



Neuroscientist & Holidity founder, Dr Julia Jones, and Universal Production Music launch an exciting new style of wellness music for mental health

On November 3rd a surprising new style of wellness music for stress reduction and sleep will launch on the streaming services and it might not be the “spa” sounds of lapping waves and gentle strings you’d usually associate with relaxation.

“Let’s bust this myth”, says Jones who has been researching the effects of biohacks, such as music, on health and wellness for over 30 years. “There are many different ways of using music techniques to hack your health. We’re innovating with this collection and combining specific scientific principles with creative techniques.”

So how does it work?

One of the most powerful tools for reducing stress is your breathing rate. There is substantial evidence that slowing your breathing down to 6 breaths-per-minute has a quick, powerful, beneficial calming effect on your autonomic nervous system. This lowers the chronic release of stress chemicals that damage us over time.

In addition, if you also breathe out for longer than you breathe in then the positive effect is even greater. A recent study by Stanford University showed that just a few minutes of extended exhales can be more effective than a far longer mindfulness or meditation session.

Jones says, “These breathing techniques calm the ‘fight-or-flight’ stress response and train the ‘rest-and-repair’ branch of our ancient autonomic nervous system to maintain dominant control. **I’ve been advising people to breathe in this way for many years, but I knew that if I could make the practice more interesting and enjoyable then more people would probably do it.** My previous research showed how our brain automatically synchronises with the rhythms it hears. This makes it a very effective timing tool for breathing practices. So, I began experimenting with different and unusual, science-based, music time signatures.

For example, adding 2 extra beats in every other bar so that listeners could exhale for longer than inhaling. Mainstream music is usually 4 beats in every bar but in this case we used a repeating pattern of 4 beats followed by 6 beats. It worked amazingly well. Then we began using these special time signatures in many different genres so that people can practice these techniques to the music they love. The first MusicHacks collection in November includes pop, electronica, reggaeton and lo-fi genres. The follow up collections in January will feature country, Latin, hiphop/trap, folk and ambient plus some additional time signatures to aid stress and sleep.”

This is effectively a new music technique that could kick-start a whole new era of wellness music that incorporates all the genres that the nation love. There is already interest from DJs and artists who are keen to adopt these new approaches that benefit the mental health of themselves and their fans.

“We’d like to teach the world to breathe in perfect harmony!” Jones says. “I want everyone to know about this simple way of maintaining a more relaxed, less anxious state. It’s a low effort, low-cost hack that can transform your life.”

Dr Jones first tested the early versions of this music technique with members of the public at an event in 2020 and it showed obvious potential as a preventative health tool. She continued to pilot it in her live shows and talks.

The first collection in the ‘MusicHacks’ series will be released by Universal Production Music on November 3rd and be available on the streaming music services.

It is the first released support tool for the habit-hacking behaviour change approach that Dr Julia Jones has been researching and testing since 2018, as documented in her Amazon best-selling wellness books ‘*The Music Diet*’, ‘*Neuron*’ and ‘*F-Bomb*’ featured in The Times, The Sun, The Telegraph, The Mirror, on ITV This Morning and Channel 4, and BBC Radio 2, 3, 4 and 6 Music. Julia advises corporate employers, business leaders, elite sport, NHS and UK Government groups and celebrity clients on health and wellness approaches. Her 30-year fascination with the psycho-socio-physiological effects of music have led to her also being known as ‘Dr Rock’.

For more info about the MusicHacks collection and Julia’s work visit www.holidity.com

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