

MUCONSULTANCY · BY MULABS

Wellness activation & brand building

Wellness, *measured.*

We design wellness experiences people can feel, and we measure what they do. Then we turn that into brands, rooms and programmes that hold up to scrutiny, from a single event to a flagship destination.

BASED IN

Lisbon & Aljezur, Portugal

SERVICES

Wellness Activation
Wellness Brand Building

BACKBONE

Applied neuroscience
since 2015



Wellness that can show its *data*.

The wellness and longevity market is crowded with promises. What it lacks is proof: experiences that are measured, and brands built on what the measurement actually shows.

SERVICE ONE

Wellness Activation

We design and run wellness experiences for events, retreats, resorts, clinics and brand launches. Breath, movement, sound and light, with live brain and body data in the room, so guests see their own nervous system respond in real time.

SERVICE TWO

Wellness Brand Building

We help wellness and longevity brands find a position they can defend. Narrative, signature rituals, an evidence layer from pilot studies, and a network of clinical and community partners: the substance behind the story.

Promises are cheap. *Proof* is rare.

Guests are sceptical.

Longevity and wellness audiences have heard every claim. What earns their attention now is something they can see and feel, in their own body, in the room.

Brands are exposed.

Health-adjacent claims attract scrutiny from regulators, press and clinicians. Language that overreaches is a liability. Language backed by measurement is an asset.

Events blur together.

Panels, a coffee break, a goodie bag. The gatherings people remember are the ones where they took part, not the ones where they only listened.

MuConsultancy sits in the gap: *experiences people feel*, with *data that shows what happened*.

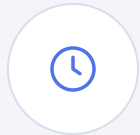
SERVICE ONE

Wellness *Activation*

Experiences people feel, and data that shows what happened.

A room people *remember*

built around practice, live measurement and honest science. Not a booth or a buffet line.



01

Signature experience design

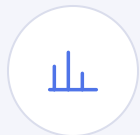
A guided arc (arrival, breath, movement, sound, integration) designed for your audience, your venue and the time you have.



02

Live biodata in the room

EEG, heart-rate variability and breath shown on screens and projections as they happen. Guests see their own state shift.



03

Programme & voices

We curate the panel, the practitioners and the displays, and brief speakers to say plainly what is working and what is still only promising.



04

The measured afterglow

A short post-event report: participation, before-and-after self-report and anonymised group physiology, ready for your partners and press.

What a guest *actually* goes through

Every activation follows the same five beats, whether it lasts forty minutes or three days.

i

Arrive

A calm threshold: light, sound and a short welcome that slows the room down before anything starts.

SOUND · LIGHT

ii

Baseline

A two-minute check-in: a short EEG or heart-rate snapshot and three quick questions on how they feel.

EEG · HRV · SELF-REPORT

iii

Practice

The guided core: breath, movement or focus work led by a practitioner, with live data on screen.

BREATH LAB · BRAIN MIRROR

iv

See it

The moment people talk about afterwards: their own before-and-after, shown back to them simply.

LIVE VISUAL

v

Take home

A personal one-page summary and one practice to keep, so the experience lasts beyond the day.

PERSONAL SUMMARY

Formats we bring *into the room*

Owned, tested, and run by our own team. Combined to fit a breakfast, a retreat day or a multi-day flagship.

NEURO-VISUAL

Brain Mirror

A guest's live EEG drives a large-scale visual. Calm, focus and arousal become something the whole room can watch.

BREATH

Breath Lab

Guided breathwork with live heart-rate and breath feedback, for groups of 6 to 60.

IMMERSIVE

Voxel Cube

A walk-in light-and-sound volume that responds to biofeedback. Our flagship installation.

INTERACTIVE

Magic Mirror

A reflective interactive surface that turns movement and presence into generative visuals.

SPACES

Immersive rooms & mapping

Projection mapping and sensory rooms for venues, facades and resort spaces.

ASSESSMENT

Brain & body check-ins

Short EEG and heart-rate variability snapshots, with a personal summary for each guest.

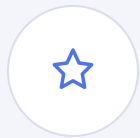
SERVICE TWO

Wellness *Brand Building*

Fewer promises, stronger proof.

A brand with *substance* behind the story

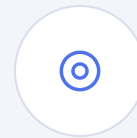
For resorts, retreat centres, clinics, product makers and longevity start-ups that want to be trusted, not just noticed.



01

Position & language

A narrative and vocabulary your claims can stand behind. We describe what is measured, not what is cured, which keeps you credible and out of trouble with regulators.



02

Signature ritual

The one experience guests associate with you. Designed, scripted and staff-trained so it runs the same way every time.



03

Evidence layer

Pilot studies with EEG, heart-rate and questionnaires, designed and analysed by our lab and reported honestly, including what didn't work.



04

Partners & community

Introductions to clinicians, practitioners, venues and events in our network, so the brand lives in rooms as well as on a website.

