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VRelax Virtual Reality App That Relieves Stress and Improves Mental Health Debuts at CES 2023

Peer-reviewed research has shown users experience a 40% stress reduction in 10 minutes

LAS VEGAS and GRONINGEN, Netherlands – January 5, 2023 – Today at CES 2023, [VRelax](#) debuts their virtual reality app, a scientifically tested and validated product built to relieve stress, burnout, anxiety and depression, as well as to distract from pain, physical discomfort and uncomfortable medical procedures. VRelax users can experience 60+ different natural environments and interactive exercises within the app that help the mind relax, and peer-reviewed research has proven that users experience a 40% stress reduction within ten minutes.

VRelax was developed and tested according to strict scientific standards, with data to back up its claims. Recent studies in collaboration with a healthcare insurance company have demonstrated significant long-term benefits, which form a vital step towards financial reimbursement for patients. Healthcare professionals can also purchase the GRIP app, which offers the opportunity to explore virtual worlds together with the patient. For example, it is possible to discuss what the patient sees in the app, and the healthcare professional can control the app and decide on what visuals and exercises are appropriate for the patient, with a dashboard that offers biofeedback and other data.

“Healthcare professionals have long sought something that offers significant, convenient healthcare benefits without the need for medical intervention,” said VRelax CEO Stefan Vogelsang. “VRelax is an e-health solution that is easy to use at home or in a more controlled environment, and can have a major societal impact, whether people are looking to manage pain, mental health or simply relax after a stressful day.”

The VRelax content was developed with input from healthcare professionals and users. The app and its content were tested with focus groups and in collaboration with different healthcare institutions, insurance companies, businesses and universities. Additionally, one of VRelax’s founders is a professor in psychiatry and has witnessed first-hand the devastating effects of stress, pain and mental health struggles on patients, while two of the company’s founders have a background in VR cinematography, which helped push the app’s visuals to the edge of what is possible in the VR space.

Distribution through mainstream VR app stores [PICO](#) and [Meta](#) will make the app available to 171 million VR users worldwide. Future updates will allow for adaptive 3D content, tailored to individual user needs, as well as a proprietary algorithm that offers both long-term and real-time insights into results and mental health status.

VRelax is open to speaking with those in the healthcare and mental health space. Please contact Sebastiaan@VRelax.com to schedule a media interview during CES 2023. Visit <https://www.vrelax.com/ces> to learn more or access the VRelax press kit at <https://vrelax.com/downloads/>. Customers are able to buy VRelax at <https://vrelax.com/en/doelgroep/consumenten/>

About VRelax

Founded in 2018, VRelax is a scientifically validated virtual reality app, developed for people with mental health and physical struggles. Users can experience 60+ different natural environments and interactive exercises that help the mind relax. It is not only a relaxation tool against stress, burnout, anxiety and depression, but also a distraction tool for pain, physical discomfort and medical procedures. VRelax can be used for mild stress, anxiety, severe depression, oncological treatment or palliative care.

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