MUCONSULTANCY · BY MULABS

For wellness products, devices, apps & methods

Product, *measured.*

Your product makes a promise about how people feel. We test it with brain and body data, report the result honestly, and help you say only what the study can support.

FOR

Supplements & functional foods
Devices, apps & methods

TWO SERVICES

Independent study
Science communication

BACKBONE

Applied neuroscience since 2015



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Every product claims an effect. Few can *show* one.

Claims are a liability.

Health-adjacent claims attract scrutiny from regulators, press and clinicians. Language that overreaches costs trust; language backed by measurement is an asset.

Testimonials don't travel.

A quote from a happy customer convinces the next customer. It does not convince a retailer, a journalist or a partner who asks how you know.

Small studies break quietly.

With small groups, naïve statistics inflate results without anyone noticing. A promising chart can be an artefact of the method, not the product.

MuLabs brings the missing layer: *an independent study*, *honest statistics* and *language that holds*.

How a study *runs*

Five steps, the same for a supplement, a wearable, an app or a breathing method. The question is fixed before the data exists.

i

Question

One product, one question, and the primary outcome written down before any measurement.

PRE-SPECIFIED

ii

Design

Before and after, or sham against active, within the same people, with a group size that fits the question.

WITHIN-SUBJECT

iii

Measure

Brain and body recorded while the product is in use, in our Lisbon lab or on site.

EEG · HRV · BREATH

iv

Analyse

MuLabs PRYSM runs fifteen quality guards first, then exact statistics that hold at small group sizes.

MULABS PRYSM

v

Report

Findings graded by confidence. What did not hold is written down as not confirmed.

GRADED REPORT

Brain and body, *during use*

The instruments are chosen for the question, not the other way round. Each one is owned and run by our own team.

BRAIN

19-channel EEG

Band power, attention and relaxation patterns, and event-related responses to short stimuli such as a sound.

HEART

Heart-rate variability

Autonomic state before, during and after use, from a chest strap or a sensor.

AROUSAL

Skin conductance & breath

Emotional arousal and breathing rate, recorded on the same timeline as the EEG.

EXPERIENCE

Validated questionnaires

Mood, stress and focus as people report them, so the body's response sits next to what they say.

SETTING

Lab or real life

A controlled session in Lisbon, or on site: in a store, a spa, an event or at home with a portable headset.

ANALYSIS

MuLabs PRYSM

Our analysis software: the same data gives the same answer twice, and every step can be audited.

From result to *words people trust*

Concrete outputs your team can use the week they are delivered.

Study

- Protocol and pre-specified outcome
- Recruitment and data collection
- Analysis in MuLabs PRYSM
- Full technical report

Summary

- Plain-language results summary
- One page for retail and partners
- Charts cleared for publication
- What the study cannot say

Language

- Claims and language guide
- Review of pack, site and ads copy
- Say / avoid list for your team
- Briefing for spokespeople

Launch

- Measured launch activation
- Photo and video from the study
- Partner and press introductions
- 90-day review

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Say what the study *shows*

The product claims we see most often, and how to say the same thing within what a pilot can support.

SAY	AVOID
In our pilot, participants showed a change in measure X	~~Clinically proven~~
We measured how the body responds during use	~~Reduces stress~~
Participants often reported feeling calmer	~~Ends anxiety~~
An independent pilot study with N participants	~~Scientifically guaranteed results~~
Supports focus as part of a daily routine	~~Boosts brain power by 40%~~
Wellbeing and self-regulation	~~Health or clinical claims~~

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We have tested this *before*

40
PARTICIPANTS

Vibroacoustic wearable, Sensate (2022)

Via White Mirror. Baseline, a 20-minute session and post: heart rate, breath, skin conductance and EEG.

25–30
PARTICIPANTS

Immersive breathing room, Pixel Artworks (2022)

Via White Mirror. 'Room to Breathe' for Outernet London: EEG, HRV, breath and self-reported stress.

19
PARTICIPANTS

Breathwork method, Alchemy Rewire (2023)

EEG, HRV, SpO_2 and cortisol, re-analysed in 2026. One EEG pattern confirmed; heart and cortisol measures not confirmed.

40
PARTICIPANTS

Neuroepigenetic Breathing panel (2025)

EEG, ECG, SpO_2 and a hormonal panel, as the method's scientific partner.

Studies delivered with White Mirror (London), where MuLabs is the in-house neuroscience team, are named as studies, not as direct MuLabs clients. Years and participant numbers as White Mirror publishes them. No effect sizes are quoted here.

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 pilot study

SINGLE STUDY

One product, one pre-specified question, a small within-subject study and an honest report.

ii The evidence pack

STUDY + LANGUAGE

The pilot plus a plain-language summary and a claims guide for pack, site and press.

iii The launch partner

STUDY TO LAUNCH

Study, science communication and a measured launch activation with your community.

iv The research partner

ONGOING

A programme of studies across product versions, with our method 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. Our analysis software, MuLabs PRYSM, turns brain and body recordings into results a partner can stand on. MuConsultancy brings that lab to the products, devices and methods that need proof.

FOUNDED
Lisbon, 2015

LED BY
Francisco Marques Teixeira

METHODS
EEG · HRV · breath · biometrics

REACH
Portugal, Europe & the Gulf

START THE CONVERSATION

Let's test what your product *does*.

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Tell us about the product and the claim you would like to make. The first step is a 30-minute call: the question, the measures that fit, and what the data will and won't be able to say.

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STUDIO
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