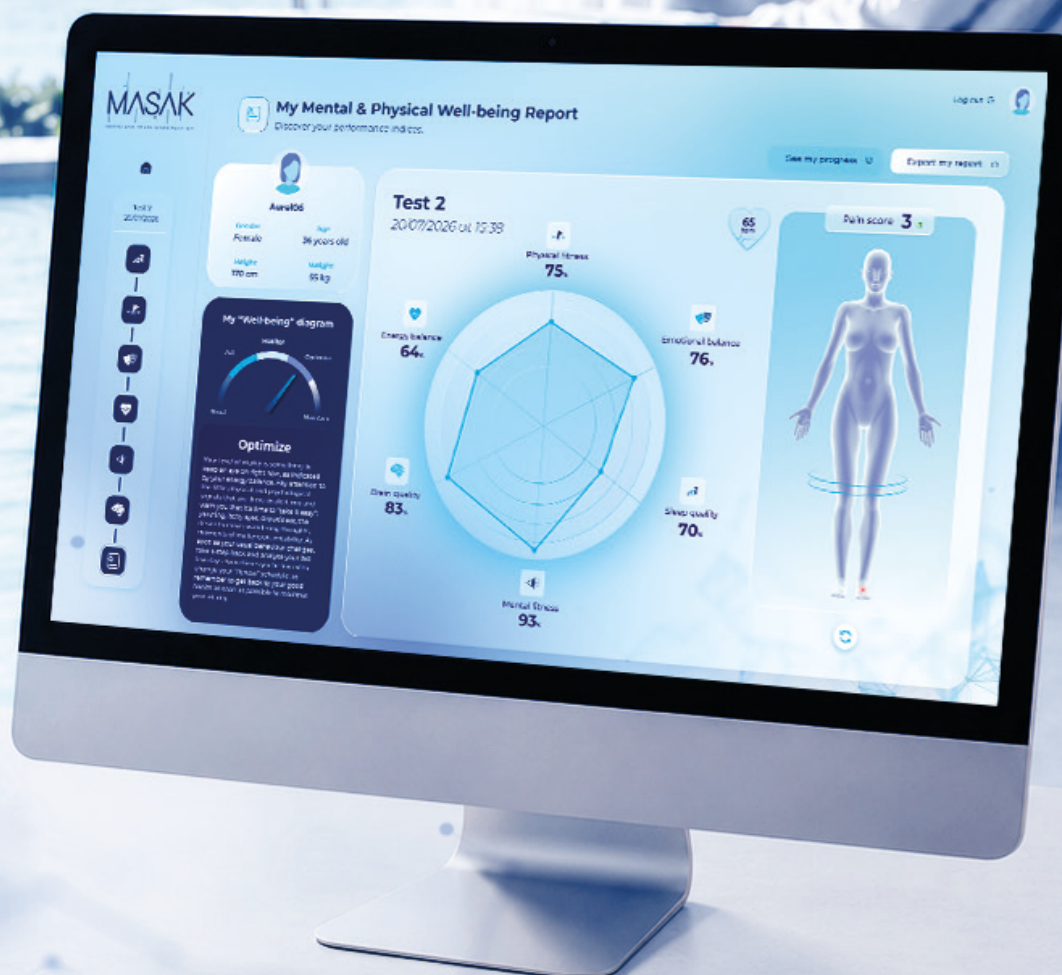


MASAK

Mental And Stress Assessment Kit



*The first objective
assessment solution for mental
and physical well-being*



INNOVATIVE MEDICAL SPA
SCIENTIFIC RESEARCH

by beScored

Our Vision

Our approach is grounded in internationally recognized scientific expertise and an extensive background in elite sport. Drawing on experience from six Olympic Games and more than 20 years leading the Research Department at the French National Institute of Sport (INSEP), we have established a rigorous, evidence-based methodology.

At beScored, we have developed a solution for assessing mental and physical well-being, based on research conducted at the intersection of multiple disciplines, including surgery, neuroscience, occupational psychology, ergonomics, and human performance. This innovative method provides an objective, multidimensional assessment of each individual's mental and physical well-being using scientifically validated indicators.

