

For Immediate Release  
January 2, 2014

Contact: Paul Froehlich, MPH  
(917) 414-8374  
[Xanadu@nyc.rr.com](mailto:Xanadu@nyc.rr.com)

Contact: Joyce Lisbin, Ed.D  
(720) 532-3401  
[joycelisbin1@gmail.com](mailto:joycelisbin1@gmail.com)



## **SmartSex™ A new app for adults gets better. Being smart about sex is very sexy.**

**New York, NY.** – If knowledge is power, then having current and accurate information about sex, its pleasures as well as sexual health, can empower today’s men and women – and help them be more sexually confident and in control.

That’s the thinking behind **SmartSex**, a new iPhone app on sexuality for adults. The app has a dashboard of playful and informative features to help users get smart about sex and have fun doing it. Importantly, the app offers multiple ways to answer FAQs about sex, find key words, and explore topics about sex. The app features enjoyable shake games to test sex IQ, breaking news about sex, a weekly question poll with results, and social networking features. Though available for only a few months, the app has had a positive response from users and now sports a new feature – *The Weekly Q* – regular answers to app user’s personal questions about sex.

A **SmartSex** user might read the latest answer to a personal question from a user, or, the latest news stories about sexuality...play a shake game and test their sex IQ with friends...learn a sex pleasure tip to surprise that special someone ... quickly check on contraceptive or STD info...send a fun fact to a friend... even respond to a provocative polling question and see the results of other users. All with an easy choice from the app’s dashboard of features - and all with confidentiality.

**SmartSex** takes a positive view of sex, encouraging the user to get smart about their sexuality, gain confidence, enhance their enjoyment of sex and make healthy choices. The app developers have a public health background and bring a broad understanding of sexuality to the app design.

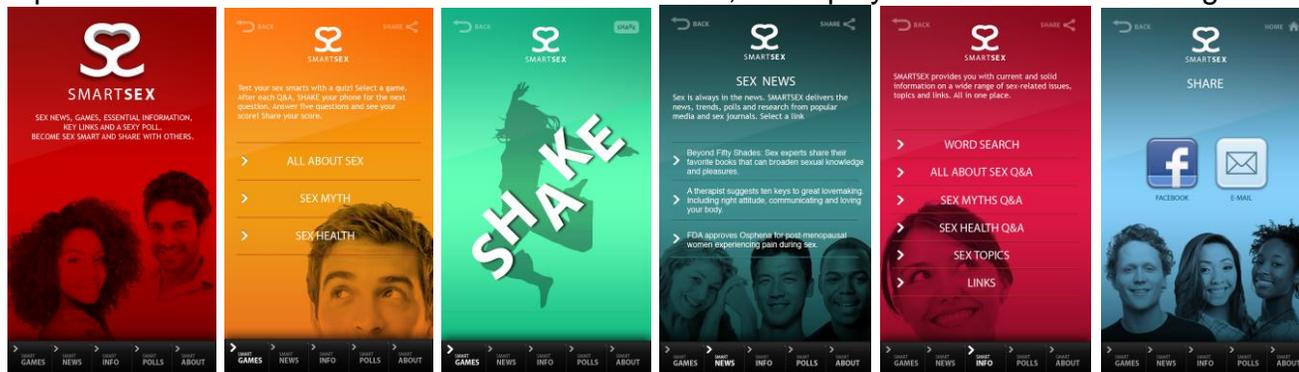
“We know that adults lead active social lives and are hungry for accurate up-to-date information about sexuality, whether it’s fun information about new trends and attitudes about sex, or key health information about sexual disease prevention or pregnancy. And they want to have fun doing it!” said Joyce Lisbin, PhD. Co-developer of the app.

“In a world where the smart phone is a constant companion, why not add a playful app that celebrates the pleasure’s of sex, helps users make healthy decisions, and encourages social sharing,” added Paul Froehlich, MPH, the app’s other developer.

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

- **Weekly Q – (New)** A new question from a SmartSex user 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!
- **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.
- **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 of all ages and sexual orientations, the SmartSex app is sleek and easy to use. It provides a balance between accurate information, other playful features and sharing.



**SmartSex** can be a lifestyle companion and help users lead an active social life while making healthy decisions and becoming sex smart. After all, being smart about sex is very sexy.

Pricing: \$0.99

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 healthy media based upon their work in public health and communications. Based in New York, Paul Froehlich has been an award-winning producer of media products for over 25 years and holds an MPH degree in health promotion. Joyce Lisbin, based in Denver, is former chief of the Health Communication Unit, California DPH/STD Control Branch.