



THE PHOENIX

## Instruction Manual and User Guide

[www.getmyphoenix.com](http://www.getmyphoenix.com)  
(866)781-9616

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7585 E. Redfield Rd, Suite 105  
Scottsdale, AZ 85260



# Congratulations!

You're joining thousands of men who have harnessed this clinically proven technology to enjoy better sex at any age.

The Phoenix is designed to allow men to safely and effectively perform clinical-strength Li-ESWT treatments at home. It is intended for use on the penis. It is not intended for use on other parts of the body or in ways not outlined in Dr. Thompson's protocols.

## Important things to understand before starting...

- The Phoenix is designed for personal use. Thanks to its innovative design, an individual can perform the entire treatment themselves by following the instructions in this manual.
- The Phoenix delivers shockwaves. The loud sound you hear is normal and necessary.

- A full treatment cycle involves treating each line of treatment twice, in order, as indicated by the smart guidance system.
- The Phoenix is not cordless/rechargeable. It must be plugged in during use. It may be unplugged and safely stored between treatments – unplugging the unit will not interfere with the 36-hour safety lockout.
- Do not store The Phoenix standing up – it can tip over and damage the nose cone or metal treatment tip upon impact with a countertop or floor.
- You may notice fine black powder or dust near the tip of the device during or after use. This is the result of normal wear inside The Phoenix. This powder may be safely wiped off of the device during regular cleaning and it is not dangerous if it contacts your skin.

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# Dr. Thompson's 120 Day Protocol

Paul Thompson, M.D. graduated from the University of Missouri at Kansas City Medical School in 1981, where he completed his residency in urology and earned a chief residency position at the University of Louisville in Kentucky. His decades-long career has included more than twenty years with Urology Associates of Cape Girardeau in Missouri. At Southeast Missouri Hospital he served as Head of the Credential Committee, Chief of Surgery and Chief of Staff.

Today, Dr. Thompson operates multiple clinics in Texas where he helps men access the latest technology and therapies to support a healthy, robust lifestyle at any age. He is an in-demand speaker at conferences around the world on topics involving Age Management Medicine. As our Chief Medical Officer, his depth of experience guides everything we do.



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

**Dr. Paul Thompson**  
Chief Medical Officer & Urologist



<b>Days 1 - 30</b>	2 Treatments / Week	Tissue begins to respond during these initial treatments, but results may not be noticeable yet.
<b>Days 30 - 60</b>	Recovery	Extended recovery period. No treatments are performed.
<b>Days 60 - 90</b>	2 Treatments / Week	Perform another cycle of treatments. Many men report noticeable improvement towards the end of this period.
<b>Days 90 - 120</b>	Recovery	Final recovery period to allow the tissue in the treatment area to fully respond.
<b>Days 120+</b>	As-Needed	Many men perform a cycle of maintenance treatments every 6-12 months if needed to maintain their gains.

# Safe Operating & Storage Conditions

<b>Dry Area</b>	Risk of electrical shock if used in a wet or humid environment. Always ensure all surfaces are completely dry before plugging the unit in.
<b>Standard US Power Outlet</b>	Designed for use with the included power adapter, plugged into a grounded, standard US electrical outlet (120 volts AC 60 Hertz) during treatments.
<b>Open Space</b>	The shockwaves are generated mechanically. This is a loud process. To protect your hearing, we do not recommend using it in a small, confined space (like a bathroom with the door closed) without hearing protection.
<b>Cleaning</b>	We recommend cleaning your Phoenix with warm water and soap or rubbing alcohol, using a soft cloth. The Phoenix is IP22 rated to resist rusting and failure from water, but we still recommend keeping the display areas dry and allowing your device to fully air dry after cleaning.
<b>Storage</b>	The Phoenix can be stored in a dry environment, at normal room temperature, on its side (laying down). It does not need to be plugged into the wall during storage between treatments.

**Warning:** There are no user serviceable components in the Phoenix. Do not attempt to service The Phoenix yourself, beyond disassembling the nose cone and removing the tip for cleaning. If you have problems with or questions about your device, you can reach an expert for assistance 24/7 via chat on our website: [www.getmyphoenix.com](http://www.getmyphoenix.com)

# When Will I See Results?

It's important to remember that The Phoenix is more like a piece of exercise equipment than a light switch. To get the best results, you need to invest time in consistently following Dr. Thompson's protocol.

Because every man is unique, it's impossible to provide a precise estimate without completing an examination. Some guys report improvement after a few treatments, but most men will need to wait until the end of the protocol for the most noticeable results.

