYHIXEL Play programs optimizing results and providing greater confidence in sexual relations.



MYHIXEL

TECHNICAL SPECIFICATIONS

- + A unique device with the latest medical and technological advances that has an international patent.
- + Therapeutic vibration system developed to enhance ejaculatory control.
- + Self-heating mode that replicates body temperature.
- + Anatomically designed, that emulates real penetration.
- + Magnetic charging lithium battery with USB connector.
- + Made of high quality, antiallergic material and harmless to health.
- + Water resistant and easy to clean.
- + FDA register and CE certification seals.
- + MYHIXEL comes in 2 versions, each with a 2 year manufacturer's warranty.

MYHIXEL comes in TWO versions:

I. MYHIXEL TR

MYHIXEL TR is the answer for men who want to take more control and **last longer in bed**, but whose severity of premature ejaculation would not constitute a classical clinical diagnosis.

It combines the exercise program **Play TR**, designed for men who want to learn specific motor skills to improve the quality and duration of their sexual performance, together with **MYHIXEL I device**, which allows your patients to exercise and improve their sexual capacity.

Contents:

- + MYHIXEL I device with download instructions for MYHIXEL Play (Sleeve included)
- + MYHIXEL I USB contact charger
- + MYHIXEL I instruction manual
- + Serial number, to activate the MYHIXEL Play TR program



II. MYHIXEL MED

MYHIXEL MED is a cognitive behavioural therapy for **ejaculation control** that combines the exercise program **Play MED (Medical Grade Class I CE Licence)**, designed for men who ejaculate under 3 minutes during penetrative sexual intercourse, with **MYHIXEL I**, a unique device that offers the most realistic sensation of penetration ever. In other words, MYHIXEL MED is indicated for patients whose severity of premature ejaculation would constitute a classical clinical diagnosis.

Contents:

- + MYHIXEL I device with download instructions for MYHIXEL Play (Sleeve included)
- + MYHIXEL I USB contact charger
- + MYHIXEL I instruction manual
- + Serial number, to activate the MYHIXEL Play MED program
- + Free first consultation bonus when activating MYHIXEL Play



Evolution of the average ejaculatory latency with the MYHIXEL method application:

The MYHIXEL methodology has been successfully tested in more than 800 users since 2015. Initial published data was encouraging: Fold increase (FI) average IELT of the 10 participants was 2.89⁶. A more recent study⁷ (2020) indicated that the FI average of the IELT for the 15 participants was 7.38. Nine of the 15 participants no longer met the criteria for the diagnosis of PE at study endpoint.

Men can improve sexual latency and ultimately their sexual confidence in the comfort and privacy of their own homes. Through play and pleasure, men will improve and enhance their ejaculatory reflex and control their climax up to 7 x longer*. Significantly improving their sexual experience and satisfaction naturally.



