

Ambie's Ultimate Guide to

# The importance of music on wellness and wellbeing

ambie

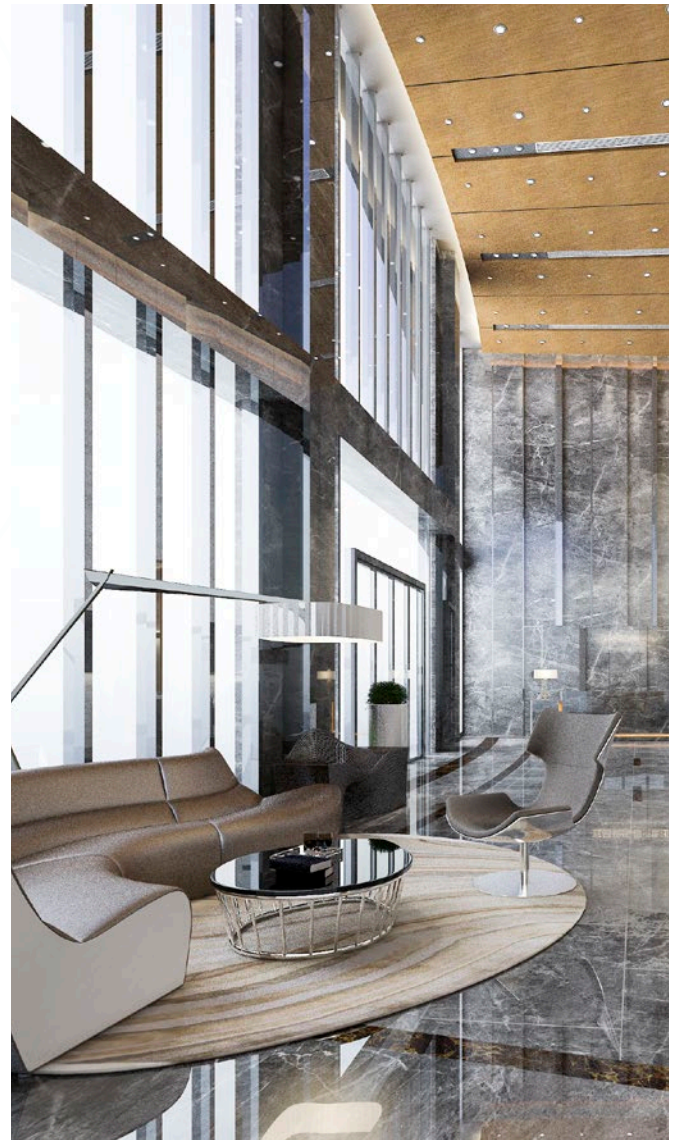


**The average hearing person across the world listens to 18 hours of music a week! This shows the potential amplitude a person has when they listen to certain music and how that music can make them feel.**

**International Federation of the Phonographic Industry.**

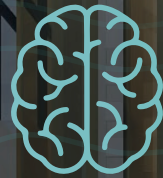
Music is a powerful tool. Aside from its entertainment value, listening to music is known to have incredible positive effects on our brain and our overall wellbeing. Music can change the way we act, feel and think, both consciously and subconsciously, which in turn impacts our wellness and wellbeing.

Because there is so much music out there, different music affects everybody uniquely. From rock and jazz, to electronic and pop and everything in between, there's an endless variety of music to listen to and finding the right songs which speak to your business and customers are important.



**The global wellness industry has grown to \$4 trillion. The spa sector is among the top in the beauty health and wellness industry and is estimated to reach \$128 billion by the end of 2022.**

Global Wellness Institute



## Think back to a time

...when you were overwhelmed and overworked; how would listening to your favourite songs make you feel? Or listening to calming nature sounds or the sound of a waterfall or the ocean when you felt stressed or sad? A sense of calmness almost washes over you, without you even consciously making the shift.

Fast, upbeat music can make us feel alert, active and full of adrenaline, whereas a slower tempo can help quieten our minds and relax our bodies, helping us release our tensions and stresses.


With this in mind, it's so important for businesses in the hospitality space to get their music right to help boost their guests and customers overall wellbeing and sense of contentment.

# Music and wellbeing during COVID-19

Covid-19 has impacted the world on so many levels; physically, socially, economically, psychologically and financially; which in turn has impacted everyone's wellbeing. Not only have people been affected in terms of their health and the underlying ramifications of this virus, but emotionally there's never been so much tension, anxiety, fear and depression globally since World War 2, with so many unknowns.

