



The Potency Challenge:

10 Days to Regain Your Sexual Performance





Introduction A New Beginning for Your Sex Life

If you've made it this far, it's because you're ready for change. Erectile dysfunction can be a challenge, but it's also an opportunity to reconnect with your health, your body, and your confidence.

This practical guide was created especially for men over 40 who want to recover their sexual performance without invasive medications, but with simple and effective strategies.

In just 10 days, you'll learn how to implement small changes that generate big results. Let's go on this journey of transformation together.



Chapter 1: Understanding Erectile Dysfunction

What is Erectile Dysfunction (ED)?

Erectile Dysfunction, or ED, is the persistent difficulty in achieving or maintaining an erection firm enough to have satisfactory sexual intercourse. This problem affects millions of men worldwide, especially after the age of 40, and can have physical, emotional or behavioral causes.

Having an isolated episode is not a cause for concern — after all, stress, fatigue or a moment of anxiety can affect anyone. What deserves attention is when this difficulty becomes frequent and begins to interfere with your sex life, self-esteem and well-being.

And the truth is simple, but powerful: erectile dysfunction is a signal from your body asking for attention. Instead of ignoring it, see it as an opportunity to take better care of your health as a whole.

Main Causes of Erectile Dysfunction (ED)
can have multiple origins. Understanding the most common ones is the first step to acting consciously:



Circulatory problems

Erection depends on good blood flow to the penis. If your arteries are compromised by high cholesterol, high blood pressure or poor circulation, this can directly affect your performance.



Low testosterone levels

Testosterone is the key hormone for male sexual health. As we age, its levels tend to drop — and this impacts not only desire, but also the ability to maintain an erection.



Stress and anxiety

The mind has power over the body. Excessive worries, fear of failure or a stressful lifestyle can block sexual response, even when the body is physically healthy.



Sedentary lifestyle

Lack of movement weakens the heart, circulation and even the pelvic floor muscles, which are important for erectile function. The body needs to be active to function well.



Poor diet

Ultra-processed foods, rich in bad fats, sugar and salt, affect blood vessels, metabolism and hormone levels. This reduces performance and vitality.



Poor sleep quality

It is during deep sleep that the body regulates sex hormones and recovers. Sleeping poorly directly affects desire, mood and sexual responsiveness.



A Game-Changing Warning

The good news is that most of these causes are reversible with simple lifestyle changes. By adopting healthier habits, you can significantly improve your sexual health — and, as a bonus, gain more energy, stamina, and self-confidence.

In the following chapters, you will find a clear and practical plan to transform your reality in just 10 days. With consistency and attitude, regaining your sexual performance is totally possible.

This is the beginning of a new phase. And it starts with your understanding.

You are in control. Let's go together.



Chapter 2: Preparing for the Challenge

You are about to embark on a journey of transformation. But, like any significant change, it begins with an important step: preparation.

Before you begin the 10-day challenge, it is worth pausing to reflect on a few key points. This moment of self-awareness will help you get the most out of the process and see the results more clearly at the end.



Self-assessment: How is your health today?

Take a few minutes to answer the following questions honestly:

≈ How is your energy in your day-to-day life? Do you feel energetic throughout the day or are you tired and lacking in energy?

≈ **Do you exercise regularly?** Even if it is light, such as walking or stretching?

≈ **Is your diet balanced?** Do you eat natural foods frequently or do you overindulge in ultra-processed foods, alcohol and sugar?

≈ **How is the quality of your sleep?** Getting a good night's sleep is an essential pillar for hormone production and sexual health.

Writing down these answers can help you identify what needs your attention the most in the coming days.

Recommendations for Preparation

For the challenge to be effective, some simple attitudes can make all the difference. Check it out:



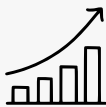
Choose a fixed time

Set aside a time in your day to dedicate yourself to the challenge — preferably always at the same time. This helps create consistency and makes it easier to build a new habit.



Involve your partner

Talking about this process with the person you're with can further strengthen your bond. Mutual support is a great way to boost results. Plus, healthy sex is a two-way street — sharing the challenge can be an enriching experience for both partners.