To maximize your results, we strongly urge you to partner with your physician to identify any potential medical conditions that could be holding you back, beyond the issues Li-ESWT addresses.

The overwhelming majority of men who complete the 120-day protocol with The Phoenix experience a significant improvement in sexual health. Understandably, this isn't something most guys want to post publicly, but we have collected hundreds of reviews (verified by a third party) here: [www.getmyphoenix.com/reviews](http://www.getmyphoenix.com/reviews)

Carefully follow the rest schedule between treatments for best results.

One more optional step you can take is pumping with a penis pump for ten minutes, two times a day during the weeks you're performing treatments with The Phoenix.



# Important Health Considerations

The Phoenix is an acoustic wave therapy device. The medical term is **low-intensity extracorporeal shockwave therapy**, or **Li-ESWT** for short. The following can negatively impact your success with The Phoenix:

- **Poorly managed diabetes**
- **Poorly managed high blood pressure**
- **Taking prescription beta-blockers**
- **Blood clotting disorders**

To maximize your results with The Phoenix, work with your physician to manage your entire health picture. Do not stop or start a treatment plan without consulting your doctor.



# WARNING



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**To achieve the best results, carefully follow the instructions in this manual.**

- The Phoenix is not a toy.
- Minor bruising in the treatment area is possible. If you experience pain, reduce pressure. If pain continues, stop treatments and consult your physician.
- The Phoenix must only be used in accordance with this manual.

- **ONLY** use The Phoenix as outlined in our treatment protocols.
- **CONSULT** your physician before beginning Li-ESWT.
- **ONLY** use The Phoenix for external use. Do not insert the device or any part of it into your body or someone else's.
- **NEVER** use The Phoenix on your face, near your eyes, or any other part of your body outside of the treatment area defined in our treatment protocols.
- **NEVER** treat the underside of your penis.
- **REPLACE** any damaged parts before using. If The Phoenix falls over or is dropped, carefully inspect the nose cone and treatment tip for damage prior to use.
- **NEVER** use The Phoenix in a wet environment. Just like with other electrical appliances, there is an electrocution risk when water is present. This includes pooled water, running water or excessively humid environments - like a bathroom after a hot shower or bath.

- **NEVER** use The Phoenix more often than outlined in the treatment protocol - unless specifically directed by your physician. Treating more than 2-3 times per week can interfere with your results.
- **NEVER** use The Phoenix in a small, enclosed area.
- **ONLY** plug The Phoenix (using the included power adapter) into a safe, grounded electrical outlet.
- **NEVER** use The Phoenix if there are signs of physical damage - including but not limited to broken or damaged components, frayed wires, emissions of smoke or visible sparks.
- **ONLY** use The Phoenix for the recommended period of time. Carefully observe the mandatory 36-hour lockout.
- **ALWAYS** keep the tip of The Phoenix in motion while it is in contact with your body.
- **ONLY** use light pressure during treatments. Stop immediately if you experience severe bruising, swelling, bleeding, or unexplained numbness (not related to use of numbing cream).

# Included in Your Kit



The Phoenix



Standard stainless steel treatment tip with O-Ring preinstalled



Power adapter (Using a different power adapter could result in damage)



User Guide



Sample tube of water-based lubricant

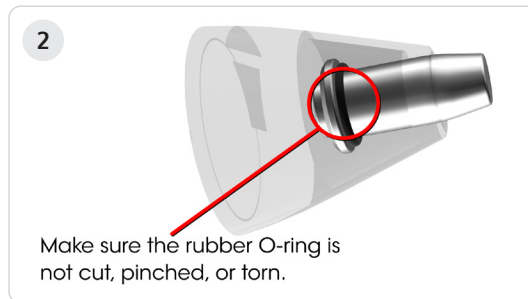


Sample of 4% lidocaine numbing cream - if needed for first treatment

# Initial Assembly

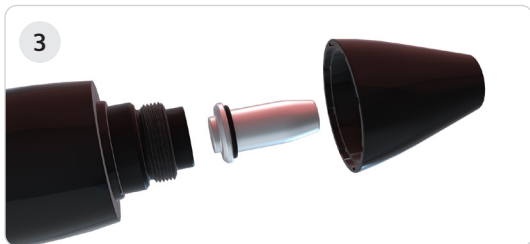


Remove the Phoenix, the standard treatment tip and the power adapter from the kit.



Make sure the rubber O-ring is not cut, pinched, or torn.

Ensure the o-ring is pre-installed along the flange of the treatment tip (lip on larger end).



Unscrew the plastic nose cone from The Phoenix. Insert the tip into the guide channel of the nose cone. Reinstall the nose cone, securing the treatment tip (hand tight, do not overtighten) to The Phoenix.