Society needs, more than before, accessible outlets to help relax them, and lower their stress levels. Thus, creating a positive, stress-free customer experience has never been more challenging and needed, but music has the potential and power to do so.

**Research from the UK Household Longitudinal Study (UKHLS) tracked changes in levels of psychological distress of adults 18+ during the pandemic, from 20.8% in 2019 to 29.5% in April 2020.**

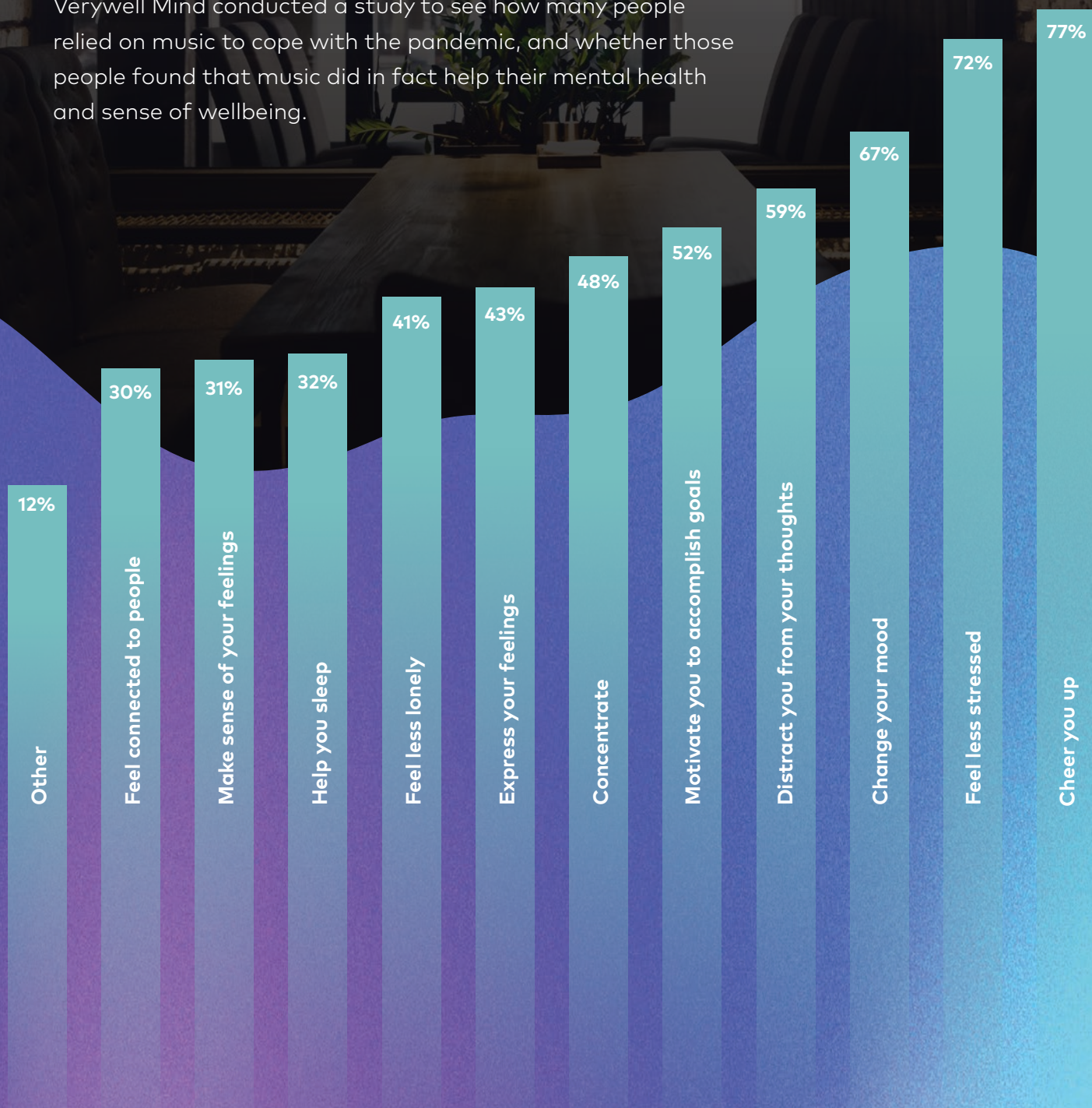


**Especially now, in times when people are feeling sad, stressed and isolated because of the COVID-19 pandemic, people should definitely turn to music to better their mental wellbeing**

GCBH Executive Director Sarah Lenz Lock,  
AARP's Senior Vice President for Policy.

