



FOR IMMEDIATE RELEASE...

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RESET THE HOLIDAY RUSH WITH BLISSTRAX — THE SOUND-POWERED APP HELPING USERS STAY CALM, FOCUSED & PRODUCTIVE THIS SEASON

Free One-Month Trial + an Additional 30 Days Free for Black Friday Available Now

ATLANTA: As the holiday season approaches, so does one of the busiest and most stressful times of the year. Between packed calendars, end-of-year deadlines, travel, and family commitments, many people struggle to stay grounded, organized, and present. BlissTrax — the neuroscience-backed sound app launched in 2025 by Atlanta entrepreneur **Philip Trapkin** — is stepping in to help users move through the holidays with more ease, clarity, and productivity.

Designed to work effortlessly in the background of everyday life, BlissTrax blends a variety of genres of original music with science-supported binaural beats to help users shift their mood and mental state without changing their routine. Beneath the music, two slightly different tones are played into each ear, and the brain interprets them as a third “phantom” frequency, a binaural beat, known to support relaxation, sharpen focus, and spark creativity. This neuroscience-backed sound gently syncs with the brain’s natural rhythms, strengthening the brain-and-body connection so users can rewire stress responses, enhance creative flow, and build more grounded habits over time.

Instead of carving out time to meditate, BlissTrax encourages people to simply swap their usual playlist for a session that enhances focus, reduces stress, or supports rest — whether they’re commuting, wrapping gifts, exercising, working, or running endless errands.

“People don’t suddenly have more time during the holidays,” says Trapkin. “But they *can* shift the soundtrack of what they’re already doing. That small change can make the entire season feel lighter, calmer, and more productive.”

As holiday demands intensify, BlissTrax offers a practical and accessible way to find balance amid the chaos. Users often report feeling more grounded after a single session, with deeper, compounding results after a few weeks. Early testing showed improved sleep, sharper focus, and noticeable reductions in anxiety — benefits that become especially valuable during the most hectic months of the year.

BlissTrax continues to gain traction among fitness professionals, medical practitioners, and individuals looking for an easier, more approachable form of wellness. The app’s mission remains simple: help users shift from chaos to calm, no matter what life (or the holidays) throws their way.

To support users through the season, BlissTrax is offering a **free one-month trial and an additional 30 days free for Black Friday** with code **HOLIDAYS**, available now on the [App Store](#) and [Google Play](#). After the trial, subscriptions are \$6.99/month or \$69.99/year.

Interviews with Phillip Trapkin are available upon request. For more information, visit blisstrax.com.

About BlissTrax: [BlissTrax](#) is your daily reset button, founded by Atlanta entrepreneur Philip Trapkin. The neuroscience-backed app combines binaural beats with music that syncs with you and your needs. Unlike traditional meditation apps that require stillness, BlissTrax meets users where they are, helping reduce stress, improve focus, and sleep better while simply walking, running, or moving through daily life. Rooted in scientific research on brainwave entrainment, sound therapy, and nervous system regulation, BlissTrax is designed for everyone. Whether you are a busy professional, new parent, or just someone who struggles to find calm, BlissTrax delivers science-backed relaxation in minutes. The company’s mission is simple: reduce stress on a global scale and help millions shift from chaos to calm. Follow along on [Instagram](#) and [Facebook](#).

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