Combined, these data represent a valuable source of information to further personalize interventions, objectively evaluate the effectiveness of wellness programs, strengthen evidence-based marketing strategies, and sustainably improve client engagement and loyalty.



“

We have developed the first medical device that provides an objective assessment of mental and physical well-being.

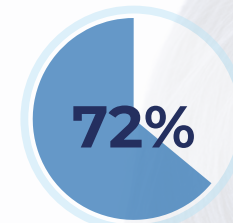
Christophe HAUSSWIRTH

”

MASAK
Mental And Stress Assessment Kit
by beScored

Background

Mental fatigue, pain, stress and sleep: **major challenges for advanced wellness centers**



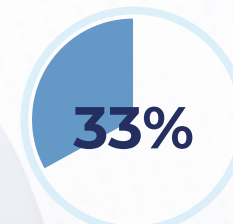
Stress & Anxiety

Nearly seven out of ten people in France report experiencing stress on a regular basis, with direct consequences for sleep quality, energy levels, mood, and overall health.



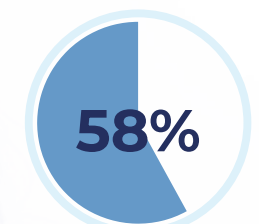
Chronic Pain

Approximately 20 million people in France—around 30% of the adult population—live with persistent chronic pain, significantly affecting their quality of life and physical functioning.



Sleep

More than one-third of the French population report poor sleep quality. Difficulties falling asleep, frequent nighttime awakenings, and non-restorative sleep substantially impair recovery and overall well-being (Institut National du Sommeil et de la Vigilance, 2023).



Vitality & Fatigue

Nearly six out of ten people report experiencing persistent fatigue or reduced vitality. This condition is frequently associated with chronic stress, insufficient recovery, or prolonged mental overload.

The need for a holistic approach

According to the World Health Organization, health is defined as «a state of complete physical, mental and social well-being.» From this perspective, health extends far beyond physical condition alone. Physical and mental dimensions continuously interact and should therefore be considered together. Consequently, holistic approaches are becoming the new standard, beginning with a comprehensive assessment of these different dimensions.

The first all-in-one solution

The complete assessment combines twelve validated cognitive, physiological, and well-being evaluations in less than 20 minutes, with an instant personalized report generated immediately after completion.

A new era

Advanced wellness centers are entering a new era.

Today's clients are no longer looking solely for traditional treatments or relaxation experiences. They increasingly expect personalized, innovative, and technology-driven approaches tailored to their individual needs. MASAK meets these new expectations.

As the world's first medical device capable of objectively assessing mental and physical well-being, MASAK transforms every wellness stay into a truly personalized experience by combining objective assessment, individualized recommendations, and outcome monitoring.

For the first time, mental and physical well-being is no longer based solely on subjective perception. It can now be measured, scored, and optimized.

The benefits of MASAK for your wellness center

1

Personalize every client's journey from the initial assessment

The initial assessment provides an objective overview of each client's condition, enabling you to design highly personalized wellness programs tailored to their specific needs.

2

Measure and optimize the effectiveness of your interventions

Regular follow-up assessments allow you to objectively evaluate the impact of your programs and continuously refine your wellness protocols.

3

Enhance client loyalty and attract new customers

Differentiate your center through an evidence-based approach built on objective measurement. Longitudinal monitoring creates lasting engagement and strengthens client loyalty.

MASAK provides an objective assessment of your clients' mental well-being, pain perception, stress levels, and sleep quality, **supporting more informed clinical and wellness decisions while enabling truly personalized care pathways.**



The MASAK Dimensions



Sleep Quality

Scientifically validated questionnaires evaluating sleep quality.



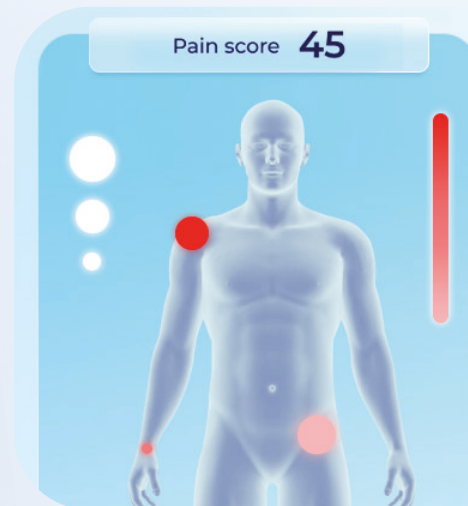
Energy Balance

Measurement of cardiac parameters (heart rate and heart rate variability indices) to objectively characterize individuals' vitality levels and overall physical condition.



