

New Relaxation App Helps Combat The Post-Holiday Blues

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Product Designer, Tim de Jardine today introduces Inner Citadel 1.0, his new lifestyle app for iOS devices. Inner Citadel features a program that gets users into the habit of daily focused relaxation. In just a few minutes a day, anyone can dramatically improve their well being, focus, calm, energy levels and emerge feeling refreshed. The app was designed to help busy executives de-stress during the often frantic return to work after the holiday period.

Wellington, New Zealand - Product Designer and Entrepreneur Tim de Jardine has launched a unique app designed to help executives make a transition back into work and manage stress through a daily mindful relaxation practice. The app "Inner Citadel" is available on the iTunes App Store and features a program that gets users into the habit of daily focused relaxation in just a few minutes a day.

de Jardine said, "The holiday season is over and as workers return to their jobs, they need to think about their stress levels. Too often, workers find themselves tired and burnt out before the first quarter ends. One of the best ways to manage and reduce stress is through daily focused relaxation".

"There are already dozens of relaxation apps, and most of them quite honestly are too complicated and uninspiring. Users have to get through the hurdles of too many options, levels and settings. What makes Inner Citadel stand out is its simplicity, focus on habit formation and continuous improvement. It is suitable for users of all levels."

de Jardine says that he got frustrated with all the unnecessary complexity in many other relaxation apps. He wanted an executive focused app to help manage his own stress levels. Something to just "open and go" and then to want to do it again, so he created Inner Citadel.

The app is easy to use, with users selecting a relaxation soundtrack, setting a duration and tapping play. After each session they provide one tap feedback on how it went. The app automatically reminds the user to relax, helping the creation of a new relaxation habit. Users can then view their results from each session and improve through the guide within the app.

The App includes:

- * 10 relaxation soundtracks
- * Weekly / Monthly Progress graphs
- * 'Nirvana Score' a metric to record the quality of each relaxation session
- * A reminder system, set by the user, to create a relaxation habit

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 7.0 or later
- * 73.7 MB

Pricing and Availability:

Inner Citadel 1.0, marketed by de Jardines TUTO company, is free to download and use with one soundtrack for sessions of up to 20 minutes, and then for just \$2.99 (USD) access the full program. It is available worldwide exclusively through the App Store in the Lifestyle category.

Inner Citadel 1.0:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://innercitadel.co>

Download from iTunes:

<https://itunes.apple.com/app/inner-citadel-relax-feel-good/id946643181>

Video Preview:

<http://innercitadel.co/press/AppPreview.mp4>

Screenshot 1:

<http://innercitadel.co/press/InnerCitadel.png>

Screenshot 2:

<http://innercitadel.co/press/InnerCitadel2.png>

App Icon:

<http://innercitadel.co/press/AppIcon.jpg>

TUTO is a leading iOS App design company. Lead by Tim de Jardine a product designer and entrepreneur. Tim has designed several habit forming apps include Read Me Stories, a popular kids reading program with 6 Million users that teaches the habit of reading and 6 Pack Promise Plus, an app that gets users in the habit of working out. All Material and Software (C) Copyright 2015 TUTO Limited. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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