



Swell
Spa

**Therapeutic
Sound
Treatments**

**Spa, Hotels and
Wellness Brands**



Who are we?

- **Swell Founder** - Brian d'Souza
- **MA Music Psychology** , MSc Sound Design
- **Sound Therapy** with British Academy of Sound Therapy
- **Award-winning** musician and International DJ - SAY Award for Scottish Album of The Year 2019+
- NESTA **Creative Pioneer** . Founder of Open Ear Music, 7-figure exit achieved in 2023
- Owns 'A State Of Flo' Records & 'Ambient Flo' Radio



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The Rise of Sound Therapy

- **‘UBER TREND’** Global Wellness Summit
- **40% OF URBAN ADULTS ATTENDED OR INTERESTED IN SOUND BATH**
- **95% HAVE HAD POSITIVE EXPERIENCES** - Feel calm, reduce stress, sleep disruption and chronic pain

>>> HOW DO YOU WANT YOUR CUSTOMERS TO FEEL?

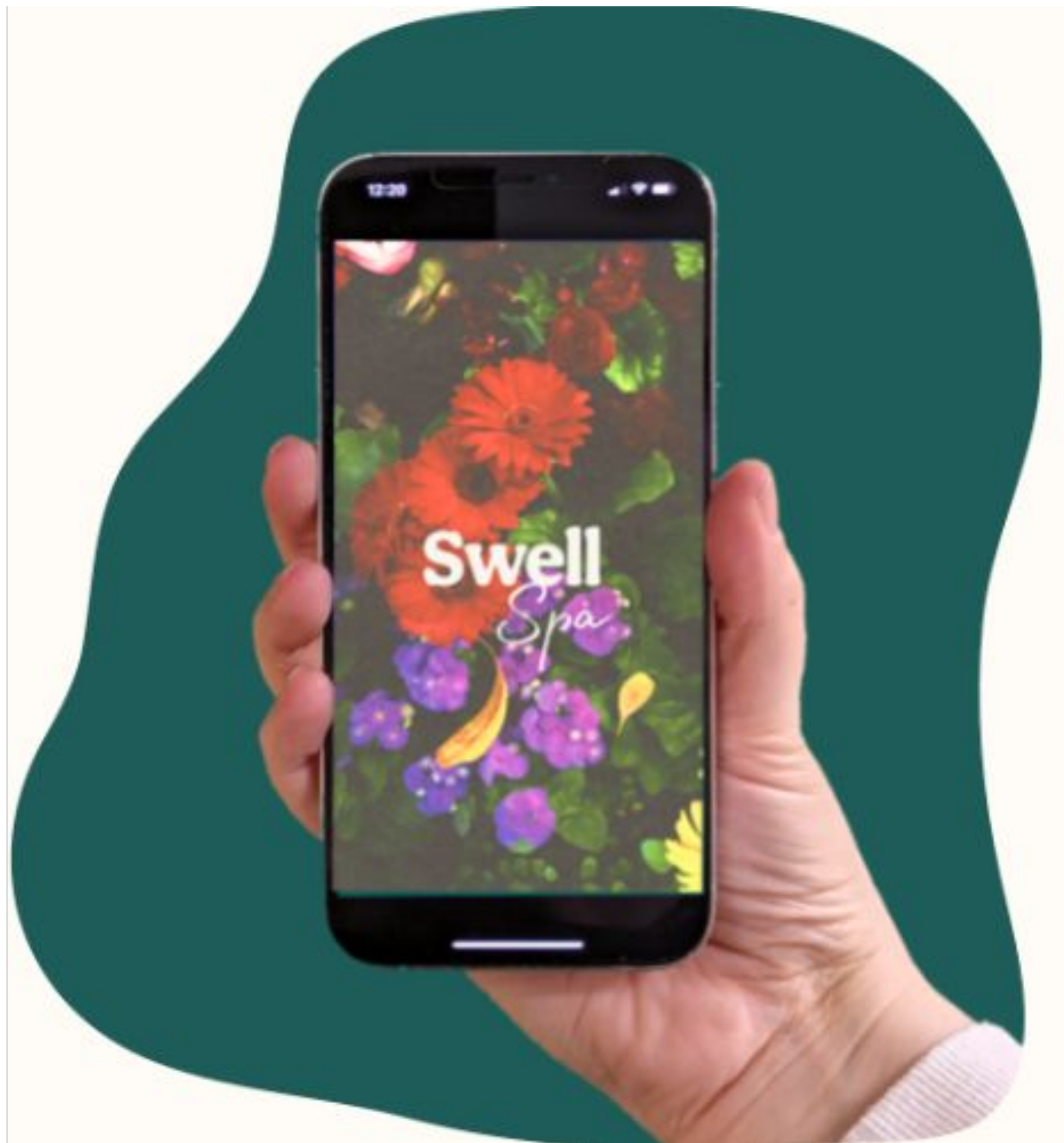


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Introducing SwellSpa

- **PERSONALISED** digital Sound Therapy app
- **ELEVATE** sound above background music playlists
- unique Generative AI Sound technology
- **SCIENTIFICALLY-TESTED** to deliver better health outcomes and enhance spa experience
- **EXCLUSIVELY** designed for spa and wellness



