

Brand New **iPhone App** to Help the World to Better Sex Life:

# Mobile sex advice

After a full year process the Danish sexologist Anne Meelsen and her Norwegian colleague, doctor and sexologist Trond Daae-Johansen, are keen and ready to introduce the world's first mobile app, that provides sexological counseling with, among other tools based on positive psychology and mindfulness.

**Af Steen Uno**

This innovative smart app, which is the first of its kind world wide, ambitiously aims to reach out to all corners of the digital world.

"We have developed the app to be most useful to anyone who needs sexological advice.

Our new iOS 7 app provides answers to a series of frequently asked questions about sexual issues. And we guide the user forward to new opportunities," the sexologists Anne Meelsen and Trond Daae-Johansen state.

The idea for the new sex advice app came up as the teenage son of Anne Meelsen suggested her to turn to today's smart technologies, if she as a sexologist had ambitions to enter into dialogue with his generation. »





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The groundbreaking iPhone App is available from today on the AppStore in the amount of 2 USD.

Anne Meelsen and Trond Daae-Johansen expect to launch their app in Android and other mobile platforms as well.

### Targets all generations

"We've created our new app to reach out to all generations. If you have a specific problem, or you just want to learn a little about sexology, you'll easily find your way through the app.

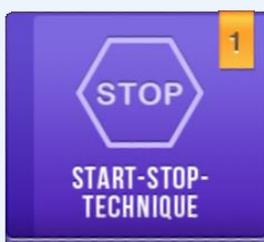
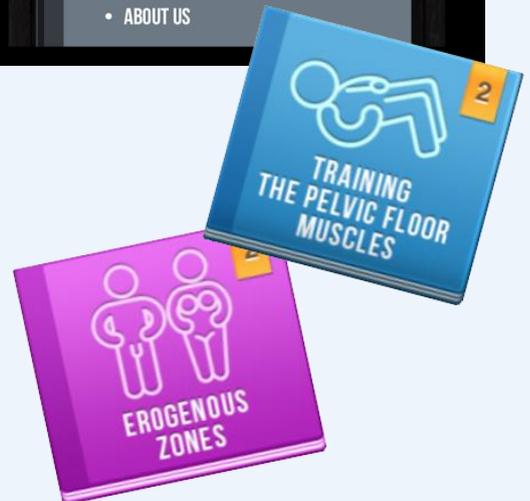
Several of the app's thought exercises are embedded as audio files also," Trond Daae-Johansen emphasizes.

About the ideas behind the sex informative brand new app of the two Nordic sexologists Anne Meelsen, private practice sexologist at medical center in the Danish town of Aarhus, says:

"Sex is about pleasure, to perceive, relinquish control and use all our senses - in this space magic arises. You just cannot reach the good sex life by thought only.

If we want something to grow, we need to cultivate it. So it is with sex - *use it or lose it ...*"

Trond Daae-Johansen, GP and sexologist in Oslo Norway, adds, that the currently launched new app will be very suitable for use by healthcare professionals as well such as doctors, psycholo-logists, nurses, and others. ●



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