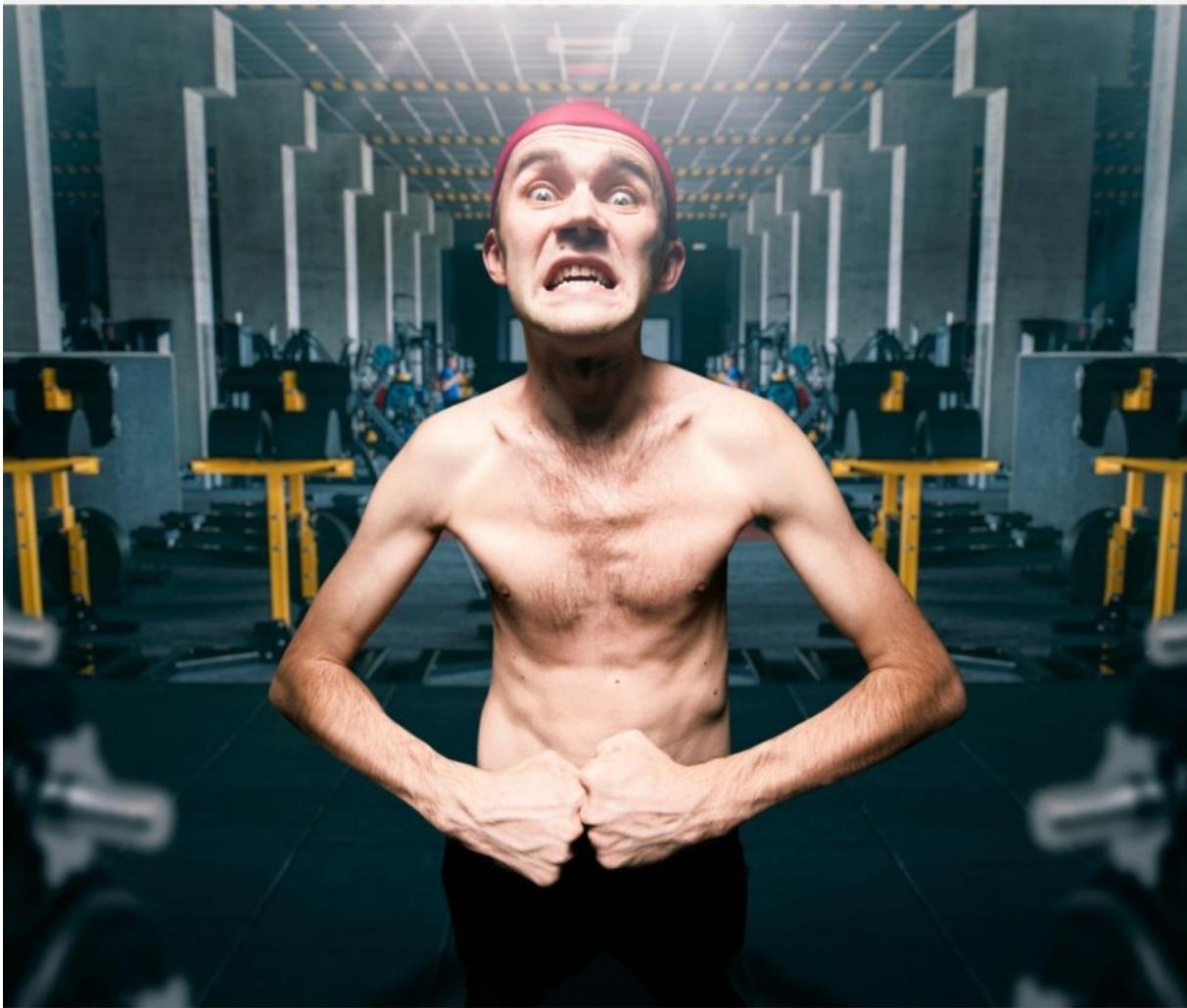


MALE MAXXING

INVOLUNTARY CELIBACY AND
SELF-IMPROVEMENT PRACTICES



BY TRADITIONALBODYWORK.COM

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Preface

This book is an in-depth reference guide to male maxxing practices.

