

**REDISCOVER MULTISENSORY.**

**SENSY® ARRIVES IN MILAN**

*Feeling good and taking care of our own psychological and physical well-being has become a primary need, to enable us to cope better with the daily rhythms and challenges. Because we all, as human beings, deserve better days.*

An experimental mix of sensations, from the tactile, warm, enveloping, soft, vibrant, to those that are visual, with plays of light, nuances and colours, soft, bright, persuasive, elusive. To the rediscovery of lively, intense, prolonged, melodious and veiled sounds. To the spread of scents, delicate, suave, but also inviting, fresh, appetising. To the revelation of flavours, pleasant, sweet and bitter, sparkling and stimulating. To each sensation corresponds a specific function of multisensory well-being.

Born in Milan, Sensy®, the innovative Italian start-up and benefit corporation – as well as premium brand – aims to become synonymous with multisensory. With The Sensy Lounge® project, the 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 Global Wellness Institute (GWI) – world authority in the field – defines wellness as “the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health.” This implies two fundamental aspects: wellness is not a static or passive situation, but rather an active search associated with intentions, choices and actions; wellness goes beyond physical health and incorporates many spheres including mental, emotional, spiritual, social and environmental. Throughout the stages of life, an individual seeks to find their state of equilibrium, serenity, great quality, by putting themselves at stake and the continuous evolution of society predisposes them to their 'self'.

The innovation is realised through The Sensy Lounge ®, the first flagship of the Sensy brand, a unique concept worldwide that will be officially inaugurated in November in Via Durini 2 in Milan and dedicated to themes of *sensorial experience*. The Sensy Lounge®’s philosophy is based on multisensory well-being and interprets the widespread needs, offering advanced technological instruments and a “Human to Human” approach to slow down (if necessary) and reconnect with the inner self through a new mindfulness. After two years of pandemic, rediscovering ourselves as multisensory beings is a natural and essential need.

The Sensy Lounge ® is everything you do not expect! It is neither a SPA nor a mere massage centre, much less a beauty centre. It is not a traditional meditation place nor is it a yoga club. It is not a medical centre, a multifunctional studio or a psychological coaching centre. A revolution in the concept of well-being, this method was born thanks to management’s ability to innovatively interpret a strand of American-based studies on multisensory issues. The Sensy Lounge ® concept was analysed in the prestigious context of “MIT Bootcamp 2021”, an intensive ten-week course at MIT (Massachusetts Institute of Technology) in Boston, during which the business ideas were analysed by a team of professors and consultants specialized in supporting innovation paths around the world.

The Sensy Lounge ® wishes to take care of its Guests by offering women and men unprecedented individual journey of multisensory wellbeing. Thanks to an exclusive method – and a qualified and appositely trained personnel – targeted and personalised treatments are given, using custom techniques and products, all in an immersive and enveloping atmosphere.

The brand embraces several points of the UN 2030 agenda, with a global entrepreneurial vision, dynamic and sustainable, strongly future-oriented in an ever-growing market.

Thanks to its value-based sphere, The Sensy Lounge® aims to become a reference point in Italy in the field of multisensory wellness, starting from Milan, the centre of innovation.

From November, there is a new address in town:

The Sensy Lounge in Via Durini 2, Milan

To be noted in the agenda.

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