MULABS

MUCONSULTANCY · BY MULABS

For hotels, resorts & longevity clinics

Hospitality, *measured.*

Your guests already come for recovery, sleep and a clearer head. We add the layer the market is missing: brain and body measurement, honest interpretation, and rooms designed around what the data shows.

FOR	TWO OFFERS	BACKBONE
Hotels & resorts Longevity clinics	The venue you have The hotel you're building	Applied neuroscience since 2015

MULABS

Six shifts in *wellness hospitality*

01 · DIAGNOSTICS ON SITE

Longevity is the new luxury

Destination clinics now put testing inside even short stays, and city clubs sell "wellness dates" in place of late nights.

Seen at: Lanserhof Sylt (bone density, skin analysis in a 3-day stay), SHA Wellness Clinic, COA biohacking clinic

02 · THE BRAIN GOES RETAIL

Brain mapping as a guest offer

EEG brain maps are being sold as a check-up, a lead-in to brain training, and as the centrepiece of retreats.

Seen at: Longevium Dubai "Neuro Check-up", One Brain X qEEG mapping, Adya neuroscience immersion retreats

03 · RECOVERY AS RITUAL

The bathhouse is the new bar

Group saunas, cold plunges and contrast circuits are built as social spaces, often phone-free, with memberships.

Seen at: The Altar NYC (50-person sauna), a phone-free Sydney venue, Nirvana contrast suite, Revive X Recovery

04 · WELLNESS YOU INHABIT

The room does the work

Light, sleep and nature are designed into the building: circadian lighting, jet-lag plans, biophilic interiors, wellness-led real estate.

Seen at: Equinox Hotels (circadian lighting, Sleep Lab), Six Senses (jet-lag plans), Aroeira near Lisbon

05 · SOUND, LIGHT, FREQUENCY

Sensory rooms everywhere

Sound baths, red-light classes, float-and-frequency sessions. Many come with claims that nobody has measured.

Seen at: Alo float & frequency (Berlin), Red Room Studio Marbella, Lume Bali, sound-healing rooms

06 · THE TRUST GAP

Guests want interpretation

Affluent guests have tests and wearables already. What they lack is someone they trust to explain the results, and fewer dashboards.

Raised in: Lemongrass Travel Trend Report 2027 (wellness strategists), longevity-practice commentary

Drawn from venues' and commentators' own public posts, collected by MuLabs in October 2026. Descriptions are as those venues present themselves, not MuLabs' assessment.

MULABS

Everyone is buying equipment. Few can show *what it does*.

Equipment is a commodity.

A sauna, a cold plunge, a red-light panel: the next hotel can buy the same one. The experience around it, and the proof of what it does, is what can't be copied.

Claims are a liability.

"Resets your mitochondria", "lowers cortisol", "quantum": guests, press and regulators are getting sharper. Language that overreaches costs trust.

Data without a guide.

A brain map or a heart-rate curve means little on its own. Guests value the person who explains it, and one practice they can take home.

MuLabs brings the missing layer: *measurement*, *interpretation* and *rooms designed around both*.

We watched the venues. *Nothing is measured.*

01 · RECOVERY CIRCUIT

Seven stations, 45 minutes

Float, red light, recovery chairs and a functional café, sold as one stacked circuit. **MuLabs adds:** a check-in before station one and a re-check after station seven.

Seen at: a London biohacking club

02 · CONTRAST CLUB

Ice at 3 °C, pool under 38 °C

Ice baths, warm pool, infrared cabins, compression boots, guests filming each other. **MuLabs adds:** a before/after result card guests want to share.

Seen at: Revive X Recovery

03 · SOCIAL BATHHOUSE

Light is the design tool

Red and amber rooms, a round lounge built for sitting together, a cold plunge, a "3 sessions" pack. **MuLabs adds:** light and sound programmed as an evening ritual, with its effect measured.

Seen at: The Altar NYC

04 · BRAIN-SENSING RETREAT

EEG as the hook

Forehead sensors during meditation, a "session complete" dashboard, a "we rewire you" poster. **MuLabs adds:** a full qEEG map, a MuLabs PRYSM report and a person who explains it.

Seen at: Adya neuroscience retreats (India), a measured-meditation studio

05 · LONGEVITY DAY

08:00 to 20:00, told as a film

Gong session, a breathing chamber, massage, a terrace consultation. **MuLabs adds:** a measurement at 08:00 and at 20:00, so the day shows its own change.

Seen at: SHA Wellness Clinic (Spain)

06 · SENSORY ROOMS

Moss ceilings, red-light mats, light trails

Rooms designed for the photo and the mood. **MuLabs adds:** rooms designed around a measurement moment, so the mood has evidence.

Seen at: Quantum Wellness Spa (Los Angeles), Red Room Studio Marbella, Astra Lumina by Moment Factory

From the venues' own Instagram reels, watched frame by frame by MuLabs in October 2026. Described as the venues present themselves; none of them showed a measurement of what the experience does.

