



SABAH

PRESS & MEDIA · UAE · 2026

Ten minutes. Then the day is yours.

SABAH (صباح, Arabic for “morning”) is a UAE-built app that gives you the first ten minutes of the day. Most mornings begin by answering to somebody else. SABAH runs one fixed ritual before any of that, and then closes. Ten minutes that are yours, and a day you chose instead of one you were handed.

10 MINUTES

one fixed ritual

US\$9.99

premium monthly

US\$79.99

premium annual

sabahapp.com · hello@sabahapp.com

At a glance

The essentials, in one place, for editors and journalists.

Brand	SABAH (صباح — “morning”)
What it is	A ten-minute morning ritual that you finish and then walk away from.
Built for	Anyone whose day begins by answering to somebody else. It has less to do with who you are than with how your morning starts.
The ritual	Check in, breathe, move and reflect, in the same order every morning.
Founder	Ekaterina Trofimova
Technology & product	Karim Dakroury — Chief Technology and Product Officer, who leads the engineering and the product
Built in	United Arab Emirates
Premium	US\$9.99/month or US\$79.99/year
Trial	Seven days free, with everything unlocked
Free access	Gentle Wake movement + Box Breathing
Equipment	None required
Languages	English and Arabic throughout, with a Ramadan mode for fasting days
App Store	Listed as SABAH — Breathe. Move. Think. Prices here are from the US App Store.
Google Play	Listed as SABAH — Breathe. Move. Think.
Contact	hello@sabahapp.com

ONE-SENTENCE DESCRIPTION

SABAH is a UAE-built app that puts a check-in, guided breathing, movement and one moment of reflection into a single ten-minute morning ritual, short enough to do every day.

One fixed sequence, on purpose.

There is nothing to decide and nothing to plan.

You check in, breathe, move and then reflect, in that order, every single morning. There is nothing to decide and nothing to plan.

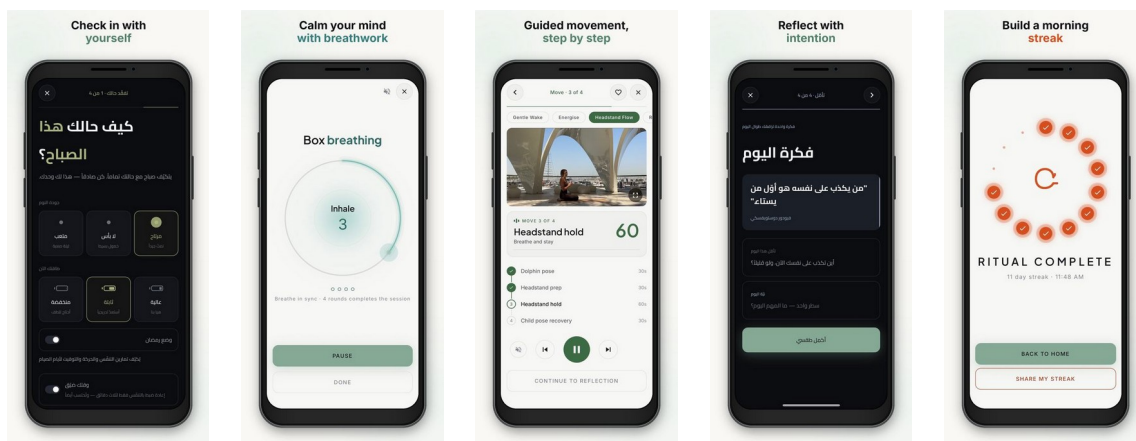
Most apps are built to keep you using them for as long as possible. SABAH is built to finish, so after ten minutes you are done for the day.

Those are the ten minutes most people give away first thing in the morning, and SABAH keeps them for you instead.

MIN	STEP	WHAT HAPPENS
1	Check in	How you slept and what energy you have
2	Breathe	Box, 4-7-8 or Energising
5	Move	Filmed sessions, no equipment needed
2	Reflect	One idea and one question

“Ten minutes in total, and then the app leaves you alone.”

SCREENS, IN ORDER OF THE RITUAL



Press release — ready to publish

For release

SABAH gives you the first ten minutes of the day, before anyone else gets them

The UAE-built app runs one fixed ten-minute ritual of check-in, breathing, movement and reflection, and then closes. It works in English and Arabic and has a Ramadan mode. There is a free tier, and new users get seven days of full access.