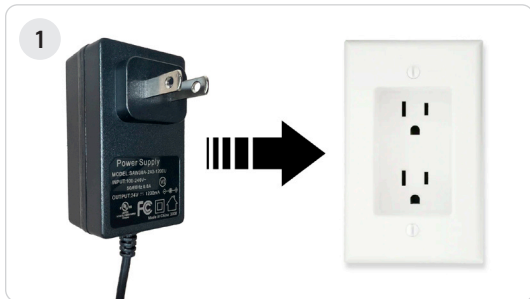


Once assembled, plug the provided power cable into the power port on the back of The Phoenix.



Next, plug the wall transformer into a standard, grounded US wall outlet.

# Powering On The Phoenix

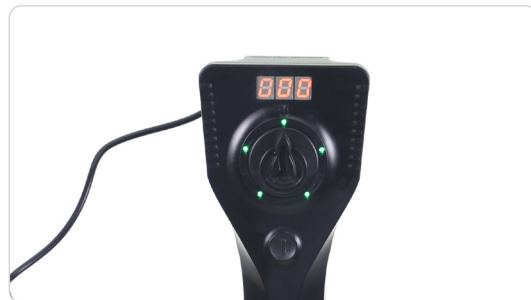


Confirm the included power adapter is plugged into a working wall outlet (check for light switches on the wall that may be turned off). Plug the other end into the back of The Phoenix.



Rotate the power dial so that it points straight up, towards the digital display. You should feel it click into position at the end of the 180 degree rotation.





Once powered on, a test pattern will display to confirm the smart guidance system is functioning correctly.

When you are ready to start a line of treatment, position the treatment tip as-indicated by the smart guidance system and press the power button to engage "treatment mode". The system will immediately begin counting down the number of passes, and showing progress on the bars along the side.

(More on this in a moment)

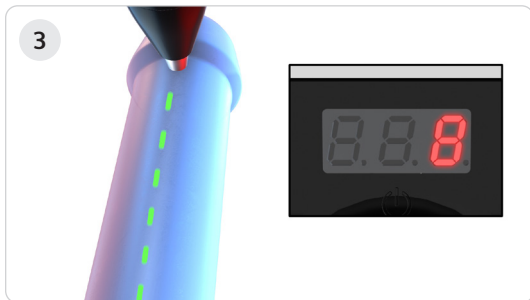
## What is the display telling me?



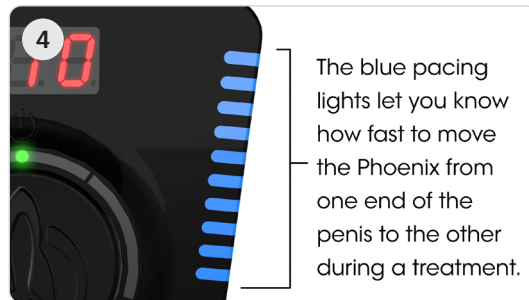
The digital display located above the power dial shows different information, depending on where you are in your treatment.



When first powered on, it will display "Pulses". The number displayed, multiplied by 1,000, tells you how many pulses (shockwaves) have been delivered in its lifetime. Each treatment delivers about 14,285 pulses. The device is designed to deliver at least 1,000,000 pulses, equaling at least 70 treatments.



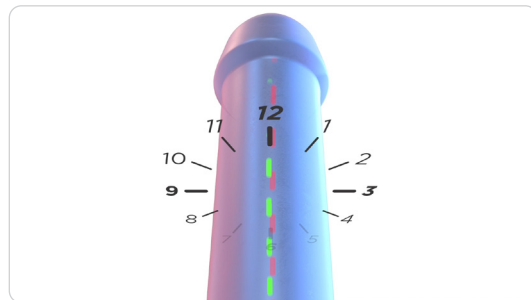
When performing treatments along a treatment line, the digital display will count down the number of passes remaining along that line.



The blue pacing lights let you know how fast to move the Phoenix from one end of the penis to the other during a treatment.

Ten blue bars along the sides of the display provide pacing. Each bar represents 10% of the line of travel. So, if two bars have been extinguished, you should be 20% of the way across the treatment line.

These bars will light back up once they get to zero, to provide pacing as you complete your next pass (going in the opposite direction along the same treatment line).



The green light tells you which treatment line you need to perform next. Once in position, press the start button to fully engage The Phoenix and begin moving the treatment tip along the indicated line of travel (from below the head, to the base and back).

After a line of treatment has been completed, the associated light will turn red.

