



## THE STORIES BEHIND UIXI

### How UIXI came to and conquered Europe

was born in Peru, where she met her husband Frank from Uden when he lived and worked there for many years. They have been living in the Netherlands (again) for sixteen years with their children.

When their daughter's primary school in Uden burned down a few years ago, all the children had to go to a temporary building. The toilets there were so filthy that the girl did not want to use them. So she didn't want to drink much, didn't want to go out with friends, but went straight home to the toilet. Within a year, she had three bladder infections.

#### Searching

Yesenia went in search of an aid so that her daughter could pee standing up, without having to touch the toilet seat. She tells about it in an interview in an entrepreneurial magazine: "I bought all kinds of pee spouts, from silicone to cardboard. None of them were ideal: too floppy, gets and stays wet, single use so not really sustainable, too tricky to aim, hard to clean so not really hygienic. By chance, I found UIXI in the United States, and it ticked all the boxes; it is moisture-resistant, comes in a washable and waterproof storage bag, is easy to use and clean and you do not need toilet paper. From then on, UIXI was a default on holiday, on school trips, in the car, planes and on hikes. Friends and acquaintances saw the spout, were curious and soon became just as enthusiastic."

#### Entrepreneurial

The enthusiasm about UIXI in her environment gave Yesenia a business idea. She contacted the Mexican inventor and producer of UIXI. The name is derived from the Mayan word for urination, 'uixiar'. Yesenia acquired the exclusive sales rights for Europe in late 2018 and started her company TDW Import.

She has been marketing UIXI in Belgium and the Netherlands since the beginning of 2019 through some 50 shops and her own webshop. She also joined forces with the Dutch Walking Association KWBN.

There are also plans for the future. Yesenia wants to become active with UIXI in Spain, Germany, France, Italy and the rest of Europe. After that, other countries such as Africa and Asia will follow.



### For whom

UIXI was developed by and for active women, and has been known and trusted in Mexico and the United States for years.

Peeing in a standing position with the coloured spout is a godsend in event toilets at festivals and carnivals, in not very clean toilets at petrol stations and company buildings, and on the road during holidays, camping, walking, mountain biking, cycling or hiking.

Many professional groups are also discovering the advantages of peeing standing up. During the corona crisis, female lorry and taxi drivers, parcel delivery drivers and public gardeners had nowhere to pee because all cafés and restaurants were closed.

Yesenia tells of the testimonials that reached her: "Women who were afraid of going out in public because they had to pee so often, and now dare to go outside again. Or a female soldier on a mission in predominantly Islamic Mali, who really couldn't just crouch down in people's homes or in public somewhere, half undressed. Ballerinas who can pee quickly during a performance without having to get out of their costume."

### Why UIXI

With UIXI, women can pee standing up, without having to (semi-)undress, even in male urinals. Ordering a cup of coffee just to go to the toilet is no longer necessary. Squatting and semi-undressing are not necessary.

Peeing in a standing and relaxed position is better for the bladder and the urinary tract. Sufficient drinking and urination prevent kidney stones and other problems. Moreover, UIXI is handy when the doctor needs to take a urine sample for examination.

Yesenia is happy to call UIXI emancipating: "It gives you freedom. You don't have to keep worrying about whether you can find a clean toilet somewhere. You can keep drinking, and that's better for you." Husband Frank agrees: "Standing discreetly to pee is a matter of awareness, also for men. They recognise the female complaints of 'no toilet', 'I have to pee'. Men have more opportunities, outside and in public urinals, to urinate standing up quickly, a real men's bastion. They don't have to drink too little or hold their urine for too long."



### [How UIXI works](#)

UIXI is discreet, hygienic and reusable. Thanks to its easy handling, UIXI is also suitable for women in wheelchairs and pregnant women.

The operation is simple. Open your fly and keep your underwear to one side. Place UIXI with the narrow part forward and slightly downward (to aim). Keep your legs closed. By pressing on the top, UIXI fits perfectly, on any body. The handy edge at the top wipes dry automatically and no toilet paper is needed.

The UIXI is made of skin-friendly high-density polymers, which makes it moisture-resistant and prevents bacteria from adhering. So all you have to do is shake the UIXI dry (no drops or smells left behind!) and store it in the waterproof pouch (included)! which is machine washable.

### [The UIXI community](#)

Through exhibition stands at the Hiking Fair and social media, a growing crowd of UIXI users has emerged. They are true ambassadors, who even respond enthusiastically online in forums and posts before Yesenia gets the chance.

### [More information](#)

#### [Uixi.eu](#)

There you will also find Uixi-in-the-news, with various media that have already discovered UIXI: from Omroep Brabant to RTL Nieuws and from Brabants Dagblad to Editie NL.

On Insta ([uixi\\_eu](#)) and Facebook (Uixi Europe), many users give their opinion and tell about their experiences.