MULABS

OFFER ONE

The venue *you have*

Modules that plug into an existing spa, clinic or resort programme.

MULABS

What we add to *your programme*

Each module runs on its own or combines into a signature stay. Our team sets it up, trains your staff and stays on call.

ASSESSMENT

Brain & body check-in

A qEEG brain map and heart-rate variability reading at arrival, analysed with MuLabs PRYSM and explained to each guest in a short conversation.

TRAINING

Brain-training suite

Neurofeedback sessions during the stay, guided by the check-in, with an option to continue at home on a remote programme.

RECOVERY

Measured recovery circuit

Your sauna and cold circuit with a heart-rate check before and after, so guests see their own nervous system settle.

BREATH

Breath Lab

Guided breathwork with live heart-rate and breath feedback, for groups of 6 to 60, led by our team or by staff we train.

IMMERSIVE

Sound & light rooms

Brain Mirror, Voxel Cube and projection-mapped rooms that respond to guests' live biodata, instead of promising what a frequency does.

EVIDENCE

Pilot & language

A small pilot study with your own guests and a claims guide, so your marketing says only what you can show.

The *measured* stay

One way the modules combine into a short programme a hotel or clinic can sell as its own.

i

Arrive

A quiet threshold: phones away, low light and sound, a two-minute breath to slow the first evening down.

SOUND · LIGHT

ii

Map

Morning one: brain and body check-in, then a conversation that explains the guest's own results in plain words.

QEEG · HRV · PRYSM

iii

Practise

Daily breath, recovery circuit and brain-training sessions, each one chosen from what the map showed.

BREATH LAB · NEUROFEEDBACK

iv

Re-map

Last morning: a second reading, shown side by side with the first, with an honest note on what can and cannot be read from three days.

BEFORE / AFTER

v

Take home

A personal summary, one daily practice, and the option of a remote brain-training programme after checkout.

PERSONAL SUMMARY

MULABS

OFFER TWO

The hotel *you're building*

Measurement designed into the building from the first drawing.

The *measured wing*

Four spaces we can specify with your architects. Built in from the start, they cost less than retrofitting and give the property a story no competitor can copy.

01

The brain studio

A quiet, shielded room for qEEG mapping and neurofeedback, with a consultation corner where results are explained face to face.

02

A circuit that measures

Sauna, cold and rest areas with heart-rate check points built into the route, so recovery becomes something guests can see.

03

Light, sound & nature

A lighting and sound brief for rooms and corridors that follows the day, a phone-free threshold and natural materials, drawn from the research we use.

04

The immersive room

A light-and-sound space driven by live biodata, for breath sessions, group rituals and evenings, in the spirit of our Voxel Cube.

MULABS

Where MuLabs sits in a *new build*

01 · CONCEPT

The wellness idea

Position, guest journey and the spaces it needs, written with the developer and brand before the brief is fixed.

02 · SPECIFY

Rooms & tech

Room briefs for architects and interior designers: equipment, sensing, light, sound and the data flow behind them.

03 · PILOT & TRAIN

Before the doors open

Programmes scripted, staff trained, and a pilot with the first guests so the opening story rests on real data.

04 · RUN

A resident lab

Our methodology, analysis and team on an ongoing basis, with a yearly report on what the programme does.

Measurement designed in, not bolted on.

MULABS

Say what you can *show*

The wellness claims we see most often, and how a measured venue says the same thing without overreaching.

SAY	AVOID
We measure how your nervous system responds	~~Resets your nervous system~~
Guests often report feeling calmer and sleeping better	~~Lowers cortisol and cures insomnia~~
A practice to support recovery and focus	~~Regenerates your mitochondria~~
A brain map that shows your current patterns	~~Diagnoses what is wrong with your brain~~
Sound and light that respond to your own data	~~Healing frequencies and quantum energy~~
Wellbeing and self-regulation	~~Therapy, treatment or medicine~~

MULABS

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.

MULABS

Four ways to *work with us*

i The signature ritual

4–8 WEEKS

One measured experience added to your spa or programme: designed, scripted, staff-trained, with a short pilot to back it.

ii The measured stay

8–12 WEEKS TO LAUNCH

A multi-day programme with brain and body check-ins, practice and a take-home plan, sold under your brand.

iii The new-build partner

DESIGN TO OPENING

Concept, room specifications and opening programme for a hotel, resort or clinic still on the drawing board.

iv The resident lab

ONGOING

Our methodology, technology and team on an ongoing basis, with a yearly report on what your programme does.

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. Our analysis software, MuLabs PRYSM, turns brain and body recordings into results a guest can understand. MuConsultancy brings that lab into hotels, resorts and clinics.

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 stay worth *measuring*.

MULABS

Tell us about your property, your guests or the hotel you're planning. The first step is a 30-minute call: what you want guests to feel, and how we'll know it worked.

EMAIL
contact@mulabs.tech

WEB
mulabs.tech/consultancy

STUDIO
Lisbon, Portugal