**Remember, a full treatment consists of two full cycles, treating each line twice. Continue treatment until your Phoenix enters lockout mode.**

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**Number of hours remaining  
in "lock-out" mode.**



After each treatment is complete, The Phoenix enters "lockout mode" for 36 hours. If you attempt to turn on the device, you'll see that all treatment lines are glowing red, and a number (counting down from 36) will be displayed, to show how much longer you have to wait before using the device again.

Remember, 2-3 treatments per week is the most Dr. Thompson recommends. Doing treatments too often can negatively impact results.

The Phoenix does not need to be plugged in while in storage between treatments. There is a small battery that facilitates the countdown while it's unplugged.

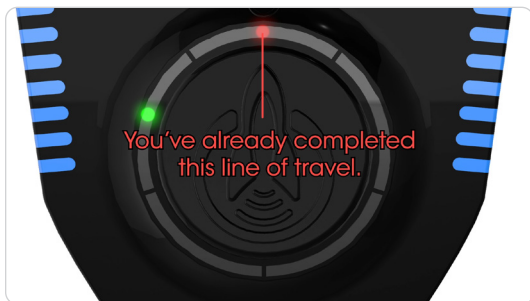
If you see the word "REPLACE" on your display, that means that the small battery controlling the lockout has failed. Contact a member of our team to have your device serviced. Do not attempt to open the plastic case to service the unit yourself.

## Where do I place The Phoenix?



The ring of lights surrounding the power dial serve as a position indicator display – identifying where on the penis you will place The Phoenix. The power dial remains stationary in the “on” position.

The 5 lights will be off, green or red to indicate which line of treatment you are on and which lines have already been treated.



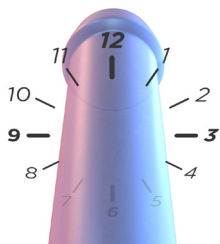
Red = line already treated during this cycle.

Green = current line of travel.

Off = not yet treated.



To understand the position indicator display, imagine a clock face with 12 o'clock at the top. Now imagine the circumference of the penis as that same clock face and you can see how each of the 5 indicator lights calls out a specific line of treatment. For example, when the 2 o'clock indicator is illuminated green, you place The Phoenix at the 2 o'clock position on the shaft of the penis and perform the treatment, traveling from just beneath the head to the base and back.

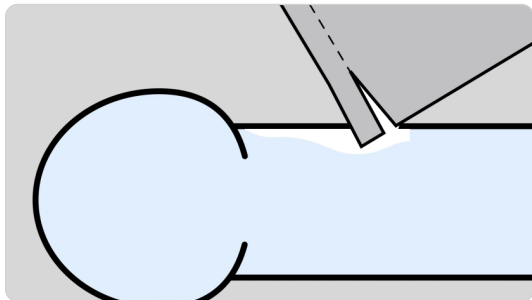


The treatments start at 12 o'clock, then move to 10, 2, 7, and 5 o'clock. It is important to do the treatments in the order indicated.

**There is no 6 o'clock treatment line, since this is on the underside of your penis. NEVER treat the underside of your penis.**

# Performing a Standard Treatment

This is designed for men who want to turn back the clock and improve their sexual health.



**If you wish to use the numbing cream, apply it to the shaft of the penis about 20 minutes before performing a treatment.**

## Optional First Step

A small percentage of men use 4% lidocaine numbing cream to minimize discomfort along the shaft during Li-ESWT treatments.

We include a sample with your kit. If you wish to use it, apply the numbing cream to the shaft of the penis about 20 minutes before you plan to perform a treatment.

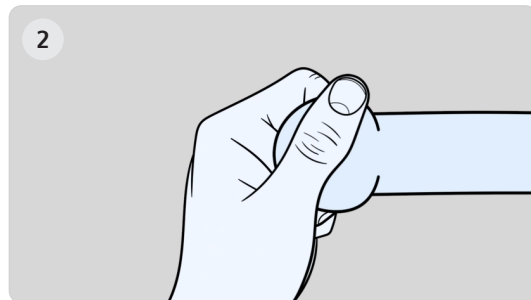
There is no need to apply numbing cream to the head of the penis, as the head is not treated. Applying numbing cream to the head of the penis can make it slippery and difficult to hold during treatments.



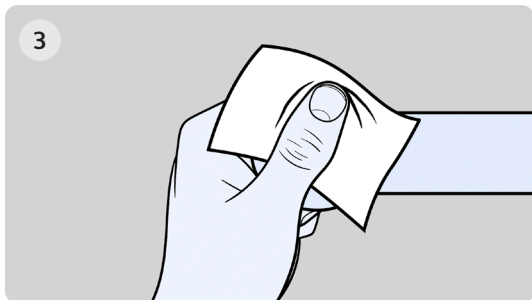


Once you're ready to get started, apply a dab of water-based lubricant to the tip of the Phoenix. We include a sample of our Pheather Glide lubricant in your kit.