# Did **music** help **you** with any of the following?

Verywell Mind conducted a study to see how many people relied on music to cope with the pandemic, and whether those people found that music did in fact help their mental health and sense of wellbeing.





# The benefits of relaxing music on wellness

There is a plethora of cognitive, emotional and neurobiological benefits when listening to relaxing music, and songs which make you feel relaxed.

## Reduce stress levels

Music can influence our breathing and heart rates, trigger our happy hormones and boost the brain's cognitive and emotional areas.

## Elevates mood

Relaxing music can divert your attention from negativity, counterproductive thoughts or triggers and provide a much needed 'escape' from the outside world.

## Remove distractions

Relaxing music can divert your attention from negativity, counterproductive thoughts or triggers and provide a much needed 'escape' from the outside world.

## Aid in better sleep

A slower heart rate, less laboured breathing, and lower blood pressure are all physiological changes that music places on the body that makes it possible to fall asleep quicker and stay asleep longer.

## Improve concentration

Certain music can help your mind relax and your body from feeling so tense that you struggle to focus on the task at hand. Music can therefore help free up more time, so you're able to get the job done more effectively and efficiently, without procrastinating.



# How music enhances mood and wellbeing

**Ever heard of entrainment?** It's a fascinating scientific principle which explains our body's natural ability to sync our internal rhythms (e.g. breath rate, heart rate) to that of the music. Being in sync with the music not only brings pleasure, but it means we have the ability to control our fight or flight response, change our moods and enhance our overall wellbeing.

Music can affect our emotions in different ways. According to the Impact of Music and Mood report, whilst music can influence our mood, our mood can also influence the music that we choose to listen to. Happy, upbeat music causes our brains to produce chemicals like dopamine and serotonin, which evokes feelings of joy, whereas calming music relaxes the mind and the body.

It's also so important for businesses to capitalise on this opportunity of using background music to make their guests and customers feel a certain way and associate their brand with certain positive attributes.



Read the **Impact of Music on Mood** report



**81% of consumers say that business background music lifts their mood, while 71% say it creates a better atmosphere overall**

MarketingCharts

# How music impacts our **physiology** and aids in relaxation

Music connects with our autonomic nervous system (brain function, blood pressure and heartbeat) as well as our limbic system (feelings and emotions).

From reducing stress hormones to stimulating feelings of happiness, music can almost instantly translate to a good mood. These upbeat, feel-good effects also produce a number of positive long-term benefits for your body, including lower stress and anxiety levels, better sleeping, and improved overall health and wellbeing.

When slow music is played, our bodily reactions follow suit; our heartbeat slows down and blood pressure drops. This in turn, causes our breath to slow and get deeper, which helps release tension in our neck, shoulders, stomach and back.

Different tempos, rhythms, and melodies can trigger vastly different reactions. There is no right or wrong when it comes to finding music which relaxes you and enhances your wellness.



**Listening to music seems to be able to change brain functioning to the same extent as medication**

Researchers at Stanford University





# Music and relaxation

When you think of music and relaxation, your mind may wander to a massage, a spa or even a hotel pool, where there's indescribably relaxing music playing in the background. Music can instantaneously turn around someone's feelings and their overall wellbeing and the great thing is that it's an accessible tool for everyone.

A slower tempo can quiet your mind and relax your muscles, making you feel soothed while releasing any stress or distress.

Music around 60 beats per minute can cause the brain to synchronise with the beat causing alpha brain waves (frequencies from 8 – 14 hertz / cycles per second) which is what's present when we are relaxed.

There are many ways that music can be harnessed to change our moods, as there is no-one fits all approach when it comes to music choice.

## Relaxing music can:

- Transport you into a deeper state of relaxation without you being fully aware of this, but you'll feel it in your body and mind.
- Promote relaxation of tense muscles, enabling you to release some of the tension you carry.
- Lower your adrenaline and allow an opportunity to breathe slower and deeper, relaxing the whole body.

## Lyrics

On the whole, research suggests that music without lyrics is more conducive for relaxing and staying focused due to less disruptions. Others may disagree and say singing / tapping to your favourite song may be the remedy for changing your mood and energy.

