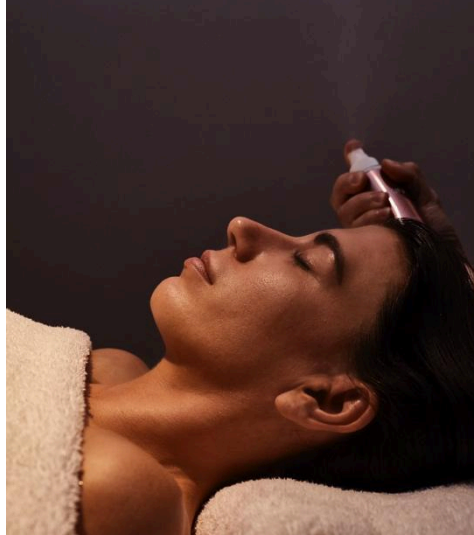


111SKIN ELEVATES SPA EXPERIENCES THROUGH BESPOKE SOUNDSCAPES
The partnership with Myndstream leverages the scientifically proven benefits of music



Credit: 111SKIN / Lucy Richards

LONDON, UK – January 31st, 2026. Luxury skincare brand 111SKIN has partnered with pioneering wellness music platform Myndstream to introduce bespoke sonic soundscapes across its international spa locations. Leveraging the proven health benefits of music, each soundscape is designed by scientists and leading artists to help deepen relaxation, enhance emotional connection, and support the body's natural healing processes.

Music and mood are intrinsically linked, with sound possessing the unique ability to affect emotion and mental wellbeing. Within luxury hospitality and wellness, music serves as a powerful strategic tool helping transform spaces into immersive environments and elevating client experiences. The collaboration with Myndstream underscores 111SKIN's ambitions in merging science, longevity and wellness to create multi-sensory spa experiences that address overall wellbeing more holistically.

Following its global debut at the newly opened Mandarin Oriental Downtown, Dubai in Q4, the service will be rolled out consecutively to select five-star 111SKIN SPA/CLINIC locations globally, including all Mandarin Oriental partnerships as well as 111SKIN's first stand-alone spa in the US at The Plaza New York. At the heart of the partnership with Myndstream are two bespoke sonic journeys, created exclusively for 111SKIN SPA/CLINIC to:

- Gently guide guests out of daily stress and into a calm, receptive state
- Elevate the emotional and sensory depth of each treatment

- Enhance the sense of precision, care, and exclusivity that defines the 111SKIN SPA/CLINIC experience
- Support relaxation and wellbeing through evidence-based sound design

Dr Yannis Alexandrides, Founder of 111SKIN, comments:

"Scientific research shows that music and sound have a powerful impact on relaxation and emotional regulation. The brain naturally synchronises with external sounds. This is referred to as neural entrainment which encourages brainwave patterns linked to calmness. Our goal at 111SKIN is to merge science with exceptional experiences. Partnering with Myndstream elevates our spa services in a unique and revolutionary way."

Eva Alexandridis, Founder and CCO of 111SKIN, cites:

"We believe that true luxury lies not only in the visible results you see after a 111SKIN SPA/CLINIC treatment, but also in how the experience makes you feel, both physically and emotionally. This is why we partnered with Myndstream to integrate sonic frequencies into our spa experience, in order to give our clients a deeper state of relaxation and a lasting sense of wellbeing."

Freddie Moross, Founder of Myndstream, added:

"111SKIN SPA/CLINIC is synonymous with modern luxury, and today's discerning spa guests expect experiences that are as immersive as they are results-driven. With science at the core of both brands, this partnership allows us to define the sound of five-star spa luxury—using music not as a backdrop, but as an integral component of wellbeing."

Supplementary information

111SKIN Pre-Treatment Ritual

Designed to gently transition guests from the outside world into a state of calm, this soundscape combines functional music by Myndstream with optional guided breathwork led by renowned breathwork practitioner Jamie Clements, Founder of The Breath Space. The ritual encourages guests to pause, decompress, and become fully present—maximising the benefits of their treatment. The experience can be layered seamlessly into any 111SKIN SPA/CLINIC treatment, either pre- or post-ritual, and is available with or without guided breathwork.

Reparative Journey

Inspired by the brand's signature Reparative Facial, this bespoke soundscape has been designed to complement 111SKIN SPA/CLINIC's skin-barrier-strengthening protocols.

The music supports relaxation, reduces stress responses, and enhances the overall effectiveness of the 60-minute treatment, creating a deeply restorative experience.

Music and Wellness in One

To capture 111SKIN SPA/CLINIC's values of luxury, care, and results driven excellence, Myndstream has also created a bespoke sonic logo, subtly woven throughout each soundscape to reinforce brand identity and emotional connection.

Accessing the Soundscapes

Existing 111SKIN SPA/CLINIC partners with a Myndstream subscription can access the soundscapes immediately via The Stream, Myndstream's fully licensed global streaming platform.

Partners new to Myndstream can:

- Sign up for a complimentary two-week trial of The Stream
- Download the app via the official App or Google Play Store
- Access the 111SKIN SPA/CLINIC soundscapes under Brand Partnerships

For further information, including imagery or expert quotes, please contact Christine Isabel Serrao at christine@111skin.com

ABOUT 111SKIN

Founded in 2012 by world-renowned plastic and reconstructive surgeon Dr Yannis Alexandrides MD, 111SKIN is a global skincare brand that bridges the gap between clinical science and glamour. Leveraging Dr Yannis' expertise across decades and thousands of surgeries, he first launched the now best-selling Repair Serum to help his patients accelerate the healing process following procedures. The ethos of pairing highly effective actives with breakthrough technologies while minimizing the risk of sensitivity is still at the heart of each product innovation.

At 111SKIN SPA/CLINIC residences, we combine sumptuous wellness rituals with clinical precision for a luxurious and tailored skincare experience. 111SKIN's SPA/CLINIC concept resides in more than 150 luxury locations globally, invoking hotel groups such as Mandarin Oriental, Four Seasons, Bvlgari, Kempinski, Ritz Carlton Yacht Collection, and more.

Further information is available at 111SKIN.com and via @111SKIN on social media.

ABOUT MYNDSTREAM

Pioneering a new approach to wellness audio, Myndstream blends art and science to create music that transforms spaces and elevates how people feel within them. The

brand collaborates with leading academic institutions and wellness organisations to explore music's therapeutic potential and works with world-class musicians to craft immersive soundscapes designed to promote relaxation, focus, and emotional wellbeing.

Widely recognised 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, Bridgerton, and Whiplash.

Further information is available at myndstream.com and via @myndstream on social media.