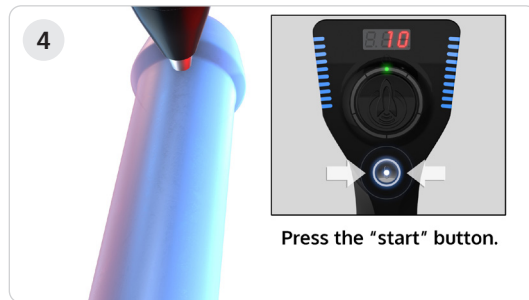
This ensures that The Phoenix can glide easily along the line of treatment.



Use the hand that is not holding The Phoenix to grab the head of the penis between the thumb and forefinger. Gently stretch the penis out in front of you.

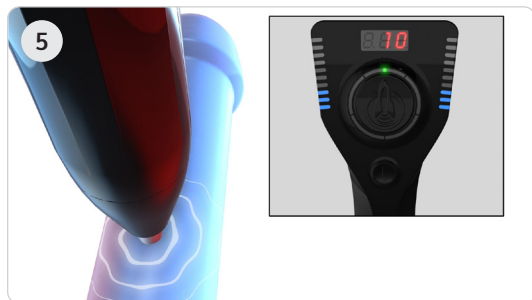


You may find it helpful to use a small dry cloth or paper towel if your fingers or penis become slippery from the lubricant.



Once The Phoenix is in position, as indicated by the smart guidance system, ensure the treatment tip is in firm contact with the shaft, and press the "start" button with your thumb.

Pressing the "start" button before the treatment tip is in firm contact can lead to unnecessary discomfort upon initial contact with the shaft.

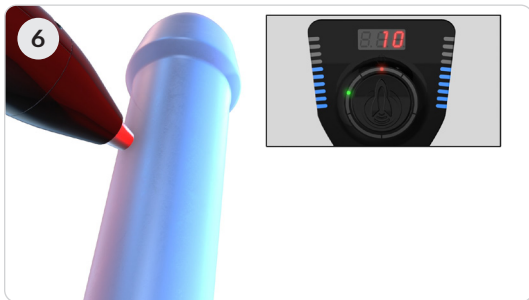


The Phoenix will start emitting loud shockwaves. It can take a little while to get used to the sensation. If you experience pain, reduce pressure without losing contact with the skin.

Remember, always keep The Phoenix moving along the treatment line.

**Loud is a good thing – if discretion is important, you may want to plan ahead.**

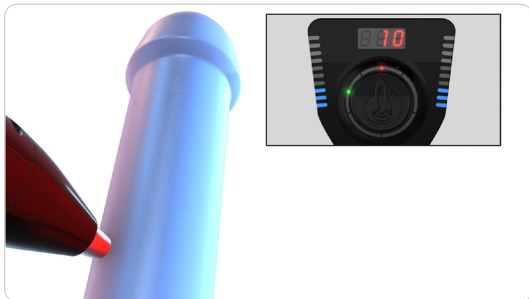
**If you are uncircumcised, we recommend pulling the foreskin back to more securely hold the head of the penis – gently stretching to expose the treatment area.**

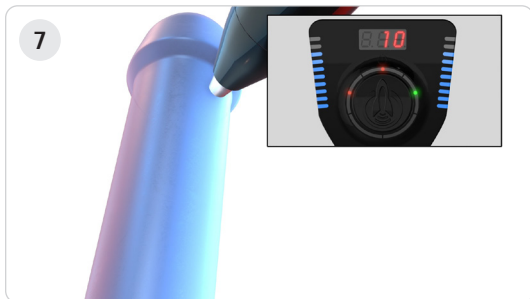


While turned on and delivering shockwaves to the penis, The Phoenix should ALWAYS be kept in motion along the line of treatment.

Never hold The Phoenix against the skin in one location for an extended period of time.

Also, apply enough downward pressure to create a solid connection between the tip and skin, but never so hard that it hurts.





Each line of treatment requires 10 passes. The 3 character digital display will count down from 10, indicating the remaining number of passes along each line of treatment.



Once it counts down to 0 – indicating no further passes are required on the line of treatment – The Phoenix will enter standby mode and the pulses will stop.



Once a line of treatment is completed, the indicator light for the line of treatment just finished will turn red. The indicator light for the next line of treatment will turn green.