The term “male maxxing” refers to the all-embracing pursuit of improving, optimizing, or “maximizing” one’s perceived “masculine value” or “sexual market value” to become more attractive to women in order to secure more dating opportunities and improve one’s chances on a romantic or sexual relationship.

It’s typically an activity carried out by male involuntary celibates, and serves as a general term encompassing a broad variety of self-improvement strategies covering all aspects of life, including the physical, mental/emotional, and social domain.

Think here of practices such as looksmaxxing, gymmaxxing, testosteronemaxxing, facemaxxing, jawmaxxing, moneymaxxing, mindmaxxing, therapymaxxing, statusmaxxing, and so on.

Although sometimes extreme and controversial, we believe male maxxing deserves attention — not only because it exists, but also because it helps us gain a deeper understanding of the effects of involuntary celibacy, the resulting feelings of loneliness, frustration, and unhappiness among men, and the different ways they attempt to escape celibacy.

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Disclaimer

The content of this book is solely intended for informational purposes and is not a substitute for medical treatments or a professional healthcare provider.

Please keep in mind that the writer of this book is not a physician, medical doctor, or relationship coach/counselor and, as such, is not qualified to supply medical care or diagnose, prescribe medications or treatments, or treat physical, emotional, or mental illness.

In addition, it's of great importance to first read the chapter [Important Content Notice](#) before continuing with reading the book.

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In addition, he also shares essays, poems, and reflections about his personal life and experiences.

You can learn more about Marce Ferreira and the website through <https://www.traditionalbodywork.com/website/>

Introduction

Important Content Notice

This book provides a factual description of male maxxing activities and is not intended as an endorsement, approval, or promotion of such practices, particularly not of so-called “hardmaxxing” or other extreme methods and techniques.

Please mind also that some maxxing practices and beliefs are right-out misogynist, sexist, racist, and/or physically, emotionally, and mentally damaging for the practitioner or for others, or based on erroneous assumptions and preconceptions.

Nevertheless, there are likewise practices that are rather harmless and simply consist of common activities and endeavors to enhance one’s physical, emotional, intellectual, or social attractiveness. That is, things are not necessarily black-and-white.

It’s also important to note that healthcare professionals generally warn against the “maxxing ideology,” emphasizing that the pursuit of extreme beauty standards or other controversial methods and techniques to “score” a date or romantic/sexual relationship can lead to psychological distress, [body dysmorphia](#), and serious health complications.



What is Maxxing?

The term “maxxing” — or alternatively “maxing” — as used in the context of self-improvement for men, is actually a suffix (as in *-maxxing* or *-maxxed*) that involves a broad range of activities aimed at improving some feature of one’s so-called “sexual market value.”

It consists of the practice of “maximizing” or “intensely optimizing” a specific aspect of one’s life. Therefore, maxxing doesn’t only involve improving/enhancing physical characteristics (such as in looksmaxxing), but any aspect in one’s life that can result in an “upgraded” sex life.

Apart from being a practice mostly associated with desiring an active sex life, it can also apply to the wish of finding a romantic partner, without “having sex” necessarily being the most important motive.

A person who has done or undergone maxxing activities receives the suffix *-maxxed* after the name of the activity performed. For instance, “he is looksmaxxed” or “he looksmaxxed himself.”

Over the years, the types of male maxxing activities have drastically increased. Besides the well-known looksmaxxing and its many subcategories, you’ll find many other maxxing domains, such as statusmaxxing, therapymaxxing, thugmaxxing, carreermaxxing, jestermaxxing, povertymaxxing, and uglymaxxing, just to give some examples.

It’s also important to note that maxxing isn’t only a practice performed by men; women can also “maximize.” Nevertheless, the practice originated in the so-called [incei](#) [community](#) (the word *incei* is a blend of the phrase

“involuntary celibate”), which refers to male members of an online subculture who are unable to find romantic or sexual partners despite desiring them. By the way, in this context, involuntary female celibates are called *femcels*.

Most incels, at least those encountered in online communities, are heterosexual men (roughly between 18 and 30 years old), but the experience of involuntary celibacy affects people of various ages and genders, and the affected group actually spans a much broader age range.

