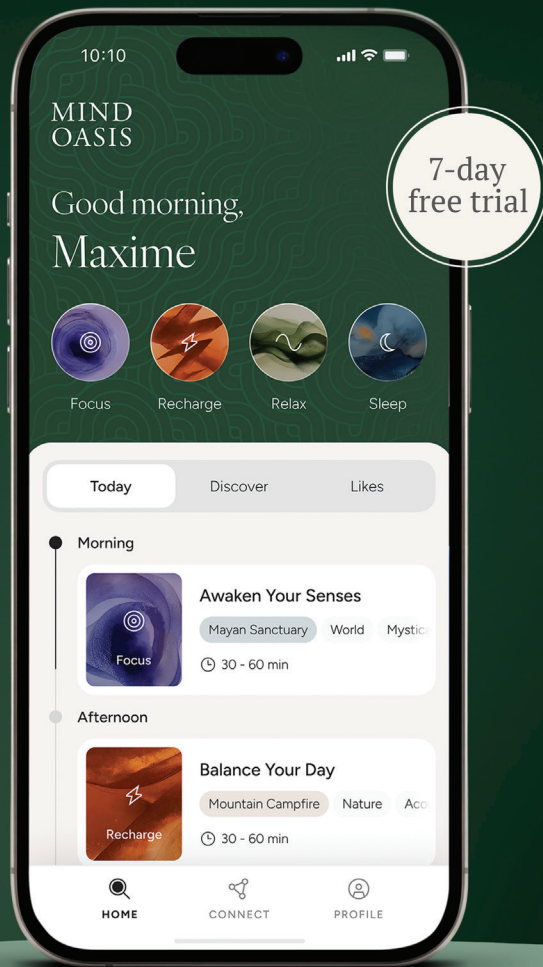


# RITUALS...

Rituals Cosmetics proudly  
introduces The Mind Oasis App:

## *The Smart Mental Health App*



*Reset Your Mind.  
Anytime, Anywhere.*

Amsterdam, July 6th, 2026 - As a pioneer in experiential wellbeing, beauty & wellbeing company Rituals proudly introduces the Mind Oasis App: an intelligent mental wellbeing experience designed to help people focus, recharge, relax, or sleep, wherever life happens. Unlike traditional meditation apps that require discipline, learning, or routine-building, the Mind Oasis App works differently. You simply choose how you want to feel and let the experience guide you there.

# RITUALS...

THE SMART MENTAL HEALTH APP  
for deep relaxation, sharper focus, a recharged mind, and better sleep



2,000+ SOUNDSCAPES  
created with live-recorded nature sounds

REGULATES NERVOUS SYSTEM  
helping you to recover and restore

ACCESSIBLE AND EFFORTLESS  
press play and simply enjoy

## The Why

We live in a continuous flow of noise and motion. Modern life rarely slows down. And somewhere along the way, the simple act of pausing has become something we quietly long for. The Mind Oasis App was created to bring rest into everyday life in an effortless way.

*“Mind Oasis is designed to help people find moments of deep rest in a world that rarely slows down. The app plays a key role in this; it extends the experience beyond our boutiques and into everyday life, allowing people to effortlessly reset their mind whenever and wherever they need it.”*

- Couro Seck, Head of Concept, Mind Oasis.

## A new way of experiencing wellbeing

The Mind Oasis App offers a new way to experience wellbeing through sound rather than instruction. With over 2,000 immersive soundscapes, crafted from over 15 years of live-recorded nature sounds and composed using principles of brainwave entrainment, it introduces a new approach to designing sound for wellbeing.

At any moment, the brain moves through different states — from alert activity to deep rest. Through carefully designed auditory stimulation, our soundscapes gently guide the brain towards slower, more restorative states. This natural process, known as brainwave entrainment, allows the mind to shift into focus, recharge, relaxation or sleep — without effort or technique.

Each soundscape is created to align with these natural states, helping the mind settle, restore, and reset. Instead of telling you how to relax, the experience creates the conditions where it happens naturally.

The app offers a range of sessions — from quick resets to deeper sound journeys, as well as extended soundscapes that support your state of mind throughout the day or night. Whether it's a reset between meetings, focus while working, a recharge during travel, or deeper rest before sleep, each experience fits effortlessly into everyday life.

The soundscape does the work.  
No prior experience needed. No pressure. Simply press play.

## Four essential mental states to choose from

The app offers personalised wellbeing support throughout the entire day and night. It meets the mind where it's at and gently guides it forward, whenever you need it.



**Focus**  
Sharpen clarity and begin or re-enter your day centered and clear.



**Relax**  
Release stress, soften tension and gently slow the nervous system.



**Recharge**  
Restore energy and mental clarity. The perfect afternoon reset.



**Sleep**  
Support deeper, more restorative rest and improve overall sleep quality.



# RITUALS...

## Availability & pricing

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The Mind Oasis App launches on 6 July 2026 and will be available on the App Store and Google Play in 25 countries. Subscription pricing starts at €3.99 per month with an individual yearly subscription (€47.88 per year), or €8.99 per month for an individual monthly subscription. All subscription plans have a 7-day free trial\*.

With a low entry price, the Mind Oasis App reflects a clear belief: mental wellbeing should be accessible.



## Mind Oasis, an omnichannel wellbeing experience

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The strength of Mind Oasis lies in its omnichannel approach, not a single product, but one integrated experience. It brings multiple dimensions of wellbeing together, inviting people to discover what wellbeing can truly do for them and how to effortlessly integrate it into everyday life.

One philosophy. Multiple touchpoints. Anywhere, anytime life happens.

### Mind Oasis Rituals boutiques

Premium in-store experiences that introduce the power of pause in an accessible and inspiring way. Discover our immersive Brain massage and Hydro massage, designed to deeply relax and recharge both mind and body. A first encounter with deep rest, intuitive, guided, and instantly felt.

### Mind Oasis App

Extending the Mind Oasis experience into everyday life. A standalone wellbeing experience designed to support your state of mind — anywhere, anytime. Effortless, personal, and always within reach, bringing intelligent rest into daily life.

### Mind Oasis At Home

A compatible at-home experience through the Intelligent Wellbeing Mat and the Deluxe Zero-G Frame that elevates the app through multisensory immersion. By combining immersive soundscapes with synchronised haptic vibration and zero-gravity positioning, it guides body and mind into deeper states of rest — from the comfort of home.