Move the tip of The Phoenix just below the penis head, along the new line of treatment. Press the "Start" button to begin treatment.

## **Remember, each line will be treated twice, in order.**

Complete ten passes along each line of treatment.

1. One pass down and one pass back up counts as two.
2. Once you have completed treatment on all 5 lines, you'll need to go around once more – repeating the process – for a total of 2 treatment cycles of 10 passes on each line. It's important to do this in the correct order to give recently treated areas a break. Periods of rest are a critical part of successful treatment.

Once you're more familiar with the process, the entire treatment will only take **15-20 minutes**.

**This is not an overnight fix.  
It can take 60-120 days to notice  
significant improvement.  
Everyone's body is unique.**

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### **Have questions?**

**Chat with an expert  
anytime by visiting  
[www.getmyphoenix.com](http://www.getmyphoenix.com)**

## What is the “line of treatment”?

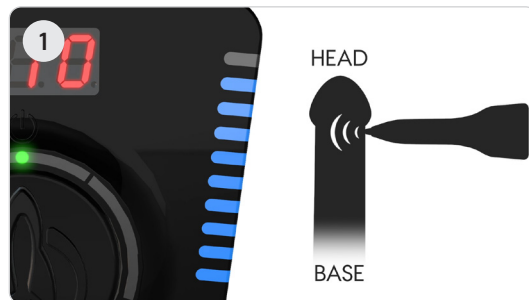
### IMPORTANT:

Never leave The Phoenix sitting still on the penis—it should always be moving back and forth along the line of treatment that goes from the base of the penis to just before the head of the penis.

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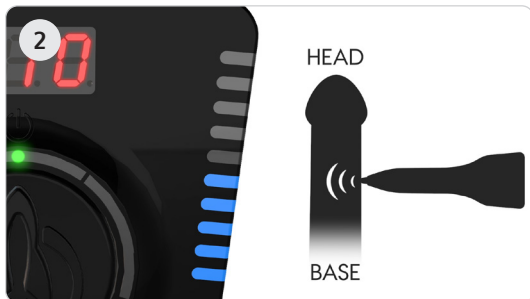
### Blue Pacing Lights

You should understand the purpose of the blue lights before beginning a treatment. The blue indicator lights make it easy to pace your movement. At startup, all 10 blue indicator lights will light up with one blinking. The blinking light indicates which end of the line of treatment you begin on—the base or head of the penis.

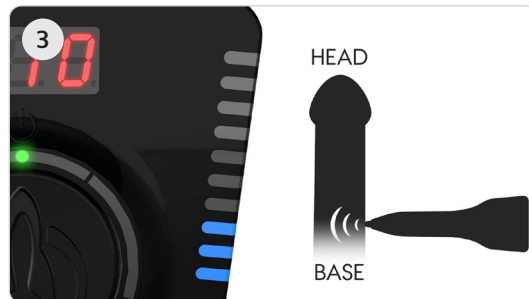


Once you start the device, hold it at a right angle to the penis applying firm pressure and glide along the length of the penis at a rate proportional to the blue indicator light bar.





Since there are 10 blue indicator lights, this means that when there are only 5 bars remaining illuminated, you should be approximately half way along the line of treatment...

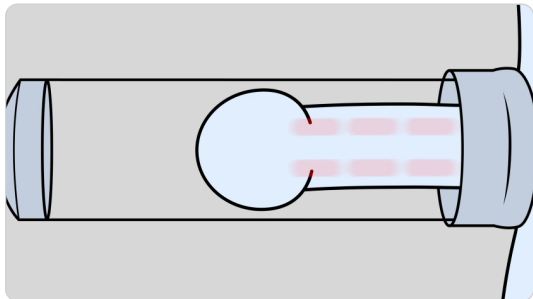


...and you should pace the movement so you are at the end of the line of treatment when the last blue indicator light goes out.

**So regardless of the size of your penis, The Phoenix makes one full pass from end to end during the 10 blue indicator light countdown.**

**We only recommend use of The Phoenix according to the treatment protocols we've developed in partnership with physicians and other medical professionals. If you use it outside of these protocols, you do so at your own risk.**

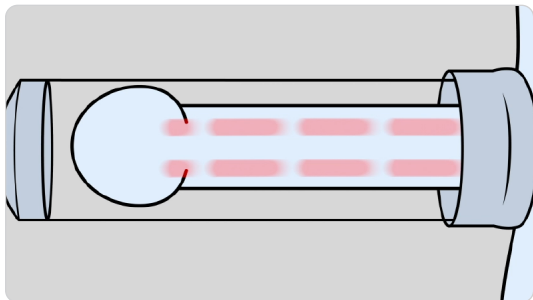
## Optional: Pump 2X Daily



Results with The Phoenix, alone, are very good for most men. A more advanced option is to add a medical-grade penis pump to your routine with The Phoenix.