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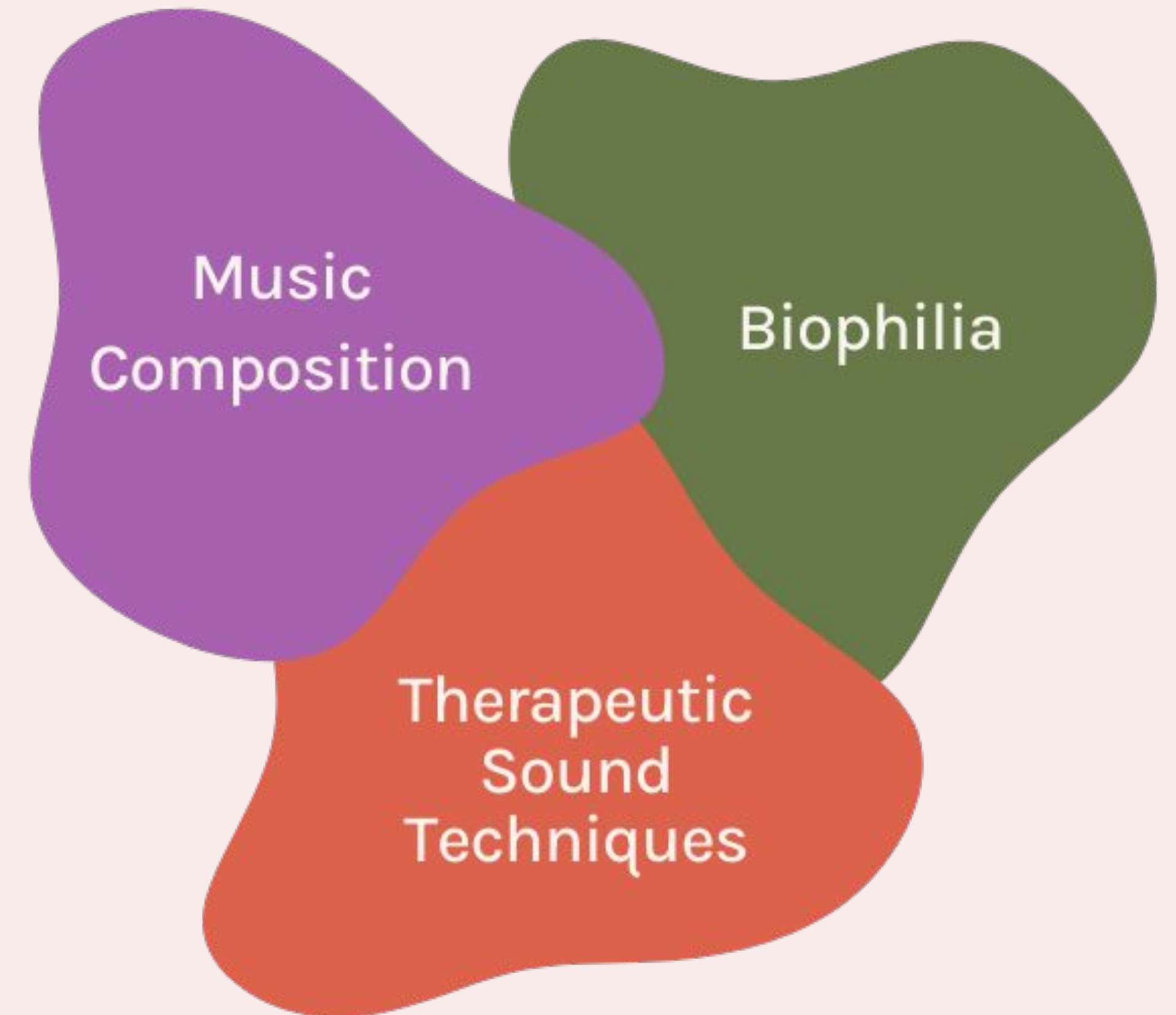
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Our Methodology

1. **BIOPHILIA** – biological:
connection to nature
2. **SOUND THERAPY** – physiological:
states for relaxation
3. **MUSIC COMPOSITION** –
neurological: emotions and
memories



Scientifically-tested

Kinda Studios x Goldsmiths Uni Study

1. **DEEP RELAXATION** - Reduction in heart rate
2. **EMOTIONAL UPLIFT AND AWE** - Uplift in alpha waves on EEG
3. **RESTORATIVE** - Feeling of calm
4. **CONNECTION TO NATURE** - Feeling of oneness