Record your progress

Keeping a journal (on paper or in an app on your phone) is a powerful way to track your progress. Write down how you're feeling, what changes you've noticed, and what worked best each day.



Commit to yourself

It's not about perfection, it's about commitment. It's only 10 days. A short time, but one that can generate lasting changes in your health, well-being, and confidence. Think of it as an investment in yourself — because that's exactly what it is.

Bonus Tip: Before you start Day 1, take a photo (just for you). It can be a good point of comparison at the end of the challenge — both physically and emotionally. Now you're ready to take the first step.

Let's get started!



| Chapter 3: The | 10-Day Challenge

Now it's time to put into practice the changes that will make a difference in your sexual performance. Over the next 10 days, you'll follow a plan divided into three phases, each focusing on a key pillar: diet, movement, and emotional balance.

Remember: *small, consistent actions generate big results. Focus on following the guidelines daily. You don't have to be perfect — just committed.*

Days 1-3: Food is Everything The way you eat directly impacts your blood circulation, hormone production and sexual energy. The first few days are focused on cleansing, nourishing and strengthening your body from the inside.

What to include in your diet:



Pumpkin seeds, seafood and eggs – rich in zinc, an essential mineral for testosterone production.



Red fruits (strawberries, blueberries, blackberries) – powerful antioxidants that fight inflammation and stimulate circulation.



Dark green vegetables (spinach, arugula, broccoli) – natural sources of nitrates that improve blood flow. Dark green vegetables (spinach, arugula, broccoli) – natural sources of nitrates that improve blood flow.



Walnuts, chestnuts and avocado – contain good fats that promote hormonal balance and vascular health.

Avoid or reduce:



*Ultra-processed foods
(processed meats, snacks, ready-made meals)*



*Excessive sugar
(especially soft drinks and processed sweets)*



Excessive alcoholic beverages

Quick tip: *Keep yourself well hydrated.
Drink 2 to 3 liters of water per day.
Water is essential for maintaining the
elasticity of blood vessels and
optimizing circulation.*

Days 4 to 6: Movement is Power

Physical activity is one of the greatest allies of sexual potency. It improves circulation, strengthens the muscles involved in erection and stimulates testosterone production.

Recommended exercises:



Light walks of 30 minutes a day – increase blood flow and combat a sedentary lifestyle.



Weight training (twice a week, with light to moderate exercise) – helps release anabolic hormones such as testosterone.



Kegel exercises – strengthen the pelvic floor, essential for erection rigidity and control.

How to do Kegel Exercises:

- 1** *Contract your muscles as if you were trying to stop your urine stream.*
- 2** *Hold the contraction for 5 seconds.*
- 3** *Relax for 5 seconds.*
- 4** *Repeat 10 times, 3 times a day (morning, afternoon and night).*

Practical tip: Do Kegels while brushing your teeth or while stopped at a traffic light. This way, you can incorporate them into your routine effortlessly.

Days 7-10: Reduce Stress and Sleep Better

In this step, the focus is on taking care of what most affects sexual potency without us realizing it: stress, anxiety and poor sleep.

When you live in a constant state of tension, your body produces excess cortisol — a direct enemy of testosterone and erectile function. Quality sleep, on the other hand, is a powerful “natural remedy” for restoring your hormone levels and performance.

Relaxation techniques:



Deep breathing 4-4-4: Inhale for 4 seconds, hold for 4, exhale for 4. Repeat for 5 minutes before going to sleep.



Guided meditation (via app or YouTube): 5 to 10 minutes a day helps reduce anxiety.



Quality time with loved ones: Talk, laugh, disconnect from the routine. Positive relationships reduce stress and increase libido.



Sleep tip: *Avoid screens (cell phone, TV, computer) at least 1 hour before bed.*



Create a nighttime ritual: *take a warm bath, dim the lights, and read something light or listen to calming music.*



Try to go to sleep and wake up at the same times every day.

Ready for the challenge?

Your body responds to the care. Keep going, day after day. The results will come — and they will surprise you.