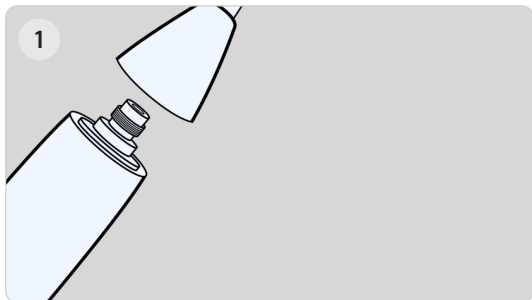
We recommend you should pump for 10 minutes, twice per day during the weeks you are performing treatments with The Phoenix.

You can pump at anytime, even immediately before or after a treatment with The Phoenix. Most guys choose to pump in the morning and at night.

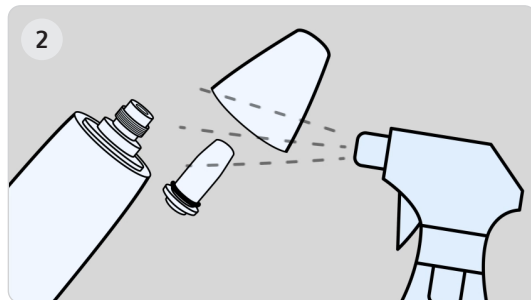


There are a variety of high-quality pumps on the market. We recommend that you read and understand the instructions provided with the pump you have purchased. Launch Medical cannot provide any guidance or instructions for other manufacturer devices.

# Cleaning The Phoenix after Use



Unplug The Phoenix from the power adapter and unscrew the nose cone to fully remove the treatment tip.



Thoroughly clean the surfaces of The Phoenix with rubbing alcohol or soap and warm water.

Use a soft cloth to avoid scratching the components.

Use care around the digital displays to avoid damage.

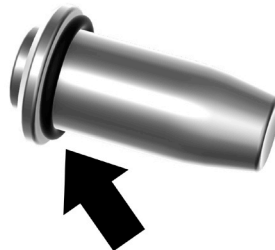
**Allow The Phoenix to fully dry before placing in storage.**

The Phoenix is IP22 rated to resist rusting or failure from water.

During cleaning, if you notice small black specs, this is a normal part of the wear-in process.

Brown-colored liquid can gather internally as a result of lubricant and other fluids making their way into the device. Thoroughly clean your Phoenix to remove this fluid. Don't worry, your device is not "leaking oil".

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Exercise care when cleaning near the O ring (installed along the rim of the metal treatment tip). Upon reassembly it is critical that the O ring lays flat – without nicks or kinks – to provide appropriate cushioning between components. Beyond proper cleaning and safe storage on its side between treatments, there are no maintenance requirements for The Phoenix. Avoid splashing with or submerging in water as this could damage electronic components.

# Troubleshooting Guide

Problem	Possible Solution
<b>Device Won't Start</b>	<ul style="list-style-type: none"><li>• Make sure The Phoenix is plugged in. It is not cordless / rechargeable.</li><li>• Check to ensure it's plugged into the wall using the provided power adapter, into a working outlet.</li><li>• Confirm power dial is pointing towards the display (you should feel a slight click as it reaches the correct setting and The Phoenix lights up).</li></ul>
<b>Device Won't Engage for Treatment</b>	<ul style="list-style-type: none"><li>• Be certain the device is not in lockout mode. It will enter this mode for 36 hours after you end each treatment in order to prevent overtreatment. The time remaining (in hours) will be displayed when you attempt to power it on.</li></ul>
<b>Feeling Pain During Use</b>	<ul style="list-style-type: none"><li>• Make sure the treatment tip is in contact with your shaft before pressing the start button. Otherwise, initial contact could be uncomfortable.</li><li>• Reduce the pressure applied during treatment to a more comfortable level. Light pressure is required for appropriate acoustic coupling.</li><li>• If pain continues, stop treatments and consult your physician.</li></ul>

