



Myndstream founder Freddie Moross spearheads new Global Wellness Institute Music for Health & Wellbeing initiative



LONDON, 28 August 2025 – Music is fast becoming a cornerstone of the global wellbeing movement. Backed by growing scientific research and public demand, it's now being embraced not just for entertainment, but as a powerful tool for mental, emotional and physical health.

From clinical settings to personal wellness routines, and from youth communities to digital mindfulness spaces, music's role in health and healing is expanding at breakneck speed. At the same time, a rising focus on musicians' mental health is reshaping the industry from within. As culture shifts toward more intentional, creative forms of self-care, music is leading the way.

One of the earliest champions of this movement was Myndstream, the leading global provider of functional health and wellbeing music, which helped catalyze the conversation back in 2021. Founder Freddie Moross put the healing power of music on the map, spotlighting the important role audio can play in therapeutic and wellness contexts.



Now, to drive the movement forward, Moross has brought together a team of global specialists to launch the Global Wellness Institute's (GWI) first-ever initiative dedicated to the healing power of music and sound.

A Mission-Driven Collective

The GWI Music for Health & Wellbeing Initiative aims to foster a 'quad-win' across four key groups: industry, academia, artists, and listeners. Its mission includes:

- Promoting a culture of duty of care and intentional creation when delivering music into care settings
- Addressing the lack of a shared vocabulary by establishing foundational definitions (e.g. music therapy vs. sound therapy vs. functional music)
- Supporting innovative research by funding small-scale studies that pave the way for larger grants
- Developing industry guidelines and best practices to inform future accreditation/certification for artists creating purpose-driven music (e.g. for anxiety relief, relaxation or energy)
- Collaborating with organizations, such as AMTA, to contribute to evolving best practices

A Cross-Disciplinary Team of Experts

The initiative is spearheaded by Moross, who serves as Chair, alongside Vice-Chair Rob Marshall, a respected veteran of the music industry.

A powerhouse founding team of specialists across music, science, business, and wellness joins them:

- Dr. Lori F. Gooding, PhD, MT-BC – Associate Professor of Music Therapy, Florida State University (US)
- Tom Middleton – Co-founder, White Mirror (UK)
- Cathy Applefeld Olson – Founder, Hollywood & Mind (US)
- Bryan Stone – Business Development & Global Digital Strategy, Universal Music Group (UK)
- Dr. Michelle Ulor – Music psychologist, DJ and startup/VC consultant (UK)

Moross commented: "I'm delighted to be joined by an incredible founding team who represent a cross-section of understanding and expertise across the music sector. They support in creating an independent, central resource to help navigate the



ever-growing complexities and intricacies of the music for health and wellness space.

“Looking ahead, we’ll champion the responsible evolution of music as a tool for healing — supporting artists, researchers and innovators in creating music that is not only emotionally resonant but scientifically informed.

“Our goal is to help shape a future where music is embedded in hospitality, healthcare, education and everyday wellbeing, accessible to all and grounded in care, creativity and credibility.”

Music for Health & Wellbeing 2025

The initiative has already released its first report, *Music for Health & Wellbeing 2025*, outlining the key trends shaping this emerging field. Highlights include:

- Rising public and scientific recognition of music’s therapeutic potential
- Greater use of creativity as a tool for mental health and resilience
- Rapid expansion of digital platforms delivering personalized, music-led wellness experiences
- A notable rise in mindful listening events, particularly in urban centers like London

The report’s key takeaway: music is increasingly being recognized as a vital public health tool. To read the full paper, head to [this link](#).

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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

Myndstream

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.

About the Global Wellness Institute

The Global Wellness Institute (GWI), a nonprofit 501(c)(3), is considered the leading global research and educational resource for the global wellness industry and is known for introducing major industry initiatives and regional events that bring together leaders to chart the future. GWI positively impacts global health and wellness by educating public institutions, businesses and individuals on how they can work to prevent disease, reduce stress and enhance overall quality of life. Its mission is to empower wellness worldwide.

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