A man with a beard and short hair, wearing a grey t-shirt, is shown in profile, looking towards the right. He is in a gym setting, with a barbell and weights visible in the foreground. The background is dark and out of focus, showing gym equipment and lights.

Chapter 4: How to Maintain Your Results

You've made it this far. In 10 days, you've taken an important step toward recovering your sexual potency, self-esteem, and overall well-being. But the real secret to success lies in maintaining them.

The results you've started to see—more energy, firmer erections, greater confidence, and stamina—can become permanent. To do this, it's essential to make the practices you learned in this challenge part of your routine.

1. Keep Exercising

Physical activity is a powerful ally for sexual health. It improves circulation, regulates hormones and strengthens pelvic muscles. It is not necessary to train hard every day, but regularity is essential.

Practical tip: Include walking, moderate weight training and Kegel exercises on alternate days. Maintain a comfortable and sustainable pace.

2. Prioritize Quality Sleep Every Day

Getting a good night's sleep isn't a luxury — it's a necessity. During deep sleep, the body regulates important hormones, such as testosterone. Without adequate rest, sexual performance can decline.

Ideal goal: 7 to 8 hours of continuous sleep per night, in a quiet, dark, and comfortable environment.

3. Eat Smartly

Food is fuel for the body. Prioritize foods that promote vascular and hormonal health, such as:



Eggs, salmon, pumpkin seeds (zinc and vitamin D)



Nuts, chestnuts, avocado (good fats)



Dark green vegetables and berries (antioxidants)

Avoid as much as possible: excess alcohol, refined sugars, and fried foods, which directly affect sexual performance.

4. Communicate with your partner

A sex life doesn't happen by itself. Having a space for open, non-judgmental dialogue with your partner helps reduce performance anxiety, increases intimacy, and strengthens your relationship.

Remember: *talking about what works (or doesn't work) is an act of maturity, and can significantly improve the sexual experience for both of you.*

5. Create a Sustainable Routine

You don't have to be perfect — just consistent. If you mess up one day or another, that's okay. Pick it up again the next day. Consistency always beats fleeting intensity.

Tip: *Set aside 10 minutes of your day to review your habits, adjust your diet, or practice a breathing technique. Small daily actions add up to big victories.*

Conclusion: You're in Control

This challenge goes beyond sexual performance. It represents a commitment to your health, your self-esteem and your ability to transform. By accepting this 10-day process, you have not only faced erectile dysfunction — you have decided to take charge of your life.

Each tip applied, each new habit implemented, each healthy choice made throughout these days is a seed planted towards a fuller, more energetic and more confident life. It's not about perfection, but about consistency. Small daily advances are what build great results. You now understand your body better, you know how it responds to food, movement, rest and stress management.

More than that: you have proven that it is possible to change — and that this change is in your hands. Keep going. Adapt what is necessary. Always evolve. Because when you take care of your sexual health, you take care of your quality of life as a whole.

Trust yourself. Trust the process. You're in control — and the best is yet to come.

| 10 Day Challenge Calendar

Day	Main Task	Extra Tip
1	Start a zinc-rich diet	Drink 2L of water
2	Include vegetables and berries	Avoid alcoholic beverages
3	Reduce sugar and processed foods	Sleep 7-8 hours
4	Start a 30-minute walk	Do stretches
5	Start Kegel exercises	Write down how you are feeling
6	Include light weight training	Listen to relaxing music
7	Practice deep breathing	Avoid news and screens at night
8	Create a nighttime ritual to sleep better	Take a warm bath + read lightly
9	Talk to your partner	Reflect on your progress
10	Evaluate results and plan for continuity	Write down the habits you want to maintain

| Frequently Asked Questions (FAQ)

- **Can I repeat the challenge more than once?**

Yes! Repeating the challenge is a great way to consolidate habits and reinforce results.

What if I have difficulties?

Contact us. We are here to support you throughout the process.

- **Can I share the e-book?**

The material is personal, but you can recommend the challenge to friends and family.

- **Support and Service Email:**

contact@customerics.com

Your sexual performance can be restored

You've already taken the first step. Now, keep going! You deserve to live with more pleasure, vitality and security.

We're with you on this journey.

Let's keep going.

HorseFil®