<b>Bruising, Swelling, or Bleeding</b>	<ul style="list-style-type: none"> <li>• Minor bruising in the treatment area is possible for some men. This may be avoided by using light pressure in the treatment area.</li> <li>• Stop immediately if you experience swelling, bleeding, or prolonged numbness (unrelated to the use of numbing cream).</li> </ul>
<b>I Have Not Noticed Any Results</b>	<ul style="list-style-type: none"> <li>• Most men will need to complete the majority of Dr. Thompson's protocol.</li> <li>• The Phoenix is not an overnight fix.</li> <li>• Take full advantage of your 90 day home trial - guys sometimes call back because they've responded after the period of rest, wanting their device back to finish the remainder of the protocol.</li> <li>• Contact us via chat or phone to confirm that treatments are being done properly - we want to do everything we can to help you experience the same success thousands of other men are enjoying.</li> <li>• Consult your physician to confirm that the rest of your health picture is in good shape. It's possible something else is holding you back from maximum results.</li> </ul>
<b>My Phoenix powers up, but treat- ments feel weaker / less effective than before</b>	<ul style="list-style-type: none"> <li>• We sometimes hear from men who have had their Phoenix for a while that treatments feel less strong, and they believe their Phoenix has grown weaker.</li> <li>• None of the devices sent in, when measured on a force plate, indicate any weakening of the treatment being delivered.</li> <li>• We suspect that as men get used to the unique sensation, it can lead to a false belief that the device is not delivering the same treatment as before.</li> </ul>

# Specifications

User Manual	1009-9004 v4
Customer Support	<b>Chat</b> with an expert 24/7 at <a href="http://www.getmyphoenix.com">www.getmyphoenix.com</a> <b>Call</b> us during normal business hours, 7 days a week: 1-866-781-9616 <b>Email</b> us: <a href="mailto:support@launchmedical.com">support@launchmedical.com</a>
Expected Service Life	1,000,000 pulses (at least 70 treatments)
Phoenix Intended Use	Allow men to safely perform Li-ESWT at home, without a prescription.
Pulses per Treatment Session	15,000
Energy per Pulse	2.4mJ
Standard Tip (Included)	Applied Part, Type BF
Performance Tip (Optional)	Applied Part, Type BF
Power Supply (Included)	6ft cord. Do not cover or step on power supply assembly / cord. Always remain within 6ft of electrical outlet when using device. Part Number: 1009-9001      Model: SAW30A-240-1200U Input: 100-240V      Output: 24V
Operating & Storage Conditions	Page 7



<b>Instructions for Use</b>	Pages 14 - 33
<b>Cleaning &amp; Maintenance</b>	Page 36 Basic cleaning is required after each treatment to prevent the build up of fluids within the device.
<b>Permissible Environmental Operating Conditions</b>	Temperature: 5 - 40°C Relative Humidity: 10 - 70% Atmospheric Pressure: 70 - 106kPA
<b>Electromagnetic Standards</b>	The Phoenix has been third-party tested and meets or exceeds all electromagnetic interference and resistance standards.
<b>Choking Hazard</b>	The Phoenix is not a toy. Do not allow children to play with the device. Swallowing small parts could lead to suffocation.
<b>Allergic Reactions</b>	The Phoenix has been tested by a third-party lab for biocompatibility, to ISO 10993-0 standards. Materials listed in The Phoenix elicited no reactions. In the unlikely event of an allergic reaction, cease use and consult your physician.
<b>Hazardous Modifications</b>	Do not modify or attempt to repair your Phoenix. Contact us for assistance. Unauthorized modifications to the device, including to override the safety lockout, could result in bodily injury or property damage.
<b>Safe Disposal</b>	Dispose of in accordance with local, state and federal e-waste regulations.
<b>Definition of Symbols</b>	Page 43

# Regulatory Information



**Manufactured for:**  
Launch Medical  
7585 E. Redfield Rd, Suite 105  
Scottsdale, AZ 85260



**Safe Humidity  
Range**  
0% - 93%



**Safe Temperature  
Range**  
-25°C to 70°C



**Consult Instructions  
Before Use**



**Important  
Warnings**  
Page



**Need assistance?**  
Chat: [www.getmyphoenix.com](https://www.getmyphoenix.com)  
Phone: (866)781-9616



**Medical Device may  
be Used Multiple  
Times by Single User**



**Keep Dry**



**Medical  
Device**



**Unique Device  
Identifier**



**Lot Number**



**Indicates Presence  
of Lot Number on Device**

**IP22**

**Ingress Protection  
Rating**



**Electrical Rating BF**

# Get Help on Your Schedule

Chat with an expert 24/7 on  
[www.getmyphoenix.com](http://www.getmyphoenix.com)

Dial **1-866-781-9616** to speak with  
an expert during normal business hours.

Need supplies? Visit  
[www.getmyphoenix.com/accessories](http://www.getmyphoenix.com/accessories)



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### **This product is covered by one or more of the following patents**

10,653,581	11,304,870	11,938,080	11,779,514	11,547,875
International Patents		AU2019322814		JP7385662

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