## Tempo

Tempo is how fast or slow the music is. When you're selecting your music to fit your emotional needs, make sure you prioritise music tempo. If you want to calm down, pick a song anywhere from 60-100 bpm. Whereas, if you want to get pumped up or find energy to push through your day, pick something anywhere from 110-130 bpm.

# Music and stress-relief

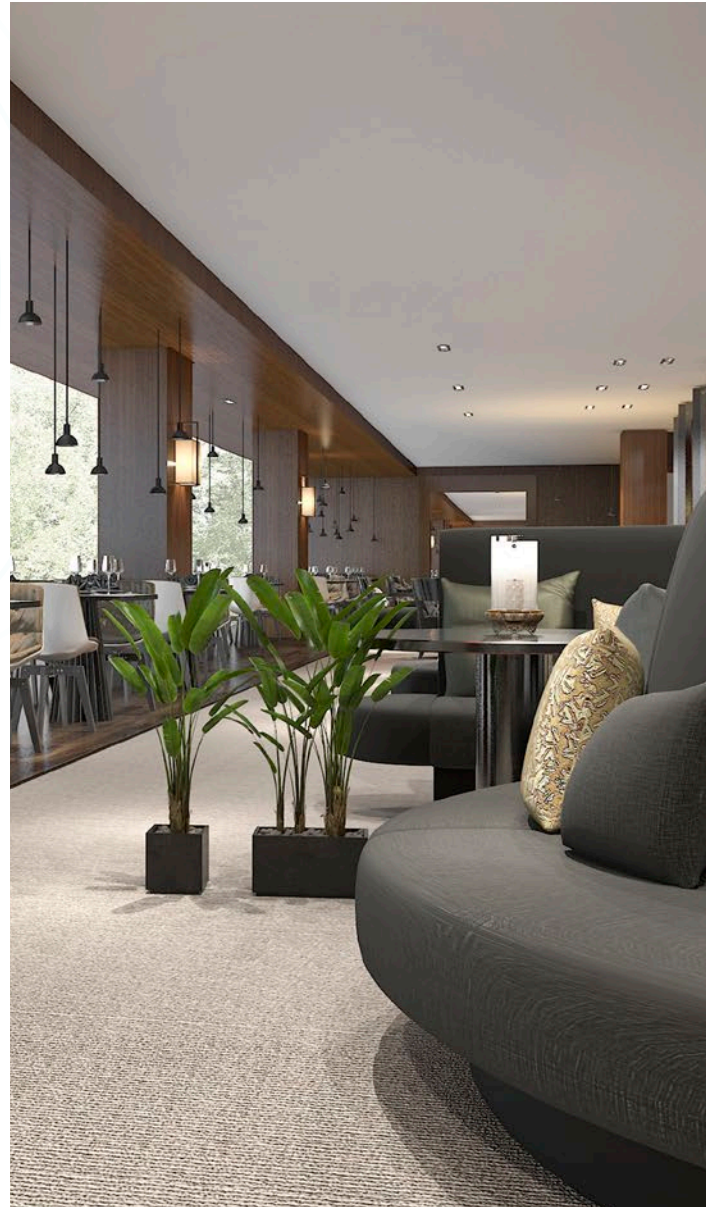
Music is one of the best stress-busters out there; its ability to be a stress reliever should not be downplayed. It's accessible everywhere and to anyone and there's an abundance of never-ending choices dependent on your emotions.

Listening to music has the potential to relax our minds as well as our bodies. It can lower cortisol levels, which is the human stress hormone. **Research** has found that symphonic music can lower cortisol levels, regardless of the listeners music preferences.

Using specific genres and tempos can create calming environments and provide a much needed 'escape' from the outside world. The right music can help pick you up when you're feeling down and help alleviate the stress.

