

**THE MULTISENSORY WELL-BEING PATH**

**BEGINS IN MILAN WITH THE SENSY LOUNGE®**

Sensy®, the innovative **Italian** start-up and benefit corporation – as well as premium brand – which aims to become synonymous with multisensory, presents its first **experiential** flagship shop: The Sensy Lounge®.

**The Sensy Lounge®**’s journey begins in Milan, more precisely in *Via Durini*. Its mission is to promote the balance of soul-body-spirit through the coordinated and harmonious participation of our five senses: sight, smell, hearing, touch and taste.

The Sensy Lounge® is a place to pamper, stimulate and enhance our five senses thanks to unusual individual multisensory wellness paths. Through an **innovative concept** and the presence of **highly** qualified and appositely trained personnel, The Sensy Lounge® offers targeted and personalised treatments **proposed through** customised methods, products and **services**. The **immersive**, welcoming and enveloping atmosphere is the result of a refined and **unconventional** design. The innovative elegance of furniture and accessories **recalls** feelings and emotions which **reconnect guests with nature and the present moment**, inside a **suggestive** environment **to live ‘here and now’** and capable of satisfying a demanding clientele who **values the smallest details**.

The Sensy Lounge®’s **multisensory** philosophy comes from the union of two core axes which differentiates it from everything that already exists – **with regard to “individual” senses**. The first axis is expressed in the extreme customisation, according to the customer, who **immediately becomes a Guest**, in an individual path of progressive mindfulness of their **well-being**. The second axis manifests itself through a **‘feel good’** holistic approach, comprehensively considered.

A JOURNEY ALONG THE MULTISENSORY PATH

How the multisensory path develops? Let's explore together the stages of this journey through the spaces and moments that characterise the innovative The Sensy Lounge® in Milan.

**While making the most of a strong technological component, the Sensy®’s approach is *Human to Human*, as it is the only way to truly take care of the person**. The Guest is welcomed by an expert – the Sensy Coach – appositively trained by the company (and chosen for their long and established experience), able to assess and identify the mental and physical wellness needs of the people. The Sensy Lounge®’s Guests are offered a **welcome gift** that contains the ingredients to make a multifunctional drink that encourages the meditation process. **During the first encounter** – by filling in a questionnaire – the Sensy Coach gathers useful information to precisely **define** the needs of the Guest in order to achieve **specific wellness goals**. The answers will help personalise the treatment, creating a unique combination of varied individual solutions, a **tailor-made mix of sensory experiences** that changes from one session to another based on the evolution of the Guest’s well-being.

Following the first cognitive approach, the one-hour session begins inside a **sinuous experience room, custom designed** and equipped **with an innovative** multisensory bed. It takes fifty minutes to **immerse** **yourself** in the **stimulative** pathway of four out of five senses, as the last sense –TASTE – will be **(re)**activated outside the room in a dedicated relaxation area.

While in the cabin, the **Guest’s** **other four senses** are **stimulated** in a **coordinated and functional way**: for the SMELL, Sensy® provides twenty-five different types of synergies, each of them made of various essential oils. They were specifically developed by Sensy®’s CEO, Lucia Fracassi - who learned from the experience of professional aromatherapists - **for the creation of “The Sensy Sinergies”** collection.

The TOUCH is realized in a massage chosen among fifty different types (relaxing, decontracting, energising), given by a **holistic and expert practitioner, appositively trained by Sensy®.** The multisensory bed that welcomes the Guest is also capable of generating well-being through the emission of vibrations that stimulate different parts of the body. **This feature is essential when the sensory path chosen by the Sensy Coach (always in accordance with the Guest) does not include body massage or foot reflexology for the session.**

The SIGHT is involved and stimulated **inside the experience room** thanks to the chromotherapy bed and the consequent **light bath that is created**. **Colours, chromatic intensity and frequency** vary and combine in a **harmonious and unusual way, offering a one-of-a-kind sensory experience** coordinated with the other senses.

The HEARING is linked to **a suite of customised meditations.** **The tracks are chosen** from seventy-five possible sequences with binaural music at 432 Hertz and corresponding guide voice. **The sound landscapes** are original **compositions** specifically **created and played** by a professional musician with the defined objective of creating true sound films **to accompany** the single mediations. It is always the Sensy Coach, together with the Guest, to decide whether to choose music alone or the combination of music with meditation and voice guidance.

**To conclude the session in the experience room**, the TASTE remains to be stimulated. The Guest will be able to try one of the fifteen possible synergies of flavours **proposed in the form of** infusions and teas, in a dedicated area and in an extremely relaxing context.

**Each Guest of The Sensy Lounge® lives a unique and personalised multisensory experience.** The journey is monitored **over time** through indicators of the person’s physical and mental state and includes treatments that differ from one another and **from one week to the next.** The constant interaction with the Sensy Coach (and a more intimate dimension for those who would like to express their ‘feeling’ in the Sensy Book) **allows you to improve or build a growing mindfulness of your own state of well-being, fostering a more balanced and conscious lifestyle.**

Thanks to The Sensy Lounge®’s multisensory paths, for just over one hour a week, it is possible to treat yourself an immersive, stimulating and personalised journey to reconnect with the inner self and achieve sustained well-being. All this is reality. All this is The Sensy Lounge®.

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