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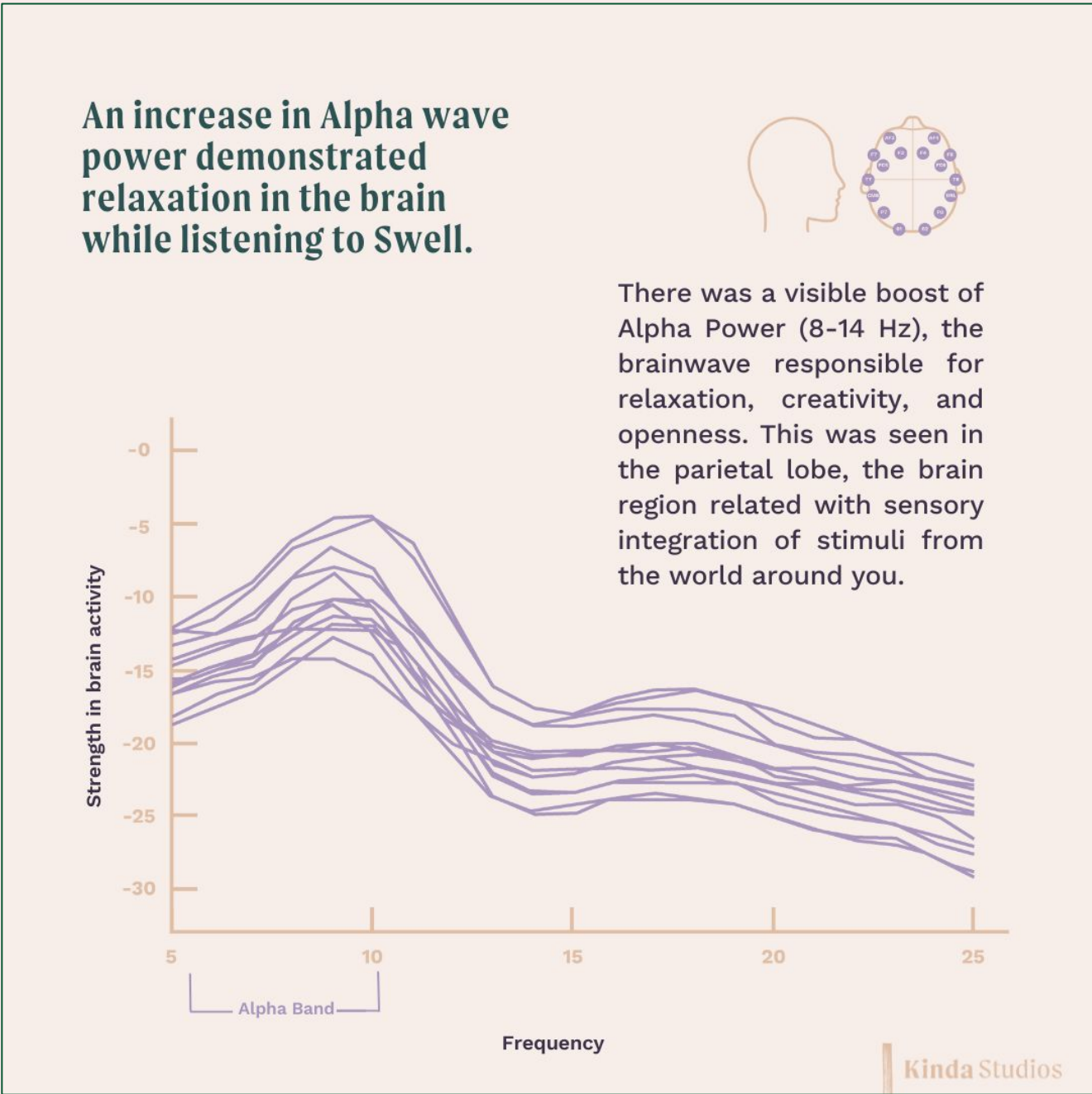
Scientificallly-tested

Kinda Studios x Goldsmiths Uni Study

Swell Sound Treatments: A Neuroscience Study

Does Swell Sound Treatment drive relaxation and nature connection to support health and wellbeing in listeners?

Kinda Studios



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Heart Rate

Swell also reduced the heart rate of individuals compared to both urban noise and the normal resting measure

Baseline	74.14
City Noise	74.90
Swell	72.23

Kinda Studios

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Participants were more relaxed when listening to Swell

57.4% — compared to urban sounds

29.8% — compared to silence

Kinda Studios

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More than Playlists

- **SOUND JOURNEYS (NOT MUSIC GENRES)** - Power of sound to transport
- **GENERATIVE MUSIC** - Unique every listen, reducing listener fatigue and staff demotivation
- **END-TO-END** - Purposeful, meaningful, active (not passive)