Physical Fitness

Innovative tools quantifying perceived musculoskeletal pain, physical workload, and overall well-being.



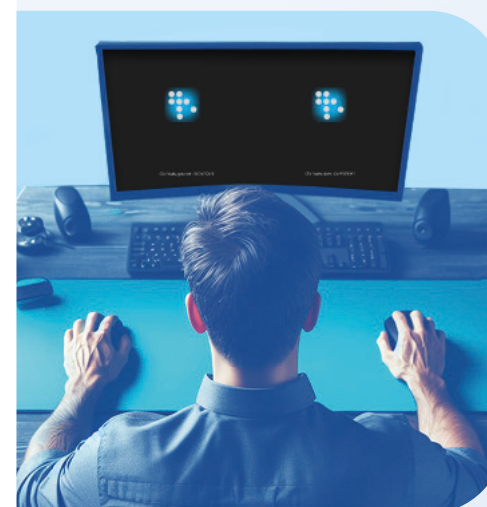
Mental Fitness

Objective evaluation of mental fatigue and cognitive workload through a scientifically validated computerized task (i.e., guided saccade task) using a high-frequency eye tracker.



Emotional Balance

Validated questionnaires assessing stress and anxiety levels, combined with objective stress measurement through pupillary dilation.



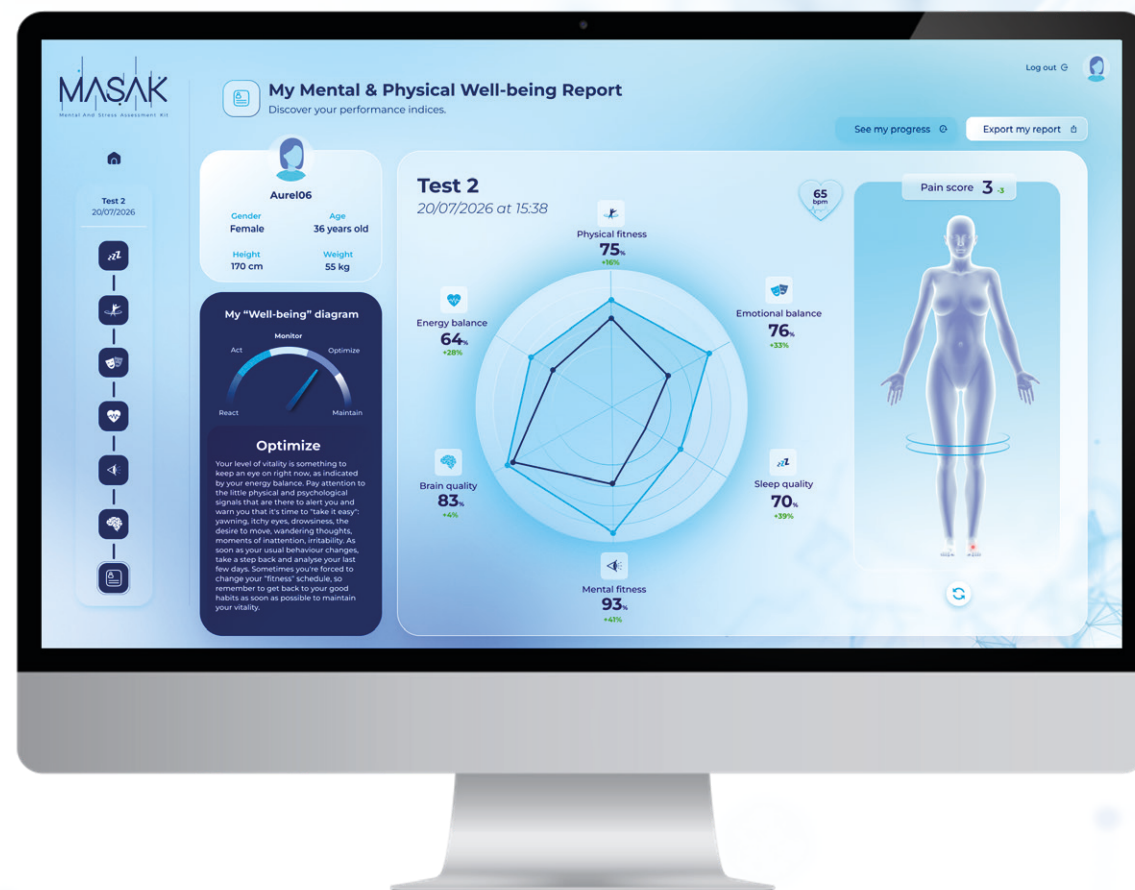
Brain Quality

Evaluation of cognitive functions (memory, attention, and concentration) through three cognitive tasks performed under different time constraints.

The Individual Report



**A 360° assessment
of your clients' mental and
physical well-being**



**This individual assessment serves two
complementary objectives:**

