Upgrade your mind? New hypnosis app Mindset aims to do just that

Melbourne, Australia: Alex and Chris Naoumidis, 20-year-old brothers and students from Monash University, have launched new self-help hypnosis app, Mindset.

The self-taught developers orchestrated a successful debut which saw them reach Top 10 on bleeding edge curation platform Product Hunt, a shoutout from Eddie McGuire on Millionaire Hotseat and 1000 new users in a week to boot.

Mindset app aims to improve its user's lifestyle by retraining unproductive thought patterns affecting their behavior.

The brothers came up with the concept after realising they were being held back by their mental habits. The idea? That hypnosis could be an effective method to enhance thinking and achieve more.

Launching initially on Apple's App Store, the app allows users to choose from sessions that best suit their wellness needs. Topics range from motivation, procrastination, sleep and confidence. The brothers plan to introduce new packs each month covering additional topics.

The hypnosis sessions last about 20 minutes, with narration curated by professional hypnotherapists in the UK. Users can sign up for a free trial or opt-in for a monthly subscription, which unlocks an entire library of self-help areas of improvement.

Hypnosis has for decades suffered from a negative cultural stigma, however studies have shown it can effectively influence behaviour and cause distinct neural changes in the brain.

Hypnosis and meditation are often confused. *"We think of meditation as cardio for the mind, where you become aware of your thoughts and surroundings over a period of time. Hypnosis is more like strength training, where you can influence your attitudes and perceptions in a relative short order to improve specific areas" says Alex Naoumidis.*

The brothers were last year accepted into Monash University's esteemed accelerator program, The Generator, where they found the inspiration for Mindset. *"Our aim is to replicate the runaway success of meditation apps like Headspace and Calm for the hypnosis sector,"* says Alex Naoumidis.

Intrigued? Check out Mindset on iOS today at www.themindsetapp.com