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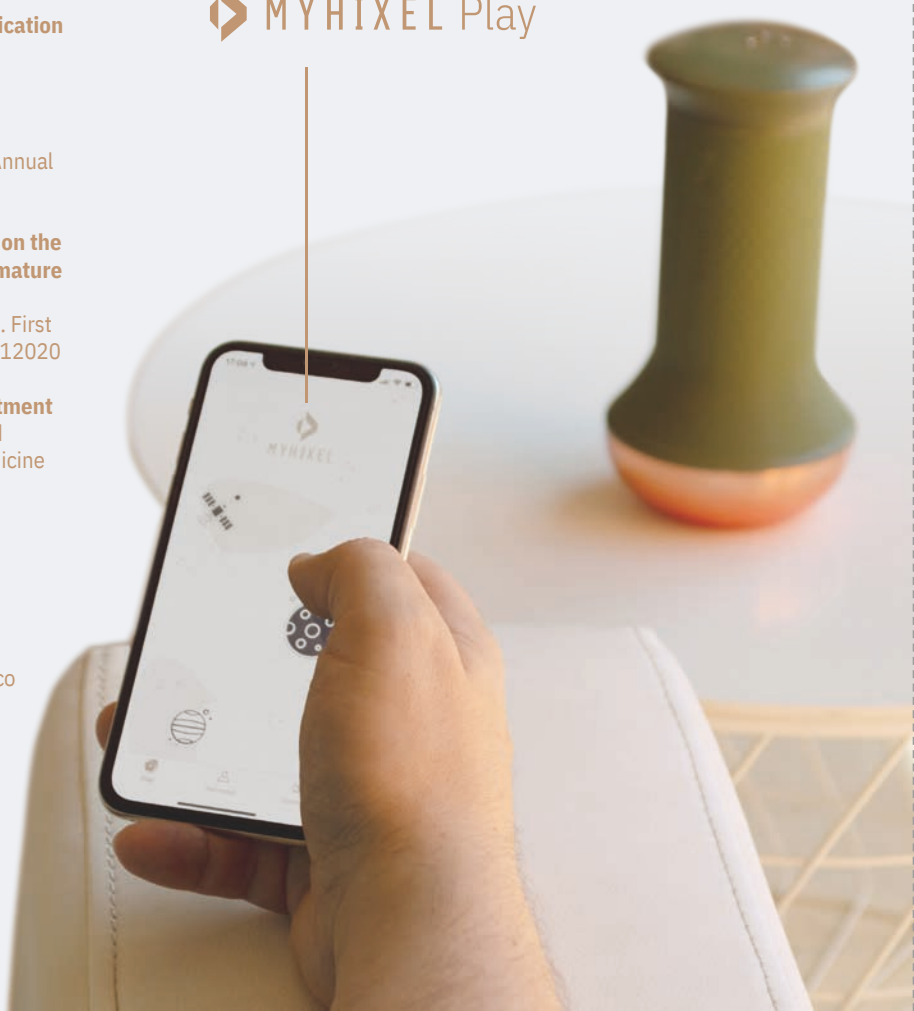
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7 – A NEW METHOD USING AN ELECTRONIC MASTURBATION DEVICE AND A MOBILE APP FOR THE TREATMENT OF PREMATURE EJACULATION: A PROSPECTIVE, MULTICENTER CASE SERIES
Rodríguez, J.E.1 ; Harvey, H.2 ; Reina, L.3 ; Hidalgo, G.3 ; Culebras, M.4 ; Casado, C.1 1 Instituto Sexológico Murciano, Área de investigación, Murcia, Spain;
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 MYHIXEL Play



SCIENTIFIC RESEARCH

A NEW METHOD USING AN ELECTRONIC MASTURBATION DEVICE AND A MOBILE APP FOR THE TREATMENT OF PREMATURE EJACULATION: A PROSPECTIVE, MULTICENTER CASE SERIES Rodríguez, J.E.1 ; Harvey, H.2 ; Reina, L.3 ; Hidalgo, G.3 ; Culebras, M.4 ; Casado, C.1 1 Instituto Sexológico Murciano, Área de investigación, Murcia, Spain; 2 Universidad Miguel Hernández, Elche, Spain; 3 Hospital Rafael Méndez, Urología, Lorca, Spain; 4 Universidad de Murcia, Murcia, Spain - J Sex Med 2020;17:S174eS218

Objectives: The aim of this study is to report the outcomes and safety of a new Cognitive Behavioural (CB) method for the treatment of premature ejaculation (PE), known as MYHIXEL MED, which uses the electronic masturbation device MYHIXEL I® and a mobile app with an exercise program focused on pelvic floor muscle control training.

Methods: A prospective, multi-center case series was performed. The present study included 15 patients aged 24-47 (mean: 38.3) that met diagnostic criteria for lifelong PE including intravaginal ejaculatory latency time (IELT) of 2 minutes and had a Premature Ejaculation Diagnostic Tool (PEDT) score of 11. The primary outcome measures were the fold increase (FI) of IELT; calculated by dividing the geometric mean IELT value after treatment by the geometric mean IELT value at the start of treatment both using a stopwatch-measured method.

Results: The FI average of the IELT for the 15 participants was 7.38. Nine of the 15 participants no longer met the criteria for the diagnosis of PE at study endpoint.

Conclusions: Results provide support for the efficacy of this novel CB method for the treatment of PE. During the study, no side effects were observed in participants, which poses as a great advantage in comparison to oral pharmacologic treatments. Although the subjects of the study had a stable partner, the MYHIXEL MED program was developed individually and online without the need for collaboration on the partner's behalf which would allow it to be used in patients with PE without a stable partner or for those who are reluctant to include their partners in the treatment This method may have the potential to become a new non pharmacological treatment option for PE.

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