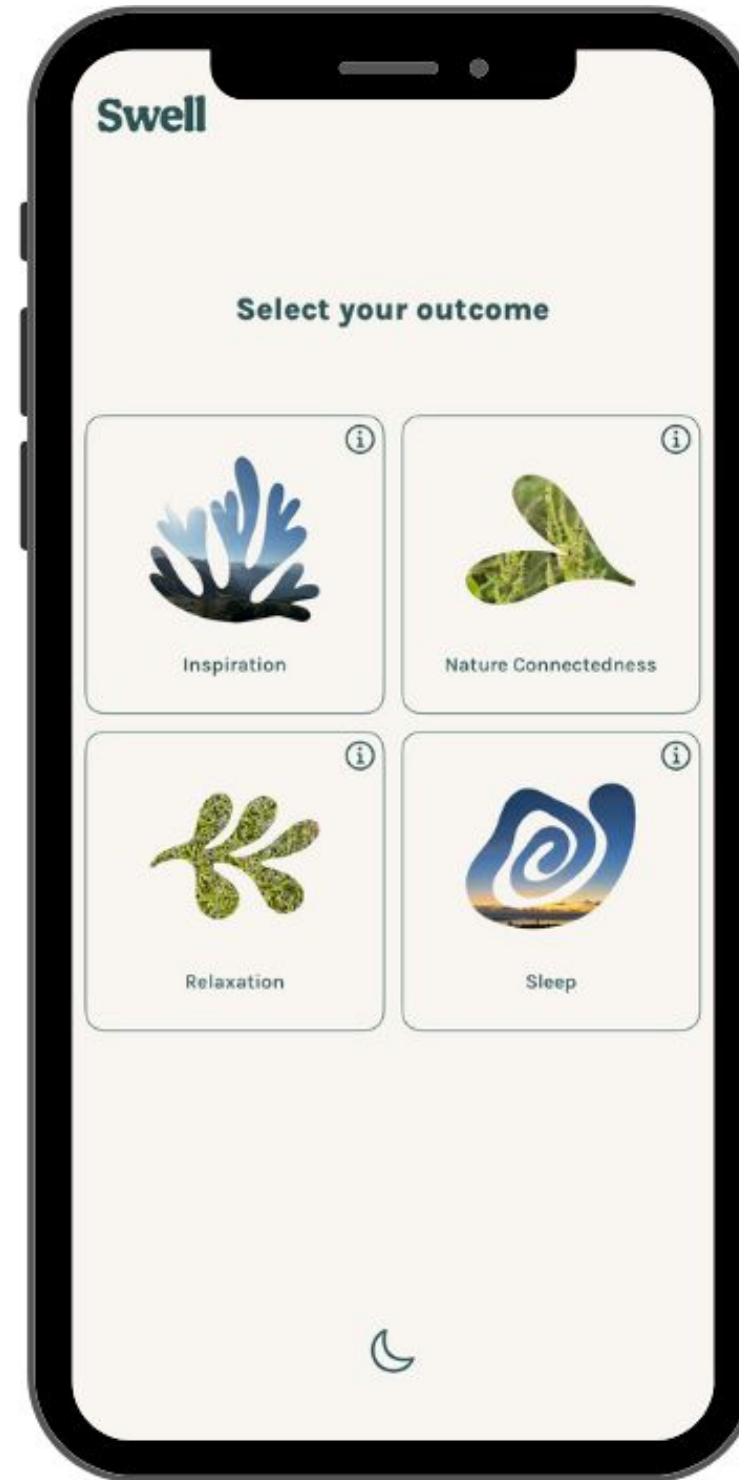




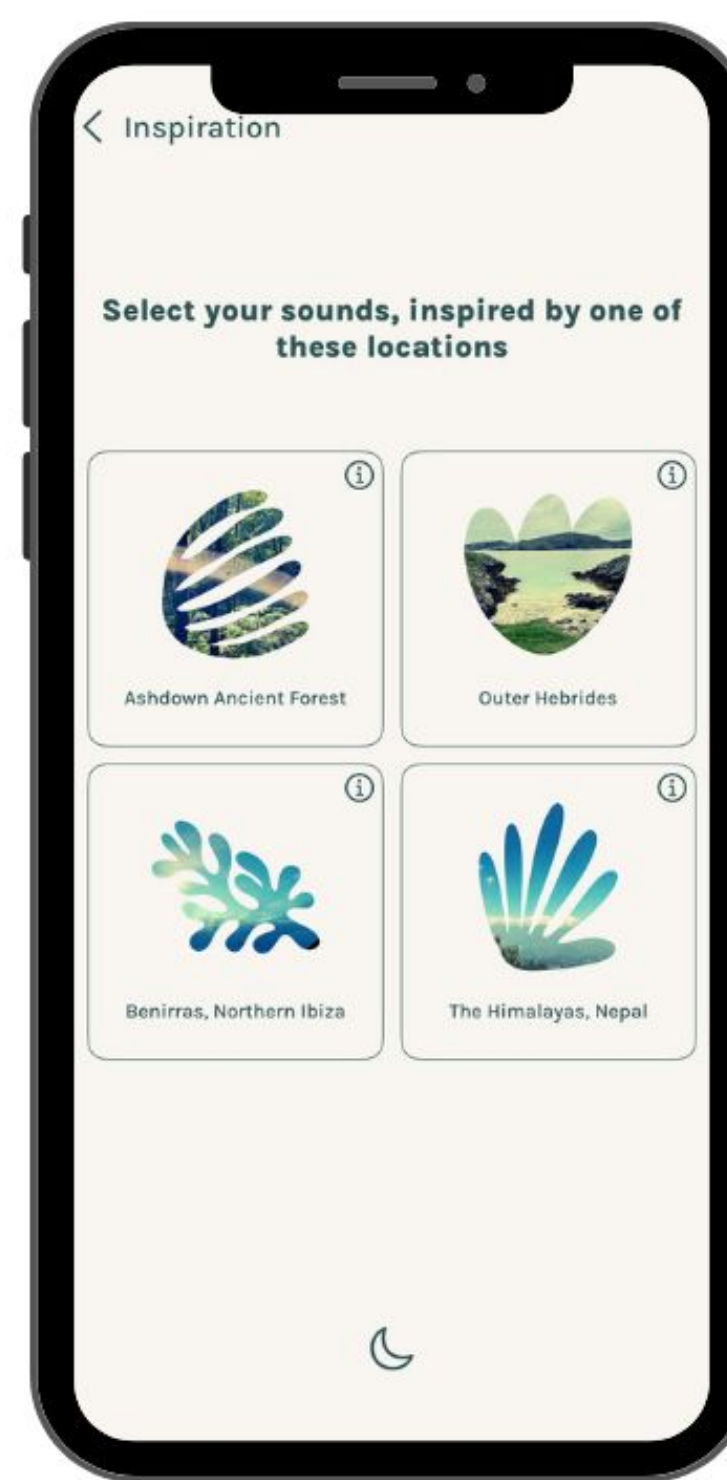
The Technology