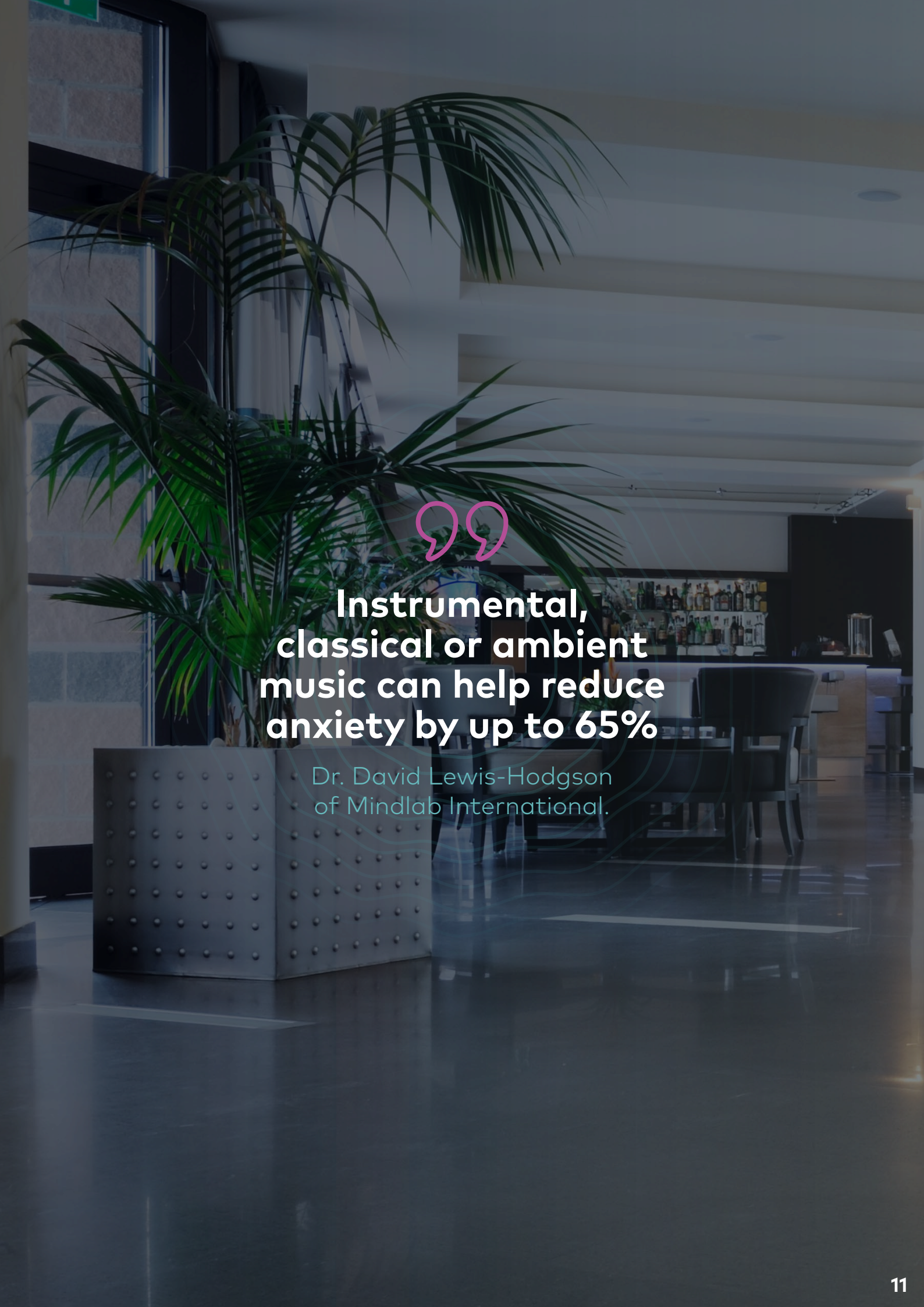
There are a multitude of research surveys nowadays, especially with the Pandemic, which are articulating how music and stress relief are so closely linked.

Findings from the **AARP Music and Brain Health Survey**, a nationally representative survey of 3,185 adults that found that listening to music - whether in the background, by focused listening to recordings or at musical performances — had a positive impact on mental wellbeing, depression and anxiety.



**Levels of dopamine was found to be up to 9% higher when participants were listening to music they enjoyed**

GCBH Executive Director Sarah Lenz Lock, AARP's Senior Vice President for Policy.

A large indoor plant, possibly a palm, is the central focus, housed in a white, textured, square planter. The background shows a modern office interior with a bar area and tables. The image is dimly lit, with a dark overlay.

“  
Instrumental,  
classical or ambient  
music can help reduce  
anxiety by up to 65%”

Dr. David Lewis-Hodgson  
of Mindlab International.