The brand build, *in hand*

Concrete outputs, not a mood board. Each one is usable by your team the week it is delivered.

Strategy

Audience and competitor map

Positioning statement

Brand narrative and tone of voice

Claims and language guide

Experience

Signature ritual, fully scripted

Space, sound and light brief

Staff training session

Guest-facing materials

Evidence

Pilot study design

Data collection on site

Analysis by our lab

Plain-language results summary

Launch

Launch event or activation

Photo and video content

Partner and press introductions

90-day review

EXAMPLE ONE

ILLUSTRATIVE

The Longevity *Weekend*

How we would activate a two-day longevity gathering in Lisbon.

Two days, two rooms, *one conversation*.

The brief: a host brings together longevity practitioners, clinicians and investors in Lisbon, and wants the weekend to feel lived, not lectured. MuConsultancy designs and runs the experience layer.

DAY ONE · SATURDAY

Longevity in *Practice*

An open, communal morning. Guests move, breathe and measure before they talk. A clinical panel speaks plainly, and builders show their work as experiences rather than slides.

60–80

guests

5 h

morning

3

formats live

DAY TWO · SUNDAY

The *Roundtable*

Fewer chairs, sharper focus. Investors and partners join Day One's voices over a long lunch. Saturday's group data opens the conversation, so it starts from evidence, not pitches.

18–24

seats

4 h

lunch

1

shared data brief

An unhurried *morning*, measured

08:30	Arrival & baseline Soft sound and light at the door. Each guest takes a two-minute heart-rate snapshot and answers three questions.	CHECK-IN STATION
09:00	Morning movement & breath Yoga flowing into guided breathwork, with the room's combined heart-rate rhythm projected on the wall as it settles.	BREATH LAB
10:00	A grounded panel Clinicians on what is working in prevention today, and what is still only promising. Moderated by MuLabs, with live questions from the floor.	CURATED PANEL
11:00	Displays from the field Builders show their work as something guests can try. At the centre, Brain Mirror: one volunteer's live EEG drives the room's visuals.	BRAIN MIRROR
12:00	A long breakfast table One shared table, plus a quick second check-in so guests see their own before-and-after on their phone.	PERSONAL SUMMARY

The roundtable starts from *evidence*

12:30	A quiet arrival A two-minute guided breath at the table to bring everyone into the same state before talk begins.	GUIDED BREATH
13:00	What Saturday showed A five-minute, anonymised brief of the group's data from Day One: what shifted, what didn't, and what that suggests for the field.	DATA BRIEF
13:15	Lunch & roundtable Three moderated themes: practice, evidence and capital. Builders and investors speak as peers, not pitchers.	MODERATED
16:00	Next steps Each guest names one introduction they want. The host receives a follow-up list within 48 hours.	FOLLOW-UP LIST

Every guest is a *participant*

i The clinical voice

DAY ONE

Physicians and practitioners who speak plainly about prevention, on the panel and at the table. We brief them on the measures in the room.

ii The builder in the field

DAY ONE

Founders and teams who bring their work as an experience. We help them turn a stand into something guests try.

iii The investor & partner

DAY TWO

Capital and strategic partners, who join with Saturday's data brief already in hand.

iv The host & venue

BOTH DAYS

The brand, resort or organiser that sets the table. MuConsultancy runs the experience layer under their name.

The weekend, *in one report*

Participation

Who came, who took part in each format, and how long they stayed.

Before and after

Self-reported calm, energy and focus at arrival and at the end, for the group as a whole.

Group physiology

Anonymised heart-rate variability across the breath session, shown as one shared curve.

Honest reading

What changed, what didn't, and what can and cannot be concluded from one morning.

Content pack

Photos, short video and the live visuals, cleared for the host's channels.

Longevity Weekend · Day one

SAMPLE LAYOUT

GROUP HEART-RATE VARIABILITY ACROSS THE BREATH SESSION



SELF-REPORT, ARRIVAL → END

Calm



Energy



Focus



Layout only. Shapes are placeholders, not results.