- 1** *Provide objective insights into each client's needs to guide individualized wellness programs and optimize intervention strategies.*
- 2** *Objectively compare the initial and final assessments to highlight the benefits achieved throughout the wellness program.*

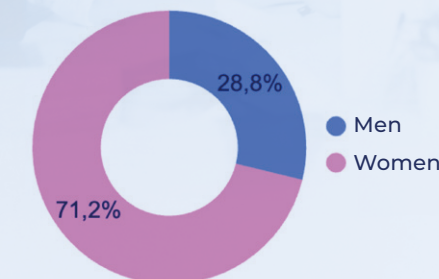
The Collective Report



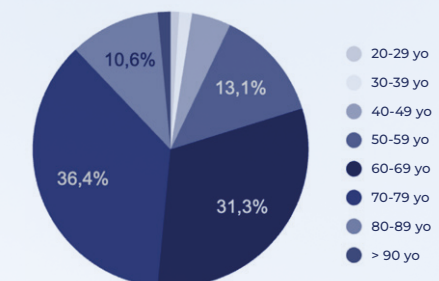
**Objective data to optimize your interventions
and communicate your results.**

Generation of a detailed periodic report

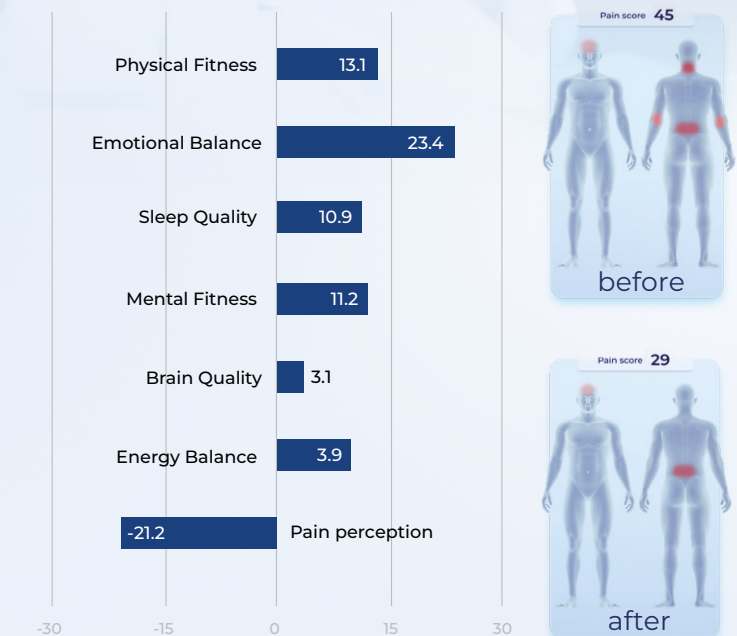
Gender distribution



Age distribution



Before vs. After program comparison



**From measurement to innovation:
transform your data into actionable insights**

Measure



Assess individual well-being.

Compare



Objectively demonstrate program benefits.

Optimize



Improve intervention protocols.

