MULABS

MUCONSULTANCY · BY MULABS

Luxury hotels, clinics & superyachts

Hospitality, *measured.*

For a guest who already has everything, the rarest thing is to know what a stay did for them. We bring a private neuroscience lab to the suite, the spa and the deck: discreet measurement, a personal reading, and rituals designed around what the data shows.

FOR

Luxury hotels & resorts
Longevity clinics
Superyachts

THREE OFFERS

The house you have
The house you're building
On board

BACKBONE

Applied neuroscience
since 2015

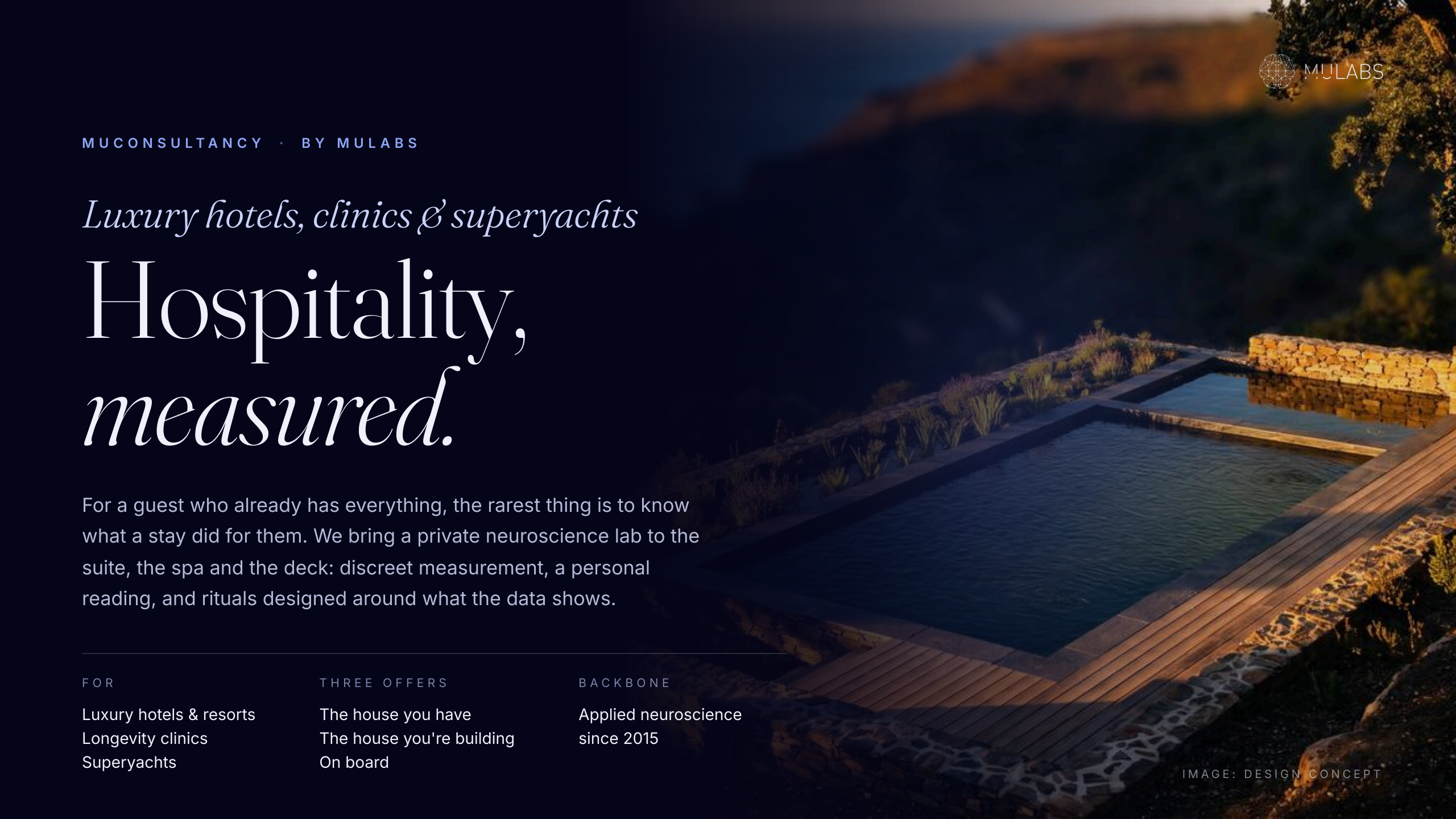


IMAGE: DESIGN CONCEPT

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Six shifts in *luxury wellness*

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), 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-bath 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.

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At this level, everything can be bought. *Except proof.*

Luxury is a commodity too.

Marble, a cold plunge, a red-light suite: the next property can buy the same. What cannot be copied is an experience that shows each guest what it did for them.

Claims are a liability.

"Resets your mitochondria", "lowers cortisol", "quantum": this clientele, and the press that follows it, notice when language overreaches.

Data needs a host.

A brain map means little on its own. What a guest remembers is the private conversation that explains it, and the one practice they take home.

MuLabs brings the missing layer: *discreet measurement*, *a personal reading* and *rituals designed around both*.



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OFFER ONE

The house *you have*

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

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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; for a private client, we come to the suite.

ASSESSMENT

The private check-in

A qEEG brain map and heart-rate variability reading on arrival, analysed with MuLabs PRYSM and explained one to one.

