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**SmartSex™ A new sexuality educational app for adults.  
A fresh resource for health professionals.**

**New York, NY. – SmartSex™** is a new iPhone app designed for adults as a comprehensive information source on sexuality. The app is both informative and playful. The app has an easy-to-use dashboard to access such features as an info section that offers multiple ways to answer questions, find key words, and check out topics about sex. The app also offers enjoyable Q&A shake games to test sex IQ, answers to personal questions from users, breaking news about sex, a weekly question poll with results, and social networking features. The app was developed by two public health professionals to utilize the growing public – and professional - reliance on mobile devices.

**SmartSex™** takes a positive view of sex, encouraging the user to be informed about their sexuality, gain confidence, enhance their enjoyment of sex and make healthy choices. The SmartSex app presents a rare balance of accurate information with an engaging approach to a complex and personal subject. Mindful of health and safety issues, this app helps us remember sex is pleasurable and an expression of intimacy. While popular culture often presents impersonal and misleading images of sexuality, this app's approach is to de-mystify sex, encourage healthy choices and empower the app user.

A SmartSex™ user might check on the answer to a key question, debunk a sex myth, read the latest news story about sex, explore a link on a special topic, read the weekly answer to a user's personal question, or quickly check on contraceptive or STD info. The user also has Q&A shake games to test sex IQ, a weekly polling question with the response of users, and social channels through e-mail and Facebook. Each feature is available with an easy choice from the app's dashboard, and all with total confidentiality.

“We believe most adults lead active social lives and are hungry for accurate up-to-date information about sexuality, whether it's eye-catching information on new trends and attitudes about sex, or

key health info about sexual disease prevention or pregnancy. And they want to have fun doing it!, ” said Joyce Lisbin, Ed.D. Co-developer of the app.

The new app has a stylish, intuitive design to encourage playful use and connectivity with friends. It offers a wide range of concise and accurate information about sexuality, including common sexual myths, pleasure tips, physiology, trends and attitudes, key health information about sexual disease prevention or pregnancy, and breaking sex news, including standout research. Finally, an active guy can get those personal questions answered quickly from an authority in his pocket.

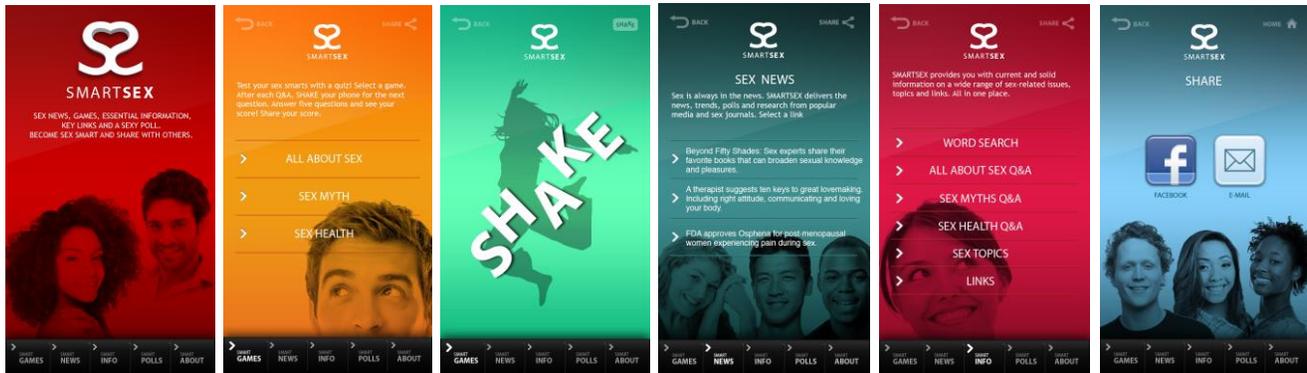
“In a world where the smart phone is a constant companion, why not add a useful and engaging resource on sex,” noted Paul Froehlich, MPH, the app’s other developer.

The SmartSex app is positive about sex and draws from today’s comprehensive sexuality information. This app has a stylish, intuitive design, with accurate information men and women can use daily.

The SmartSex app has a dashboard of fun and useful features:

- **Accurate info:** - An extensive Info Area with the ability to look up words, topics, and FAQs. There are 6 information areas: word search, general information Q&A, sexual health Q&A, sex myths Q&A, sex topics for in-depth information, and links to websites for added information on various areas of sexuality.
- **Links** - Links to a host of Websites that specialize in specific sex topics – for added depth.
- **Weekly Q** – Submit an anonymous question. A new question answered weekly.
- **Three Fun Q&A Shake Games** - Test your sex IQ in general and about common sex myths and key sex health issues. You have to shake it – the phone that is – to get each new question. After five questions, see your score and share the results with friends through Facebook or e-mail.
- **Latest Sex News** – Get the latest sex news with links to the original source – stories from general media and sex research journals. It may be about enhanced pleasure techniques, sex health news, birth control technology, trends in sexual relationships, or stories about sex - with a contemporary twist.
- **Weekly Sex Poll** – Find out what others like you are thinking, doing! Each week a new, confidential question on sex attitudes is asked of app users. They can quickly go to poll results to see how others are responding. Confidential and revealing. A new week? A New question - and opinion results!
- **Sharing** - SmartSex app users can either e-mail or use Facebook to share info from the app as well as polling info and personal comments.

Designed for adults, the SmartSex app is sleek and easy to use. It provides a balance between playful features, social networking opportunities and accurate information.



As smart phones become an ever more important part of our lives, SmartSex can be a lifestyle companion –helping guys lead an active social life while making healthy decisions and being sex smart. The app is available at the iTunes App store for only \$1.99.

The SmartSex app is featured at iTunes:

<https://itunes.apple.com/us/app/smart-sex/id641426390?ls=1&mt=8>

The SexSmart support site is at:

[www.smartsexapp.com](http://www.smartsexapp.com)

or

[www.pandohealthresources.com](http://www.pandohealthresources.com)

About the developers: Pando Health Resources, LLC. was established by Paul Froehlich, MPH, and Joyce Lisbin, Ed.D. to create health-oriented media based upon their work in public health and communications. Paul Froehlich is an award-winning producer of media products in New York City. Joyce Lisbin, based in Denver, is former chief of the Health Communication Unit, California DPH/STD Control Branch.