EXAMPLE TWO

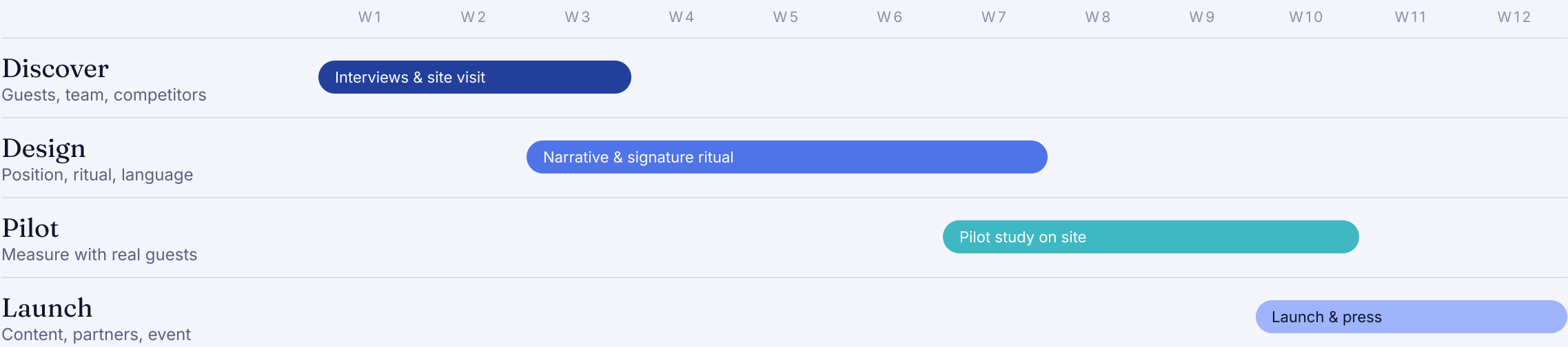
ILLUSTRATIVE

A coastal *retreat brand*

Twelve weeks from a beautiful place to a brand people trust.

Twelve weeks, *four phases*

The brief: a small retreat on the Portuguese coast has the setting and the team, but sounds like every other wellness venue. The goal is a clear position, one signature ritual and evidence behind it.



Position, ritual, *proof*

SIGNATURE RITUAL

Sunrise Coherence

40 minutes at first light, on the cliff deck

Slow breath at about six breaths a minute, led by retreat staff

Optional heart-rate band; each guest sees their own curve

Closes with tea and one sentence written in a journal

EVIDENCE LAYER

A pilot with real guests

About 20 guests across three retreat weeks

Heart-rate variability and mood, before and after the ritual

Short EEG check-ins on the first and last day

Plain-language summary, published whatever it shows

LANGUAGE GUIDE

Say this, not that

SAY

A practice to help you settle

We measure how your body responds

Guests often report feeling calmer

Wellbeing and self-regulation

AVOID

Cures stress

Clinically proven

Reverses ageing

Therapy or treatment

We have measured this *before*

27 PROJECTS	Studies and activations since 2015 Research pilots, experiences and consultancy work for wellness, brand and research clients.
41 PARTICIPANTS	Wellness pod: two programmes (2024) EEG, heart-rate variability, respiration and skin conductance, with pre and post baselines.
23 PARTICIPANTS	Immersive forest installation (2024) EEG, heart rate, skin conductance, cortisol and questionnaires, pre and post.
19 PARTICIPANTS	Breath-Mind Navigation pilot (Alchemy, 2023) Breathwork with EEG, heart-rate variability, SpO ₂ and cortisol, re-analysed by MuLabs in 2026.

OUR STANDARD

If we can't measure it, we don't promise it.

Measured, not claimed. We report what the data shows and nothing more.

Null results published. When an effect isn't confirmed, we say so plainly.

Wellness, not medicine. Experiences are framed as self-regulation and wellbeing, never as treatment.

Privacy first. Guest data is anonymised and never sold.

The shape of an *engagement*



01 · DISCOVER

A direct conversation

30 minutes on your audience, venue, brand and what success looks like. No standard packages.



02 · DESIGN

The arc & the measures

Experience design, formats, speakers and the few measures that matter, agreed before anything is built.



03 · ACTIVATE

We run the room

Our crew installs, guides and operates everything: tech, practitioners, live visuals, data capture.



04 · REPORT

What it did

A clear post-engagement report and content you can use with partners, guests and investors.

Every engagement is scoped after the first call.

Four ways to *work with us*

i The activation

SINGLE DAY

One event, one room. A signature wellness moment for a conference, side event, brand launch or private gathering.

ii The flagship experience

2-7 DAYS

Multi-day programmes and installations for festivals, retreats and summits, with live biodata and a measured report.

iii The brand build

8-16 WEEKS

Positioning, signature ritual, evidence layer and launch for a wellness or longevity brand, start-up or destination.

iv The resident partner

ONGOING

Resorts, clinics and centres that want measured wellness built into their offer, with our methodology, tech and team on an ongoing basis.

POWERED BY MULABS

The brain as something we can *train*.

MuLabs is a Lisbon neuroscience lab working with qEEG brain mapping, neurofeedback, biofeedback and biodata arts. MuConsultancy brings that lab into organisations, events and wellness brands, so what is promising in research meets the people who can put it into practice.

FOUNDED

Lisbon, 2015

LED BY

Francisco Marques Teixeira

METHODS

EEG · HRV · breath · biometrics

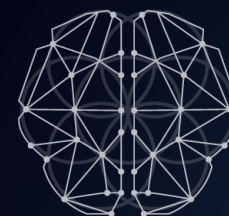
REACH

Portugal, Europe & the Gulf

START THE CONVERSATION

Let's build a room worth *measuring*.

Tell us about your event, venue or brand. The first step is a 30-minute call:
no slides, just what you want people to feel and how we'll know it worked.



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STUDIO

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