With regard to the phrase “male maxxing” as used in this book, online incel discourse around maxxing practices began to emerge around 2015, based on the following questionable conceptions:

- **Lookism:** the belief that physical attractiveness is the only determinant of social, romantic, and sexual success;
- **An incel version of hypogamy:** women *always* seek higher-status men in order to increase the social, economic, and genetic potential of their offspring;
- **Sexual Market Value (SMV):** to use *maxxing* as a strategy to raise one’s chances to attract women;
- **Extremity and desperation:** engaging in extreme, dangerous, and/or desperate practices to maximize or optimize one’s Sexual Market Value.

With regard to the above, one should also consider “bluepill,” “redpill,” and “blackpill” incel concepts, which represent different ideological stages:

- taking the *bluepill* is the mainstream belief in equality and dating optimism (e.g., “personality matters,” “everyone can find love”), which is seen as naïve and deluded among incels;
- taking the *redpill* is the belief that gender relations are shaped by hidden biological and social truths. In fact, the idea is that as women are hypergamous (seeking

higher-status men), men must “maxx” by improving looks, status, and money to compete. That is, changing one’s situation is possible through effort;

- taking the *blackpill* is the most extreme, fatalistic view that looks and genetics entirely determine success, leaving no hope for change. This pill is often linked to hopelessness, nihilism, and sometimes radicalization.

In the past couple of years, maxxing has also become a trend outside the boundaries of the incel community, one that often sparks conversation about [body image](#), self-worth, and social pressures in our day and age, in addition to attitudes of racism, misogyny, and violence against women.

Nonetheless, the maxxing practice has gradually become more neutral and mainstream, being adopted by a much wider demographic than involuntary celibates alone.

It often appears across social media and is moving into realms of less problematic or extreme connotations, often used or promoted in a more neutral or ironic context related to general self-improvement activities and healthy habits.

Male Enhancement versus Male Maxxing

Male maxxing is a radical male self-improvement practice and could be considered a form of *male enhancement*; however, what is commonly understood by male enhancement only partially overlaps with male maxxing.

In fact, “male enhancement” is a commercially used term for a category of practices aimed at supporting aspects of *male sexual function* (such as sex drive, erection quality, stamina, and virility) or increasing the physical size of the penis (commonly referred to as *penis enlargement*).

Hence, male enhancement usually refers to *sexual enhancement for men* — that is, improving their sexual performance, experience, and satisfaction. It also implies that men who engage in male enhancement already **have** an active sex life.

By contrast, “male maxxing” involves excessive male self-improvement on many levels (physical, emotional, mental, and social) with the goal of increasing dating prospects and finding a sexual or romantic partner. These practices are typically pursued by men who **do not have** an active sex life.

Now, some male maxxing practices are also found in male enhancement, such as [testosteronemaxxing](#) and [jelqmaxxing](#), but they serve different aims.

For instance, in male enhancement, testosteronemaxxing is used to increase libido (sex drive), whereas in male maxxing the same practice is aimed at supporting muscle growth and a more “masculine” physique.



Or, jelqmaxxing (penis enlargement), which, in the context of male enhancement, is carried out to better serve a man's sexual purposes and sex life, whereas in male maxxing it's performed with the aim of appearing more attractive to women and thereby increasing the chances of "scoring."

Jelqmaxxing also serves another purpose: it's thought to boost testosterone levels, which in male enhancement is believed to increase libido, and in male maxxing to promote muscle growth for a "better masculine appearance."

Yet, in both male enhancement and male maxxing practices, physical, emotional, mental, and lifestyle changes come into play, involving areas such as anxiety, stress, depression, relationship issues, genetics, diet, self-image and self-esteem, fitness and vitality, personal and social presentation, and physical appearance — just to name a few of the many elements.

All in all, male enhancement and male maxxing sometimes employ the same methods and techniques; however, the main difference lies in the reasons or motivations men have for engaging in one or more similar methods and techniques.

That is, activities are carried out either to improve or enhance one's romantic and sex life (which is male enhancement), or alternatively to increase the chances of finding a romantic or sexual partner and escaping involuntary celibacy (which is male maxxing).