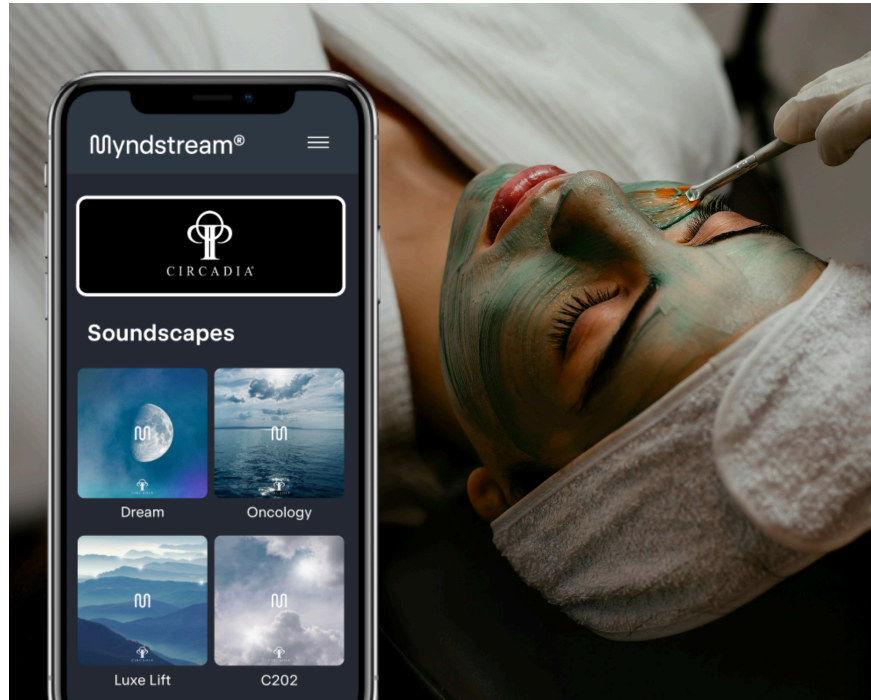




## Myndstream & Circadia join forces to create immersive sonic skincare journeys to transport guests



**London, June 2025** – Global aesthetics brand Circadia has partnered with health and wellness music specialists Myndstream to launch a pioneering series of spa protocols where music is composed with the same precision as skincare. Together, the two brands are reshaping spa experiences into full-body, sensory immersions designed to support both emotional and physiological transformation.

Circadia worked closely with Myndstream to co-create bespoke soundscapes that mirror the intent, rhythm and therapeutic goals of four of its signature treatments – including the flagship Dream Protocol. Each 60- and 90-minute audio journey is meticulously designed to align with the energy of the ritual, helping guests drop into a deeper state of presence and rest.

For the Dream Protocol, the audio landscape is designed to trigger the parasympathetic nervous system and guide clients into a hypnagogic state of deep rest. Guests also receive a 60-minute take-home playlist to extend the benefits beyond the treatment room.

“At Circadia, we’ve always aligned skincare with the body’s natural rhythms,” says CEO Michael Pugliese. “Partnering with Myndstream allows us to elevate that vision – by incorporating sound as a therapeutic layer, we’re creating spa experiences that aren’t only science-backed, but emotionally resonant.”

# Myndstream

The collaboration enabled Circadia to transform music from a passive background element into an active therapeutic tool that elevates the treatment experience, helping estheticians and therapists choose the right music with greater speed and purpose. By designing each soundscape to reflect the treatment's mood and goal, the partnership empowers practitioners to deliver more intentional, impactful sessions.

Myndstream and Circadia's collaboration also included the creation of exclusive soundscapes for Circadia's oncology protocols. Developed in collaboration with industry education experts Christine Clinton and Joanne Berry, these treatments offer therapeutic pacing and emotional support for clients receiving sensitive care.

"This adds a new dimension to the treatment room," adds Pugliese. "When estheticians and therapists thrive doing what they love, the results are powerful – for their clients, their businesses and the industry."

## **A 360-Degree Audio Eco-System**

Myndstream offers spa professionals a dual approach to sound: bespoke composition for brand-aligned rituals, and a subscription-based plug-and-play option for everyday treatment delivery – all housed within one intuitive platform, The Stream – available via app and desktop.

For brands like Circadia, Myndstream creates custom soundscapes designed to match the rhythm, mood and therapeutic goals of specific treatments. These exclusive compositions become part of brand's unique audio identity – and are made instantly accessible via The Stream, ensuring therapists can use them effortlessly in practice.

Alongside these bespoke offerings, The Stream provides access to over 100+ ready-to-use soundscapes from award-winning wellbeing artists. Spa teams subscribed to the platform can personalize music by space, treatment type, or desired energy – instantly and intuitively. Fully licensed for global commercial use, it offers a seamless, intentional way to manage music while saving thousands in annual licensing costs.

To [explore The Stream](#) or learn more about [creating bespoke soundscapes](#), visit [Myndstream's official website](#).

**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

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](mailto:megan@myndstream.com)

[www.myndstream.com](http://www.myndstream.com)