# The meditative benefits of relaxing music on wellness

Meditation can often be used for both mental and physical health conditions, and overall wellbeing. Often, music used for meditation has a slow tempo, which can reduce heart rate, and also lower anxiety and stress levels and aids in relaxation and overall wellness.

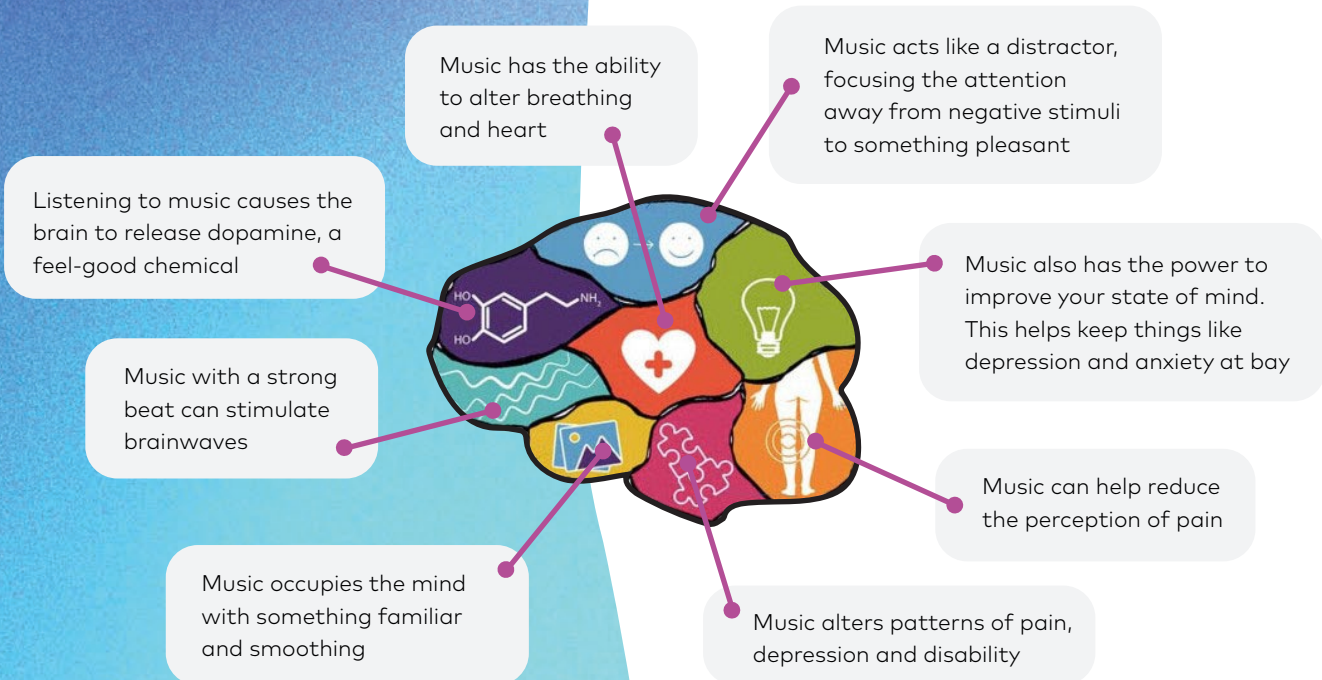
Music has the ability to powerfully shift our emotions, state of mind and physical feelings. Meditation is not that different; it lowers the stress hormone cortisol, helps us relax and aids our sense of wellness and holistic wellbeing.

## ambie's Wellness Collection

Getting your music right in a spa and spa treatment room can either make or break the whole experience. There's nothing worse when you go to relax, and the background music does the opposite, where time and careful consideration into the right type of music has been neglected.

Here at Ambie, our Curators have designed a new set of tailored playlists to compliment a variety of treatments in Spa treatment rooms. We've put together a handy guide explaining these playlists - deep relaxation and energy activation - and for the types of treatments they might be best suited for.

[Find out more about Ambie's new Wellness Collection](#)



# Sound like something you could benefit from?

Wellness is not an area to disregard as it is here to stay. In the same notion, it is not a passing fad, so taking an integrative approach to wellness in your offering, should be carefully considered, and thereafter tailored.

Our team have extensive experience working in this space, and understand the bespoke needs of spas, as well as all other hospitality spaces. If you'd like to find out more about our music wellness package, please get in touch with one of our Music Experts.

[Book a consultation with one of our Music Specialists](#)



**ambie**



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