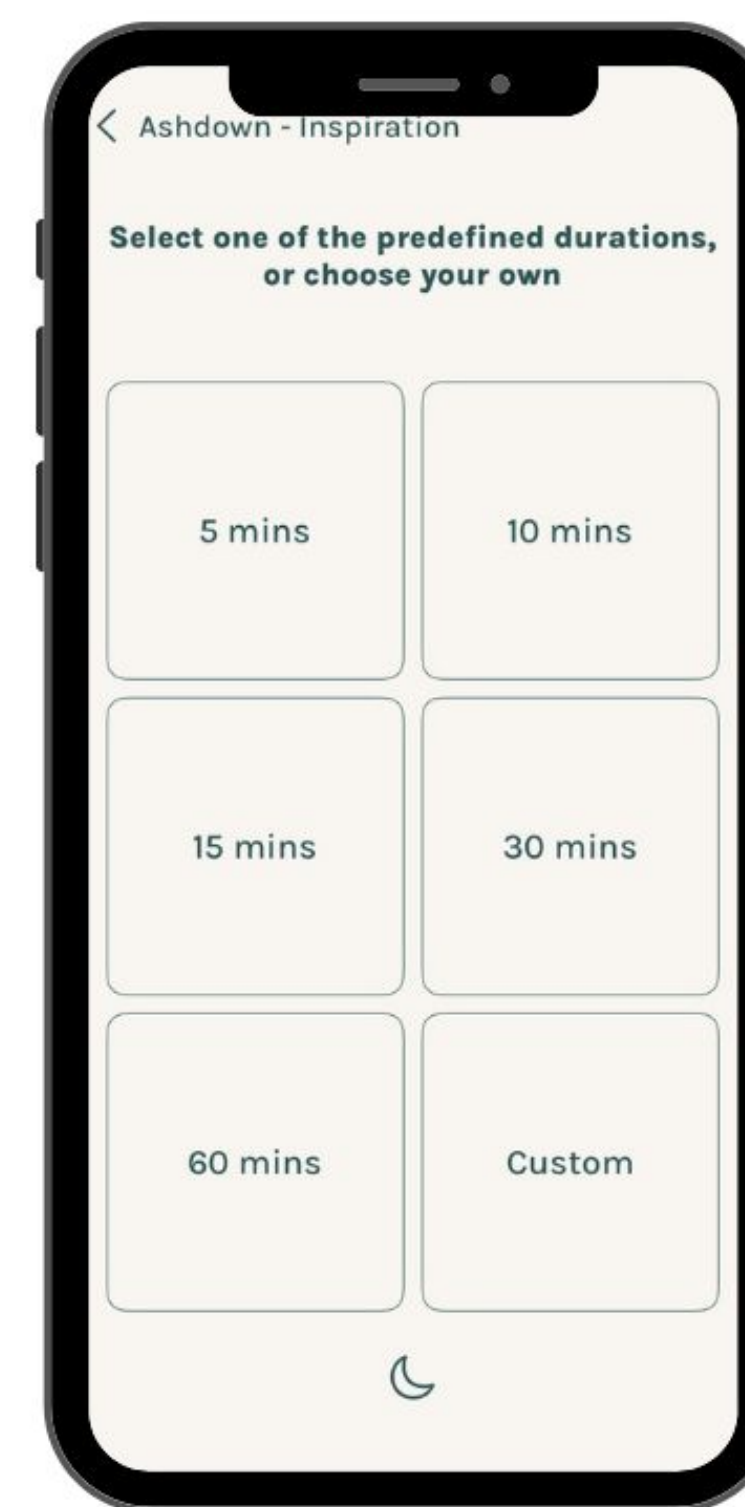
1. SIMPLE TO
INSTALL ON IOS
DEVICES
(IPHONE + IPAD)



