

# Phoenix



# The Phoenix

The world's first home-use therapy device for men's sexual health.

- ✓ Clinical strength treatments at home for the first time
- ✓ Fixes poor blood flow, the leading cause of ED
- ✓ Avoid the natural decline in performance with age
- ✓ Safely eliminate plaque in penile blood vessels
- ✓ Trigger angiogenesis, the growth of more blood vessels



## Guys have softer erections as they grow older

It's a natural part of aging. Until now, guys had to wait until they had a problem. The Phoenix allows men to be proactive and turn back the clock if they've already noticed a change.

## Restore Erection Performance

Powerful, targeted soundwaves (shockwaves) travel through the smooth treatment tip deep into the tissue. Repeated Li-ESWT treatments dramatically improve erections at any age.



## How does The Phoenix work?

As you age, erections naturally become softer and more difficult to get.

The Phoenix uses powerful, targeted sound waves (shockwaves) to non-invasively turn back the clock and get guys back to 100%.

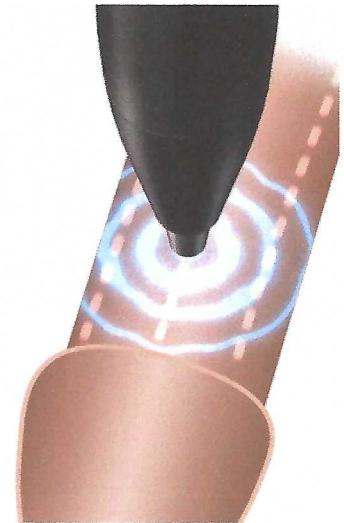
Treatments are administered by moving the smooth treatment tip along the surface of your shaft. Smart guidance technology helps make sure that you're delivering the right amount of shockwaves in the right place along the penis to improve performance.

It's not an overnight fix, but given enough time, Li-ESWT results in harder erections that improve the quality of sex.

## How do I use The Phoenix?

Performing treatments at home with The Phoenix is safe and easy.

The tip of the Phoenix is placed directly against the shaft of the penis and moved back and forth along **5 specific lines of travel** according to a treatment protocol created by doctors who are experts in the field.



### Guided Treatments

Proprietary guidance software built-in which walks the user through every step of a treatment.



### Lockout Mechanism

Safely perform clinical-grade treatment, without the risk of overtreatment, due to a built-in lockout feature



### Custom Protocols

Your device ships with an easy-to-follow protocol tailored to your concern or specific goal



### 17 Minutes

Each treatment only takes 17 minutes, twice per week, continued until desired results are achieved.

# When will I see results?

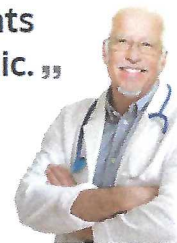
Li-ESWT (acoustic wave therapy) is not an overnight fix. Just like working out, results are achieved with consistent treatments per week for 30 days, followed by 30 days off (repeat as needed).

Most men notice improvement within 60-120 days of getting started, while many notice benefits much sooner. Once you've achieved your goal, you can continue treatments as needed to maintain peak performance.



“ The Phoenix is the only Li-ESWT device I trust for my patients who want the same results, without repeated trips to a clinic. ”

**Dr. Paul Thompson**  
CHIEF MEDICAL OFFICER & UROLOGIST



## How does it compare to pills?

Pills were invented in 1997, and haven't changed much. They use chemicals that impact the entire body to temporarily relax clogged, unhealthy vessels to (hopefully) temporarily enhance blood flow to the penis. There are serious reported side effects, and for many men, they become less effective with time. Most importantly, they do not fix the underlying problem - they're just a temporary bandaid.

Li-ESWT has been developed over the past decade by urologists to safely dissolve plaque in existing vessels, as well as encourage the growth of new vessels to maximize blood flow in the penis. It eliminates the side effects associated with pills and actually fixes the underlying problem.

## Are treatments safe?

Absolutely. Doctors have used low-intensity extracorporeal shockwave therapy (Li-ESWT) for more than a decade.

The Phoenix was designed in partnership with leading experts, like Dr. Paul Thompson (Urologist & Surgeon), to provide the same safe and effective treatment protocol for men at home.

We've also incorporated numerous safety features into The Phoenix, including a 36-hour lockout after each treatment, which prevents potentially harmful overtreatment.



## Does it hurt?

It shouldn't. If you do experience pain, simply reduce pressure while maintaining firm contact with the skin in the treatment area.

Some men do report mild discomfort, which is why we include a sample of our 4% lidocaine numbing cream in each kit. Most men do not need this, especially as they get used to the sensation of the treatment tip moving along the skin.

The most important step in reducing discomfort is to ensure the tip of The Phoenix is in firm contact with the shaft, prior to engaging the treatment mode.



