

# CHEEX Launches into the UK

The sexual wellness community transforming pornography and redefining sex education



- CHEEX introduces a world of inspiring and aesthetically-pleasing porn for people of all orientations and identities to enjoy
- The CHEEX platform includes visual and audio content, digital magazine and tutorials designed to empower and sexually liberate its community
- Each piece of content focuses on authentic pleasure for everyone



Imagery available to download [HERE](#)

**LONDON (09. AUGUST 2021)** CHEEX, the sexual wellness community transforming pornography and redefining sex education, today announces its launch into the UK. CHEEX delivers a progressive and inclusive approach to pornography, offering beautiful erotic films, sexy audio stories, live tutorials and a taboo-breaking magazine focused on all things intimacy.

What began as a conversation among friends around the lack of empowering and aesthetically-pleasing porn, soon developed into a vision for co-founders Denise Kratzenberg and Maximilian Horwitz to create something big - a safe, digital space where people of all sexual orientations and identities can enjoy porn that is inspiring, explanatory and helps on the individual path to sexual liberation. As a result, CHEEX was born - a sexual wellness

community, which aims to empower and educate through audio and visual content. The two founders started the company in Berlin at the beginning of 2020, launching the first version of the website in June of the same year. Today, CHEEX is hoping to inspire a new audience by announcing its expansion into the UK.

Set to transform the way the UK thinks about and interacts with porn, CHEEX's visual and audio content can be experienced now on [getcheex.com](https://getcheex.com) alongside CHEEX LIVE workshop series, which was created to encourage people to explore their own sexuality with an open mind, alone or together, and to make and share new experiences with a like-minded community. CHEEX prides itself on updating its content each week, providing new offerings across all categories and ensuring its

members have a wide collection of materials for deeper sexual exploration and understanding.

Community is an essential part of the CHEEX concept, as the brand is centred on the idea of creating a new image of sexuality through a

community of members, influencers, performers and other partners. CHEEX is engaged in an open exchange and learning process, with the aim of continuously developing the CHEEX formats based on the wishes and needs of its community, helping more people achieve sexual freedom.

**Co-Founder Denise Kratzenberg** believes education is vital in order for people to feel empowered to explore their sexuality: *"The term pronography is still linked to a lot of shame and stigma, even though it is such a big part of our society. It's time to make a change and create a space for sexual inspiration that is fun and safe at the same time. Mainstream porn still mainly serves a very heteronormative male perspective on sexuality. In order to become sexually liberated, we need to give people the opportunity to watch diverse sex - including genders, sexual orientations, body types, ethnicities and abilities."*

The Berlin based company is aware of its responsibility when dealing with pornography and takes a

clear position here - all content on [getcheex.com](https://getcheex.com) is produced fairly and ethically, compliant with the CHEEX production guidelines and requires all conditions of CHEEX's legal framework to be met. Specifically, this means that not only do CHEEX work with adult performers, but they are all paid fairly and that all actions take place consensually. In order to make this possible, this content can only be accessed via paid access. The monthly subscription for premium content from CHEEX costs £8.90 per month or £6.90 with an annual subscription, which can be canceled at any time and can be tested free of charge for the first 7 days. The magazine is accessible for free with new content live every week.

## CHEEX NOTABLE MOMENTS

- **Early May 2020: Founding of CHEEX by Denise Kratzenberg and Maximilian Horwitz**
- **June 2020: Official launch of [getcheex.com](https://getcheex.com)**
- **April 2021: CHEEX receives over one million euros in investment**
- **July 2021 CHEEX launches in the UK**

## EDITOR'S NOTES

CHEEX is a community that stands for a new, self-evident approach to sexuality. In addition to the free magazine and podcast, CHEEX offers members unlimited access to erotic films, sexy audio stories and live online workshops. CHEEX is convinced that fulfilling sexuality is an essential part of a happy life and wants to help everyone feel sexually liberated. That is why CHEEX shows sexuality in a very human way - diverse, pleasurable and consensual.

CHEEX takes a clear stance and only offers fairly produced, pornographic content. Unlimited access

to all content costs 8.90 euros per month, monthly subscriptions and 6.90 euros annual subscriptions, can be canceled at any time and can be tested free of charge for 7 days. [Find out more about CHEEX here](#) and join the community on Instagram [@getcheex](#).

## PRESS CONTACTS

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