

FRAGRANCE AND PERSONAL CARE

Cl de Peau Beaut composes electrocardiogram waveform spa soundtrack

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Actress Amanda Seyfried has been the face of Cl de Peau Beaut since 2010. Image credit: Cl de Peau Beaut

By STAFF REPORTS

Shiseido-owned personal care brand Cl de Peau Beaut is using music therapy to heighten the experience of its skincare treatment program.

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Cl de Peau Beaut will add "Synactif Sound" to its "Soin Synactif" treatment program, designed for its Synactif high-end skincare collection. Cl de Peau Beaut's Soin Synactif treatment leverages the senses, and the addition of a soundtrack will enhance the consumer's pleasure, as well as the sensation and effects of the skincare brand's products.

The sound of skincare

Cl de Peau Beaut created its Synactic Sound music software with sonologist and composer Yota Morimoto. Mr. Morimoto holds a master's degree in sonology from the Royal Conservatory of The Hague and a Ph.D. in composition from the University of Birmingham, United Kingdom.

Mr. Morimoto's music has been performed and commissioned by ensembles and musicians around the world, and his sound installations and audio-visual projects have been presented at number of international art festivals.

Also, Mr. Morimoto works to develop sound design, sonification and interactive sonic systems commissioned by both industrial and institutional entities. Most recently, Mr. Morimoto composed the sound for Cl de Peau Beaut's parent company, Shiseido's "Playlist."



Cl de Peau Beauté's Synactif collection ranges in price from \$100 to \$1,000. Image credit: Cl de Peau Beauté

For his work with Cl de Peau Beauté, Mr. Morimoto created a soundtrack to be incorporated into the Synactif treatment. The resulting soundtrack includes piano, violin and cello trios.

The composition is meant to express the effect of each treatment process. While undergoing the Synactif treatment at a Cl de Peau Beauté counter, consumers will hear gentle undulating patterns made by the frequencies of the Synactif Sound software.

Cl de Peau Beauté's soundtrack also includes the frequencies created by the electrocardiogram waveforms, or the electric voltage generated when muscles move, during the Synactif treatment.

In a similar effort, Chinese department store chain Lane Crawford gave consumers a relaxing retreat from the bustle of Hong Kong.

Within the retailer's ifc mall flagship, a Sound Room was set up for visitors to experience the sound's power as a form of therapy. Increasingly, sales floor space is being used for more than just product displays, as retailers seek to create places for consumers to extend their time in-store ([see story](#)).

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