

Altered States Wellness Announces New Dallas Location, Bringing a New Category of Experiential Wellness to the City

The brand's sixth Dallas-area location reflects growing demand for immersive wellness, with new owners bringing a distinct vision for the guest experience.

DALLAS, TX, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Altered States Wellness, an experiential wellness concept designed to help people recover, reset, and better manage the demands of modern life, is expanding its Texas footprint with a new location coming to Dallas.

The new studio will be owned and operated by longtime business owners and wellness advocates Michelle and Coen, alongside their son Jacob, who were drawn to the Altered States Wellness concept through their own family's experiences with stress, recovery, and the search for more intentional ways to support long-term health.

For Michelle and Coen, wellness became personal after years of operating high-stress businesses, which eventually began taking a toll on their health. As Coen navigated significant health challenges, including cancer treatment, the family began exploring supportive wellness practices alongside traditional care and gained a new appreciation for the role recovery, stress management, and intentional self-care can play in everyday life.

Michelle's introduction to Altered States Wellness came unexpectedly while searching for a



Altered States Wellness Offers Float Therapy



Altered
States
Wellness

Altered sTates Wellness Logo

healthy experience to celebrate her daughter's birthday.

"I knew almost immediately that Coen would connect with it," Michelle said.

"He has always wanted to do something that genuinely helps people. Then I brought my teenage son, and seeing how he responded to contrast and float therapy made me realize how universal these experiences can be. That cross-generational impact was a huge part of why we wanted to bring Altered States Wellness to Dallas."



Cold Plunge at Altered States Wellness

Altered States Wellness offers a modern approach to experiential wellness through modalities designed around relaxation, recovery, and performance. Depending on the studio, experiences may include float therapy, infrared sauna, and cold plunge contrast therapy, red light therapy, PEMF, and compression therapy, all delivered within an elevated, spa-like environment.

The Dallas owners envision the new studio as more than a place to book a wellness service.

"Dallas is full of people carrying incredibly heavy loads professionally, emotionally, and physically," Michelle said. "We want this studio to become a sanctuary—a place where people can decompress, realign, and focus on their health, longevity, and recovery. We want wellness to feel less like a trend and more like a ritual people can actually build into their lives."

The family brings decades of business ownership and management experience to the venture. Coen's background includes electrical systems, RF communication and an interest in alternative wellness modalities, while Michelle's experience in design and immersive event creation will help shape the guest experience.

Together, they plan to bring that combination of operational discipline and creative intentionality into every aspect of the Dallas studio—from how guests move through the space to the atmosphere within each treatment room.

"We want every detail to support the feeling people came there to find," Michelle said. "It should feel intuitive, elevated, and deeply restorative."

One experience in particular cemented her decision to become part of the brand.

"During a float, there was a moment where everything clicked," she said. "The stillness made me realize how profoundly these experiences can shift how you feel in your own body. I walked out thinking, more people need access to this. Dallas needs access to this."

Meeting Altered States Wellness founders JoJo and Kyle Struebing further reinforced the family's decision to join the growing franchise brand.

"Their approach and forward-thinking vision aligned with ours," Michelle said. "It made us even more confident that this was something we wanted to bring to our community."

Founded with the belief that wellness should be both effective and approachable, Altered States Wellness is creating spaces for people who may feel overwhelmed, overstimulated, or simply in need of dedicated time to recover.

"People are living at a pace that makes it incredibly difficult to truly disconnect and recover," said JoJo Struebing, co-founder of Altered States Wellness. "Michelle, Coen, and Jacob understand that on a deeply personal level. Michelle's event background will bring an entirely new experiential layer to the studio—creating moments, activations, and community experiences unlike anything we've seen at any Altered States location before. We're thrilled to welcome them to the Altered States family."

The Dallas studio is currently in development, with additional details regarding its location and opening timeline to be announced.

About Altered States Wellness

Altered States Wellness is an experiential wellness studio focused on helping people relax, recover, and perform at their best through approachable, technology-supported wellness experiences. Services may include float therapy, infrared sauna and cold plunge contrast therapy, red light therapy, PEMF, compression therapy, and other recovery-focused modalities. Designed for individuals, couples, date nights, groups, and community wellness experiences, Altered States Wellness combines modern recovery technology with an elevated, calming environment.

For more information, visit <https://alteredstateswellness.com>.

For questions, contact dallas@alteredstateswellness.com.

To follow their journey visit <https://instagram.com/alteredstatesdallas>.

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