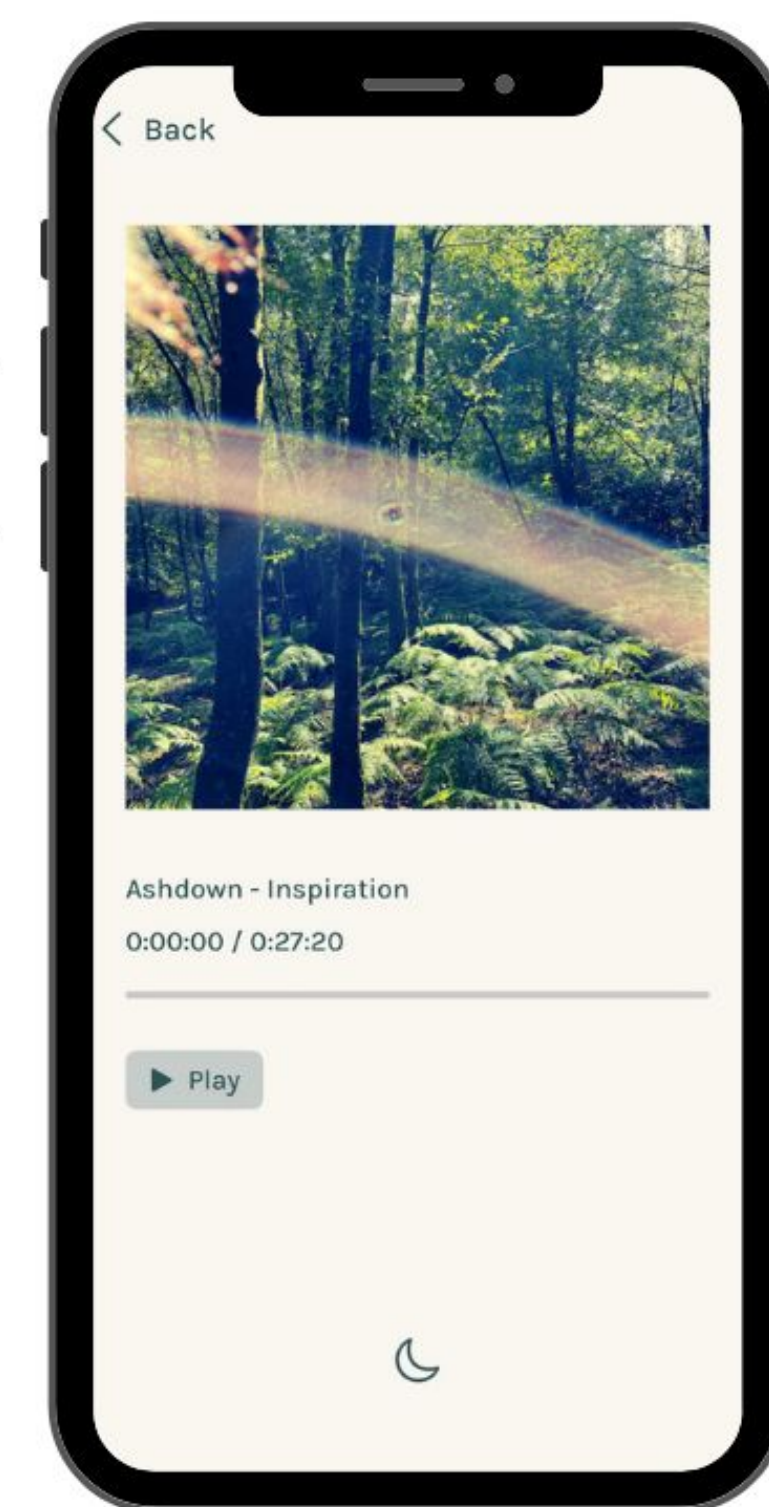
2. CHOOSE
YOUR DESIRED
OUTCOME



3. SELECT
YOUR
LOCATION



4. CHOOSE
YOUR
EXPERIENCE
DURATION



5. A NEW
SOUND
EXPERIENCE
IS CREATED -
PRESS PLAY!

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The Technology

Set up

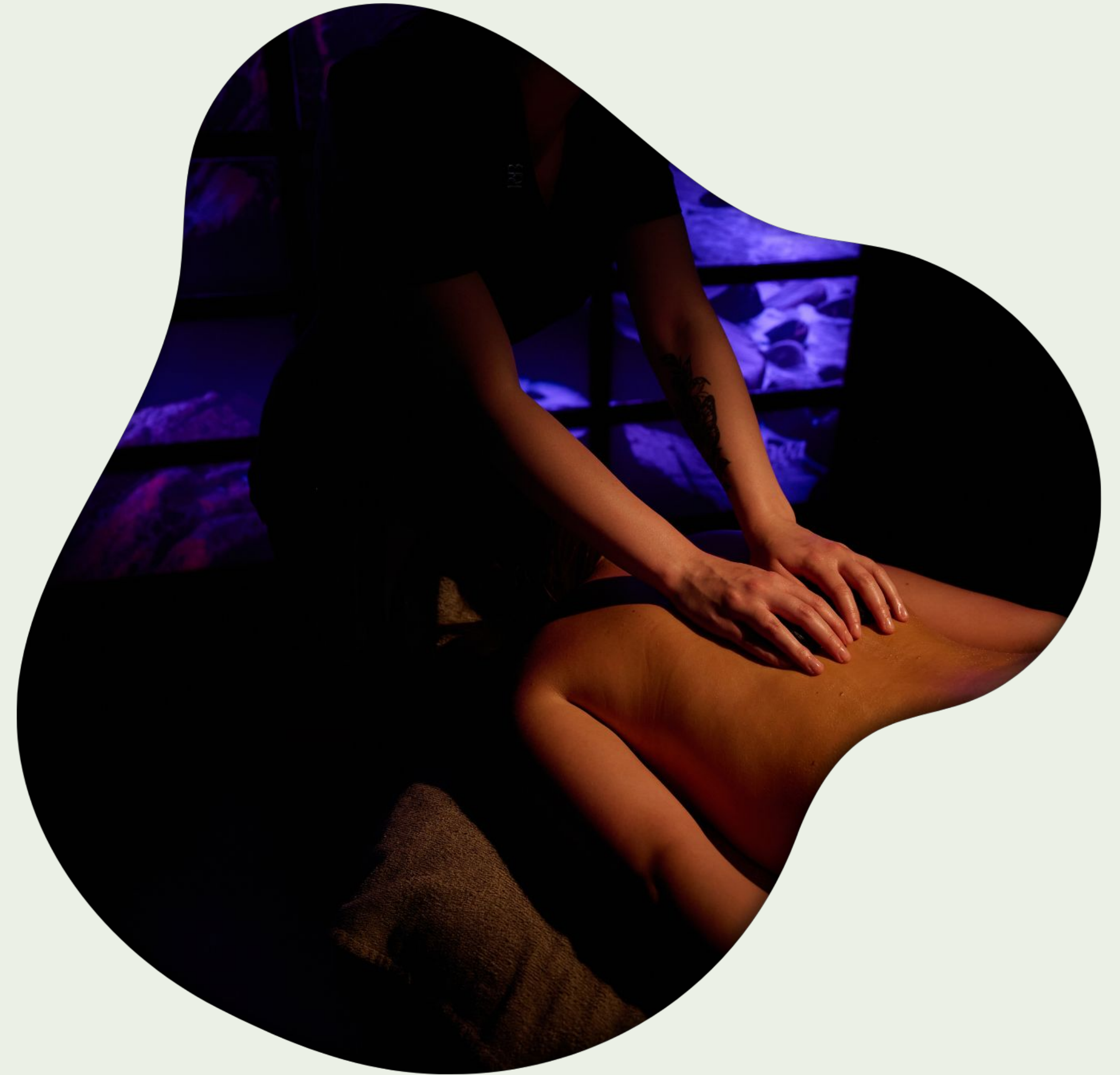
- **iOS DEVICES** - iPad, iPhone
- **SPEAKERS** - Bluetooth or integrated system
- **LICENSING** - none required
- **COST** - Annual Subscription - £240 / \$300 per user/room. Multi-user discount available. Bespoke POA.



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1. Treatment Rooms

- **EXPERIENTIAL** - Accompaniment to massage treatments
- **SOUND JOURNEY** - Immersive experience, not passive
- **CHOREOGRAPHED** - Timed to massage
- **NOVEL** - Reduced Listener Fatigue



2. Touchless Treatments

- 1. DEDICATED RELAXATION ROOM**
- ‘SWELL ROOM’
- 2. VIBROACOUSTIC FURNITURE -**
Provided by Spa Vision
- 3. ADD-ON / BOOKABLE**
EXPERIENCE
- 4. NO STAFF REQUIRED**



2. Touchless Treatments

KIMPTON EDINBURGH CHARLOTTE SQ

- 100+ BOOKINGS PER MONTH
- 20 MINS = £10
- 40 MINS = £15
- ROI AFTER 3/4 MONTHS

“Since launching, the Swell Room has been a great hit with our guests attracting hundreds to experience it every month. We’ve only ever heard positive feedback and will be seeking to roll it out elsewhere”

