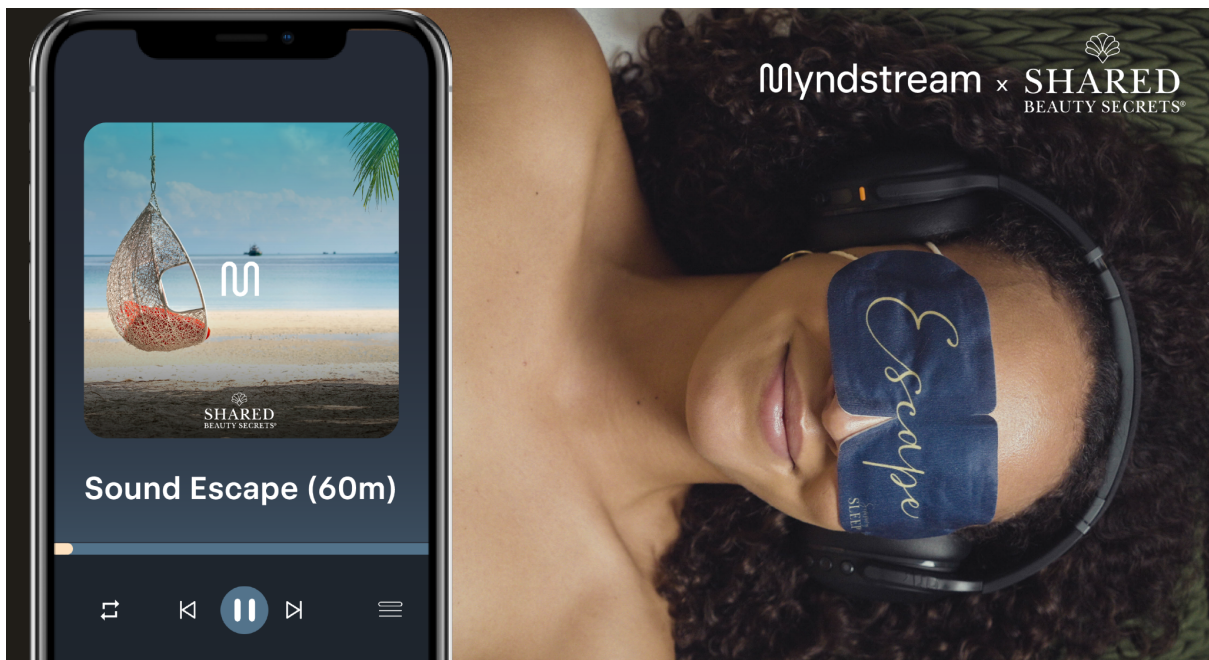


Myndstream partners with Shared Beauty Secrets to launch a transformative and immersive new Sound Escape massage treatment

Unlock the power of multisensory treatments in your spa



Myndstream, a leading health and wellbeing music provider under Cutting Edge Group renowned for soundtracks in blockbusters like *Stranger Things*, *Whiplash*, and *Bridgerton*, is delighted to announce that it has partnered with Shared Beauty Secrets, a pioneer in spa treatments and developer of multi-sensory spa experiences and home retail products. Together, they've created the immersive Sound Escape massage treatment, combining the power of seamless touch massage with a bespoke soundscape designed to destress the mind, restoring a sense of calm and balance.

Myndstream and Shared Beauty Secrets have partnered with Spa Connect to release this innovative new treatment, launching in The InterContinental Hotel, London Park Lane spa.

"We are thrilled to be partnering with Myndstream and Shared Beauty Secrets to bring this incredibly relaxing and multi-sensory experience to our guests," says Dawn Shorter, Spa Director at The InterContinental Hotel London Park Lane. "The Sound Escape treatment adds a unique dimension to our spa menu, offering a truly immersive journey that combines the power of touch and sound. We are also excited to be incorporating Myndstream's outcome focused music into our flotation experiences, allowing our guests to further personalise their wellness experience in our spa."

Informed by science, Sound Escape's music and seamless touch massage have been meticulously crafted to create a deeply relaxing, multisensory experience. By engaging multiple senses simultaneously, this treatment is designed to trigger the parasympathetic nervous system, the body's "rest and repair" response, promoting healing, reducing stress, and lowering blood pressure.

The Sound Escape music is exclusively available on The Stream, Myndstream's music streaming service dedicated to enhancing the spa experience. The Stream is home to over 100 soundscapes crafted by world-renowned musicians, scientists, and wellness practitioners. All soundscapes are categorised by mood, outcome and duration, enabling therapists to personalise the music to their spa's unique ambiance and client needs at the touch of a button.

To celebrate this exciting partnership, Shared Beauty Secrets is offering a special discount on the Sound Escape massage treatment training to all new trailists of The Stream.

Sign up for a [14-day free trial](#) and receive the training pack for just £25 (originally £75) and gain immediate access to the Sound Escape music plus all of the other incredible content available on the platform.

By incorporating the Sound Escape massage treatment and The Stream into your spa services, you can provide clients with a truly immersive and unforgettable experience that will keep them coming back for more.

Sign up for a free trial [here](#)

Freddie Moross, founder of Myndstream comments, "We are excited to be partnering with Shared Beauty Secrets to combine our passion for delivering truly unforgettable client experiences. This immersive treatment, rooted in science, combines massage, sound, and scent for a truly multisensory experience that delivers enhanced health and wellbeing benefits. Not only will your clients love it, but it will also set your spa apart from the competition and drive repeat business."

Clare Anderson, Founder of Shared Beauty Secrets, Sensory Retreats and Sensory Sleep comments, "We are delighted to be partnering with Myndstream giving spas and salons the opportunity to create a client journey interlinking the powerful senses of sound and touch. By de-stressing the mind and restoring a sense of calm and balance through music and flowing massage techniques, you can truly experience a treatment which leaves you feeling both mentally and physically refreshed."

About Myndstream:

Myndstream is part of the Cutting Edge Group, producers of music for some of the biggest names in TV and film. Building on over 20 years of experience and success in influencing how people feel through music on TV, film, and in gaming, they launched Myndstream with a mission to release the power of music. Sitting at the intersection between art and science, Myndstream works with world-leading musicians, scientists, and wellness practitioners to

understand the effect music has on us, so that the music they create has the maximum impact on the listener, whether that be to improve mood, boost productivity, or promote relaxation. Their work has transformed many spaces globally, from spas, hotels, and schools to millions of people's daily lives through Myndstream's music which is available on all major streaming platforms.

www.myndstream.com

About Shared Beauty Secrets

Shared Beauty Secrets is a leading provider of beauty and wellness services and is proud to be the exclusive distributor and trainer of self-heating Lava Shells & thermaBliss products in the UK and Ireland. Founded by Clare Anderson, the company has consistently pushed the boundaries of innovation to deliver quality products and services. Its commitment to customer satisfaction has earned it a reputation as a trusted partner in the beauty industry and an expert in the field of self-heating tools and technology. Shared Beauty Secrets Lava Shells and thermaBliss treatments have been developed by wellbeing experts, blending products from Clare's other two brands Sensory Retreats and Sensory Sleep to create a truly unique collection of indulgent luxurious treatments.

www.sharedbeautysecrets.com.

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