

**PROBLEM:**

Studies show that today's stresses, routines and use of technology are making us have less and less sex. Therefore, we are all out of training.

# K-Y® gel Sexercises

AN OUTDOOR EXPERIENCE HELPS YOU TO SHAPE YOUR SEX LIFE.

**IDEA:**

KY Gel presents Sexercises. A revolutionary training system that works specifically on the muscles used in all sex positions, giving you complete training to have more and also better sex.

**EXECUTION:**

We added a fully detailed Sexercises program to 20 Buenos Aires. People had free lessons and worked out with a professional trainer.

**RESULTS:**

We showed that KY gel is not only an intimate lubricant, it's a way to shape your sex life.

**Sexologist**  
Monica Antuanet.



**Personal trainer**  
Deborah Méndez.



Youtube-Adult sites  
Online classes.

