

COMMUNITY

From Zayn Malik to Mental Health: Record producer Anthony Hannides launches music wellness app



Anthony Hannides has crafted chart-topping hits for artists like Zayn Malik and Rita Ora. Yet a formative encounter at 16 revealed the impact of music beyond commercial success.

At a charity event, a woman in her thirties who had heard his group perform thanked him, through tears, for the lyric 'I believe in you,' telling young Hannides that no one had ever said that to her.

This moment stayed with him.

"As a 16-year-old, I hadn't really encountered mental health suffering," he says.

Years later, Hannides faced insomnia, anxiety, and ADHD, which deepened his understanding. Reflecting on his earlier experience, he shares: "When I was writing and listening to music, it brought the highest peace I could find." These experiences ultimately planted the seed for a new kind of project - one that would move music from charts to wellness.

With this idea, he's built Heal - a music wellness app that's launching soon and is entirely self-funded. Heal uses the music you already love, but in a therapeutic way.

The app uses the ISO principle. This is a music therapy technique that starts by matching music to a person's current emotional state, then gradually changes the music to help shift the mood toward a desired feeling. "If you're feeling anxious, it meets you at anxious and can move you to calm," Hannides explains. "If you feel tired or overwhelmed, it meets you there, and if you want to feel energised or motivated, it takes you there through the music." It's an emotional journey built into your own playlists.

Heal pulls songs from Apple Music using its API, which enables different software applications to communicate and share data. The app combines this with biometric data - physical measures like heart rate - from Apple Watch and HealthKit, which is Apple's platform for collecting health information. It then uses a large language model, a form of artificial intelligence trained to

analyse and generate text based on language patterns, to filter your favourite artists and genres into personalised journeys.

"We're using their wearables - Apple Watch and AirPods Pro 3's HealthKit - Apple Music, the iPhone," Hannides says. "It felt like it was the best place to prove and validate the model between music and users."

Central to Heal's approach is heart rate variability (HRV), a widely accepted marker of autonomic nervous system health. Higher HRV is consistently associated with greater stress resilience, improved longevity, and lower levels of chronic inflammation. Research has also linked higher HRV with healthier aging and increased lifespan, as it reflects the body's ability to efficiently shift between stress and recovery. Emerging evidence suggests that stronger autonomic regulation may help protect the body from stress-related cellular and DNA damage.

Heal focuses on helping users measurably support this system through intentional music and breathwork. Hannides claims the app can raise your HRV in just 5 minutes. That's being tested in

a study by the Cambridge Institute of Music Therapy Research, which is tracking 100 participants over seven days. It's a real-world evaluation rather than a controlled trial.

"Because of the way we've designed the app to fit into your lifestyle, you're never going to get a controlled environment," he notes.

Getting here wasn't straightforward. In 2023, Hannides began developing a cancer-prevention model and building a relationship with Tony Young, head of innovation at the NHS. "He went, 'Hey, this is great, obviously it's really difficult, but I really love your energy,'" Hannides recalls. But by late last year, he faced a choice: keep pushing something where others were ahead, or pivot to where he actually had expertise.

Music prevailed. "I could pivot into what I understood deeply, where I could make an impact and had the expertise and real-life experience."

That transition opened new doors. Anthony was then accepted into the NHS clinical entrepreneur program and has been receiving support since early 2025.

He notes, "The program has been great to crystallise the innovation, and the support I've received has been invaluable in validating the science."

Heal is priced at £4.99 a month (annual subscription) and focuses on showing users how their bodies respond to music, tracking results through measurable data rather than just content.

Looking ahead, expansion is planned, starting with Apple Music and followed by Spotify and other platforms. Exclusive content includes wellness tracks produced with breathwork expertise from Heal's Head of Well-being, Sarah Hannides.

"We have exclusive programs that blend our music with breathwork and visualisations to further impact HRV."

The vision for Heal doesn't stop at digital. Beyond the app, he's building out the Heal live experience, combining breathwork with deep house and Afro house. "It's bringing the app to life in a community setting where you can have social connections, an important aspect of health and mental wellbeing."

Source: themediastack

LANDLORDS WANTED

URGENTLY

IN ALL THE BOROUGHES OF LONDON

00% COMMISSION

PROFESSIONAL TENANTS WITH REFERENCES

NO LETTING FEES
NO MANAGEMENT FEES

ADVANCED PAYMENTS
GUARANTEED RENT PAYMENTS

NO HIDDEN COSTS

VAROSI
ESTATES LTD

FOR FURTHER DETAILS CONTACT
OUR FRIENDLY & EXPERIENCED TEAM

176 TOLLINGTON PARK,
LONDON N4 3AJ

T: 020 7263 8100 F: 020 7686 8080 E: info@varosimanagement.com
www.varosilettings.com