Dawid.Bozuchowski, Spa Manager, Charlotte Square

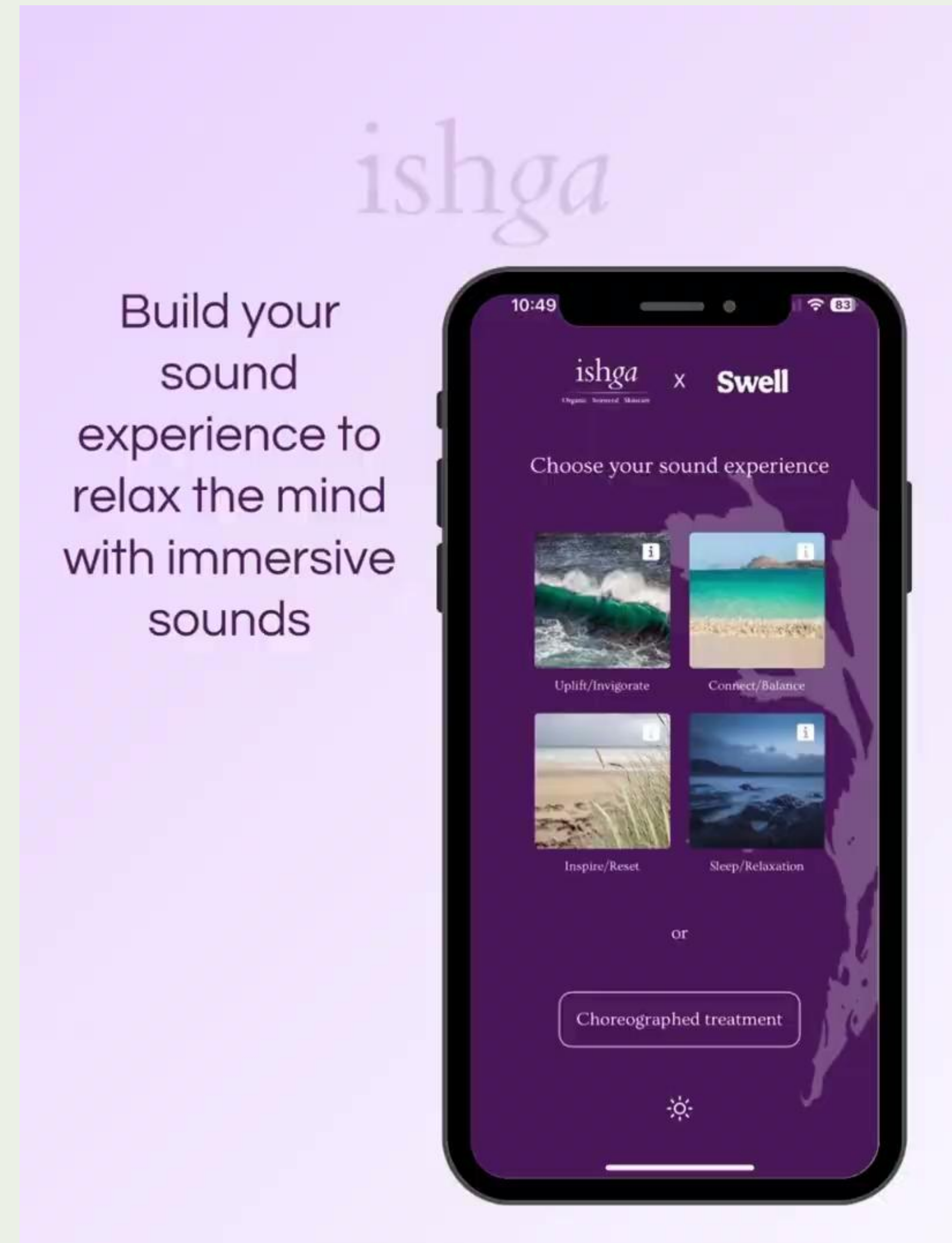
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3. Bespoke Treatment Menu

- **BESPOKE APP** - White Label Option
- **LOCALISED RECORDINGS** - Bring the outside in, make it unique
- **CHOREOGRAPHED SOUNDS** - Match each treatment
- **SYNCS WITH PRODUCTS** - Full sensory experience

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4. Wellness outside of the spa

- **IN-BEDROOM WELLNESS** - Bring the spa into the bedroom
- **BRING THE SPA HOME** - Well-being journey continues
- **MONETISED APP OPPORTUNITY** - Mobile and on-the-go



Who we work with



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What they say

**“It’s a deep, otherworldly sound that you feel within your soul.
It’s the future of spa-ing”**

Angelina Villa-Clarke, Forbes after visiting Coworth Park



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What they say

“I found Swell was brilliant in helping me clear my frenetic mind in just 15 minutes, transporting me away from the devices and screens to be immersed in nature through sound.”

Ross Stone, Founder, We Are Crackle Health



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What they say

“That was unreal, I really loved it. I definitely felt like I was going in and out of different states of consciousness, so much so it was a like a full body experience. It took me a while to process and come back to the room after - in a good way.

I think you’ve created something really wonderful here. Thank you!”

Lauren Parmar, Mood London, Coaching Studio

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What they say

“The Swell Experience is one that I would truly recommend to anyone. It gave me an opportunity to feel relaxed and inspired while in the midst of a very busy world.

It also reminded me to set time aside for this type of experience as it is crucial to our mental health and wellbeing.”

Dr Clare Renfrew, Abbey Road Studios

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swellstudio.io