Showcase



Communicate results through evidence-based data.

Innovate



Develop increasingly personalized programs.

Our Scientific & Medical Leadership Team

A founding team of three researchers in sport and health sciences, combining scientific expertise with strategic, technological, and operational leadership.



Dr. Christophe Hausswirth, PhD, HDR (CEO)

Founder and CEO of beScored, Christophe leads the strategic vision for MASAK, with the ambition of transforming the assessment of mental and physical well-being through an integrated scientific and technological approach. Associate member of Université Bourgogne Europe and Université Côte d'Azur, and Adjunct Professor at the University of Technology Sydney (Australia), he brings more than 20 years of experience leading the Research Department at INSEP, where he supported athletes across six Olympic Games. Today, he leverages his extensive international network to accelerate the development and global reach of MASAK.



Dr. Alexandre Coste, PhD (CTO)

PhD in Human Movement Sciences, Alexandre has developed extensive expertise in the ergonomic evaluation of medical devices, integrating biomechanical, neurophysiological, and cognitive approaches. As CTO, he oversees MASAK's technological development, ensuring the optimal integration of scientific advances and software innovations to deliver a reliable and high-performance solution.



Dr. Geoffrey Millour, PhD (COO)

PhD in Sport Sciences and External Member of the MIP Laboratory (Nantes Université), Geoffrey is recognized for his expertise in elite sport, particularly in physiological and biomechanical performance analysis. He now focuses his research on optimizing innovative approaches that promote holistic well-being. He leads all scientific studies conducted within beScored, which directly contribute to the ongoing development of MASAK.

A global vision of mental and physical balance supported by a Scientific & Medical Advisory Board composed of internationally recognized experts in psychiatry, sleep medicine, biology, neuroscience, and human performance.



Dr. François DUFOREZ, MD
Sleep Medicine Physician
Founder of the European Sleep Center (ESC)



Dr. Xavier Bigard, MD, PhD
Member of the French National Academy of Medicine
Chief Medical Officer of the Union Cycliste Internationale (UCI)



Dr. Cyril Schmit, PhD
Neuroscientist
Associate Researcher at the Institut du Cerveau



Dr. Vincent Raimondi, MD
Medical Biologist
Founder of Infinite Health
Former CEO of Cerballiance



Marc Laidet
CEO Secteur Santé
President of FHP psy
Vice-President of Acteurs de la Prévention



Dr. Laurent Morasz, MD
Psychiatrist
Founder of Clinipsy Group and Ykoé Group

What our clients say



The deployment of MASAK has confirmed the value of thermal treatments beyond their traditional dermatological benefits. The results support a holistic approach to spa guests' care, with improvements observed across all six MASAK dimensions. The visualization of changes between the beginning and the end of the program was particularly appreciated. The solution was subsequently offered to all employees at the site as part of a Quality of Working Life (QWL) initiative.

Sophie MERY
Director – Avène Thermal Center



MASAK naturally integrates into Maison Epigenetic Paris, dedicated to health and longevity. It complements the Longevity Check-up by providing an objective assessment of mental and physical well-being. Subjective perceptions can therefore become measurable, enabling more personalized recommendations and monitoring of benefits over time.

Dr. Valérie LEDUC
General Practitioner & Phlebologist
Co-founder of Maison Epigenetic Paris



Trusted by leading organizations

Johnson & Johnson

ykoé

THALES
Building a future we can all trust

SOLIA

imes

CENTRE THERMAL
Avène

ametras

ergomotion

Mood
House

RELAI THALASSO
THALASSO & SPA - WELLNESS HOTEL

ACQS
AX-LES-THERMES

LPG

Boost
by Borlee

Cryorecup

BIOPTRON

CAPSIX
ROBOTICS

CRYOCENTER
Basel

MECOTEC
FREEZING TECHNOLOGY

European
sleep
center
PARIS

INTUITIVE

Maison Epigenetic
Paris

STENDO

VITAL TECH

L'OCCITANE
EN PROVENCE

Interested
in discovering
MASAK
Mental And Stress Assessment Kit
by beScored



Contact us!

-  bescored.fr
-  contact@bescored.fr
-  Scan me !

