



Brian Paris Joins Myndstream to Anchor Music as a Cornerstone of Modern Wellness



(Credit: Brian Paris)

20 May 2025 – [Myndstream](#), the global leader in music for health and wellbeing, has welcomed seasoned spa and hospitality strategist Brian Paris to its Advisory Board. With nearly 30 years of experience across spa operations, design innovation and sensory wellness integration, Paris brings a rare blend of industry insight and creative vision to support Myndstream’s next phase of growth.

Paris has worked at every level of industry, from spa director to corporate executive for top brands including Robert Redford’s Sundance, Universal Companies and Earthlite/Living Earth Crafts. Currently, he is serving as a strategic consultant for Oakworks. Paris’ speciality lies in guiding world-class wellness professionals and hoteliers in designing and developing transformational experiences that blend architecture, ambience and emerging technologies.

Before entering the spa industry, Paris began his career in the music and entertainment business, managing tours and business affairs for internationally recognized artists, including names from Windham Hill Records – a label that he says helped define the New Age genre long before “spa music” became a genre.

“Myndstream captures the same poetic, human spirit I first experienced working with iconic musicians years ago,” Paris said. “Music has never been background for me. It’s immersive, intentional and deeply human. This new role feels like the convergence of my two greatest passions – wellness design and transformative sound.”

From Sound to Surroundings: Reimagining Wellness Spaces

In 2024, Paris launched WELLSCAPE Immersive Wellness, a revolutionary platform that delivers fully immersive environments for spas, fitness centers and wellness destinations. Blending the creative talents of Emmy- and Academy-Award-winning artists with high-resolution, immersive spa visual content, AI,

Myndstream

scent and sound design, WELLSCAPE creates captivating 360° nature-inspired experiences – accompanied by original soundscapes from Myndstream.

“This partnership is about helping wellness spaces move beyond isolated design features or fleeting trends,” Paris continued. “It’s about creating cohesive, sensory ecosystems that deeply resonate with both guests and therapists. Myndstream’s music becomes the emotional core of those spaces – it shapes how people feel, heal and remember.”

The Advisory Board Vision

As the newest member of Myndstream’s Advisory Board, Paris will guide strategy across hospitality, spa and wellness sectors, working closely with industry leaders to help integrate music into the full guest journey – from treatment rooms and lobbies to in-room wellness programs.

“What sets Brian apart is how deeply he understands that music isn’t just heard – it’s felt,” said Freddie Moross, Founder of Myndstream. “He understands how music can move people – and how to integrate it seamlessly into real-world spa and hospitality environments to elevate the entire guest experience. His perspective will be invaluable as we expand Myndstream’s reach.”

Paris joins an esteemed group of wellness and healthcare pioneers on Myndstream’s Advisory Board, including [Dr. Richard Carmona](#), the 17th US Surgeon General and a globally recognized authority on public health and integrative medicine.

A longtime advocate for preventive health, environmental design and behavioral science, Dr. Carmona’s approach aligns seamlessly with Myndstream’s mission. At the recent 2025 Hollywood & Mind Summit – a landmark event uniting leaders in entertainment, healthcare, and technology – Dr. Carmona joined Freddie Moross, Myndstream Head of Music Jordan Galvan and Digital Health Entrepreneur Ariel Dominguez for a dynamic panel discussion. Together, they explored the evolving role of content in advancing mental health and well-being, emphasizing the transformative potential of music, media and immersive experiences in shaping a healthier future.



(Pictured: Dr. Carmona (L) and Freddie Moross (R) presenting at the Hollywood & Mind summit. Credit: John Salangsang/Shutterstock)

– ENDS –



Notes to editors

About Myndstream

Pioneering a new approach to audio, [Myndstream](#) combines art and science to create music that transforms spaces and elevates how people feel within them. At the heart of the brand is a belief that music can play a powerful role in supporting health and wellbeing.

Myndstream's soundscapes have been composed for use across spas, therapeutic practices, hospitality environments and personal wellness routines. Designed to promote relaxation, enhance mood, improve focus and restore energy, the music transforms everyday spaces into immersive environments of calm, care and intention.

Through partnerships with leading academic institutions and wellness organizations, Myndstream is at the forefront of research exploring the impact of music in therapeutic settings. The brand also collaborates with a [world-class roster of musicians and A-list talent](#) to create and curate wellness-focused audio experiences for both businesses and individuals.

Widely recognized as the gold standard in wellness audio, Myndstream is the official audio partner of Forbes Travel Guide and the Global Wellness Summit.

Myndstream is part of Cutting Edge Group, the acclaimed music company behind scores for *Stranger Things*, *Whiplash*, *Bridgerton* and other major film and television productions. Drawing on over 20 years of experience shaping emotional narratives through sound, Cutting Edge launched Myndstream to bring that same depth of impact to the world of wellness.

For further press information, please contact:

Megan Whitby
Brand Manager
megan@myndstream.com
www.myndstream.com