TRAINING

Brain-training suite

Neurofeedback sessions during the stay, guided by the check-in, with a remote programme that continues at home.

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, private or group

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

IMMERSIVE

Sound & light rooms

Brain Mirror, Voxel Cube and projection-mapped rooms that respond to the guest's live biodata.

EVIDENCE

Pilot & language

A small pilot with your own guests and a claims guide, so the house says only what it can show.

The *signature* stay

One way the modules combine into a short programme the house sells under its own name.

i

Arrive

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

SOUND · LIGHT

ii

Map

Morning one: the private 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, each chosen from what the map showed.

BREATH LAB · NEUROFEEDBACK

iv

Re-map

Last morning: a second reading beside the first, with an honest note on what three days can and cannot show.

BEFORE / AFTER

v

Take home

A personal summary, one daily practice, and a remote programme that continues after checkout.

PERSONAL SUMMARY



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OFFER TWO

The house *you're building*

Measurement designed into the building from the first drawing.

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The *measured wing*

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

01 · SPACE

The brain studio

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

02 · SPACE

A circuit that measures

Sauna, cold and rest areas with heart-rate check points along the route.

03 · SPACE

Light, sound & nature

A lighting and sound brief that follows the day, a phone-free threshold and natural materials.

04 · SPACE

The immersive room

A light-and-sound space driven by live biodata, in the spirit of our Voxel Cube.

ROUTE

From concept to specification

Position, guest journey and room briefs for architects and interior designers: equipment, sensing and data flow.

ROUTE

Pilot, train, run

Programmes scripted, staff trained, a pilot with the first guests, then a resident lab with a yearly report.

OFFER THREE

On *board*

A measured wellness programme for superyacht charters, owners and the crew who run them.

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A private lab that *fits in a cabin*

Portable EEG and heart-rate kit, run by our team on board or by the yacht's wellness host after training. Nothing to install; for new builds and refits, we brief the yard's designers.

DAY ONE

Embarkation reading

A brain and body check-in in the owner's suite or on deck, and a private conversation about the results.

DAILY

Rituals at sea

Sunrise breath on deck with live heart-rate feedback, evening sound and light, chosen from the first reading.

RECOVERY

Sleep, travel and recovery

A short morning check of heart-rate variability, so the guest sees how they are recovering from travel and sun.

CREW

Crew wellbeing

Focus and recovery training for crews through long seasons, with anonymised results for the captain or management company.

DESIGN

The wellness deck, rethought

A light and sound brief for the spa, gym or cabin on new builds and refits, written with the yard's designers.

LAST DAY

Disembarkation reading

A second reading beside the first, a personal summary, and a remote programme that continues ashore.

The *measured* charter

One way a broker or management company can offer measured wellness as a charter add-on, under the yacht's own name.

i

Embark

Welcome, a quiet first evening, and the embarkation reading the next morning.

QEEG · HRV

ii

Read

A private conversation on the results, and a short plan for the week.

PERSONAL READING

iii

Practise

Daily breath and recovery on deck, brain training in the cabin, all chosen from the reading.

BREATH LAB · NEUROFEEDBACK

iv

Re-read

The last morning: a second reading beside the first, with an honest note on what a week can show.

BEFORE / AFTER

v

Ashore

A personal summary and a remote programme, so the charter keeps working at home.

REMOTE PROGRAMME

Wellness is now *part of the brief*

01 · NEW BUILDS

Wellness decks lead the premieres

At the 2026 Monaco Yacht Show, headline premieres put wellness at the centre: a beach-club gym with a cryotherapy chamber on one, an entire upper deck given to wellness on another.

Reported in: Megayacht News, 14 Aug 2026 (Nixie, Singolare)

02 · CHARTER

Charter yachts sold on their spas

Several charter debuts at the same show were marketed partly on their dedicated health and wellness areas.

Reported in: YachtCharterFleet, 18 Sep 2026

03 · LONGEVITY AT SEA

A longevity programme on a crossing

An eight-day programme developed with Lanserhof runs on Four Seasons I's transatlantic crossing, 8 to 16 November 2026.

Reported in: Rus Tourism News, 24 Aug 2026

04 · THE CLIENT BRIEF

Wellness is now standard

A broker's post-show wrap-up says gyms, massage staff and saunas or hammams come up in almost every client conversation.

Reported in: The Superyacht People, October 2026

From the publications' own reporting, August to October 2026. Described as the yachts and companies present themselves; none of them describes a measurement of what the wellness programme does.

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Say what you can *show*

The wellness claims we see most often, and how a measured house 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 ends 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	~~Frequencies that restore the body~~
Wellbeing and self-regulation	~~Health or clinical claims~~

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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, thermal resort (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.

Pre-specified. The outcome is written down before the first measurement.

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

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

Privacy first. Participant data is anonymised and never sold.

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Four ways to *work with us*

i The signature ritual

4–8 WEEKS

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

ii The signature stay or charter

8–12 WEEKS TO LAUNCH

A multi-day programme with private readings, practice and a remote plan, sold under your name.

iii The new-build or refit partner

DESIGN TO OPENING

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

iv The resident lab

ONGOING

Our method, technology and team on an ongoing basis, for a property or a fleet, with a yearly report.



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 to luxury hotels, clinics and yachts, discreetly.

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*.

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

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