UNITED ARAB EMIRATES — Most people begin the day by answering to somebody else. You wake up, reach for your phone and read a message, an email or a piece of news that was waiting for you. Before you have decided anything about your day, other people have decided it for you.

SABAH is built for the ten minutes before that happens. It opens with a question instead of a menu: how did you sleep, and how much energy do you have? The answer changes the session. If you slept badly, the breathing slows down and the movement gets gentler. If you slept well, you get more.

After the check-in there are two minutes of guided breathing, where a ring on the screen grows and shrinks so you can follow it instead of counting. Then comes five minutes of movement, filmed in the UAE, which you do barefoot next to the bed without a mat or any equipment. The last two minutes give you one idea and one question to take into the day. At ten minutes the session ends, and there is nothing else to open and nothing else to buy.

“Everyone I know gives the first part of the day to other people. I wanted those ten minutes to be mine.” — Ekaterina Trofimova, Founder, SABAH

The four steps are the same every morning, and that is the part most people find unusual. Most wellness apps are libraries, so before you start you have to choose a session, a length and a teacher. Those choices are the reason people stop using them. SABAH makes the choices for you.

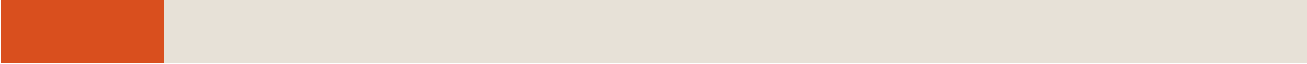
Ekaterina Trofimova built the app in her spare time while working a full-time job. She had tried the morning routines people share online, the ones that start at 5am with journaling, matcha, a cold plunge and a workout, and none of them lasted more than a few days. The version that did last was short, the same every morning, and finished before the rest of the house woke up.

SABAH is not aimed at a particular kind of person. Parents, students, shift workers, commuters and anyone who wakes up already behind can all use it, because the only thing they need to have in common is a morning that starts by answering to something. You do not need experience, equipment or any flexibility you do not already have.

Missing a morning does not undo anything. The app counts streaks, but it also gives you freezes that cover missed days automatically, because something you are meant to do most days should not punish you on the days that go wrong.

SABAH was made in the UAE and works fully in both English and Arabic. Its Ramadan mode changes the breathing, the movement and the timing for fasting days instead of pausing the ritual. Apps built elsewhere tend to add Arabic and Ramadan support late, and it shows. It also means SABAH suits Muslim users anywhere in the world, not only in the Gulf.

Press release — continued



The app is built on repetition rather than intensity, because repetition is what changes the brain. Brain scans show physical changes in people who practise every day, in some studies after only four to eight weeks. In one study, people who completed an eight-week mindfulness course had more grey matter in several parts of the brain than a comparison group who did nothing. In another, older adults who exercised regularly for a year grew the hippocampus, the part of the brain used for memory, by about 2 percent. Neither study tested SABAH, and the company makes no medical claims about its own sessions. The finding that carries over is a simple one: small things done on most days for months are what work.

Karim Dakroury, the Chief Technology and Product Officer, is the engineering mind behind how the ritual works on a phone. He owns the engineering and every release, and he is the reason ten minutes feel easy rather than fiddly, from the breathing ring staying exactly in time with the audio to the movement videos playing without a stutter. He also decides where SABAH goes next, from the devices it runs on to the features that will take the ritual beyond the morning.

The free tier includes the Gentle Wake movement sequence and Box Breathing. Full access costs US\$9.99 a month or US\$79.99 a year, and every new user gets seven days of the complete ritual for free. SABAH is available on the App Store and on Google Play. More information is at sabahapp.com.

MEDIA CONTACT

Ekaterina Trofimova · Founder, SABAH · hello@sabahapp.com · sabahapp.com

Leadership — bios for publication

EKATERINA TROFIMOVA — FOUNDER

Ekaterina Trofimova is the founder of SABAH, a UAE-built app built around a ten-minute morning ritual. She studied computer engineering and worked in business development, and she made the app in her spare time around a full-time job because she wanted a morning practice that actually held up on a normal day.

Her approach has been to take things away rather than add them: fewer decisions, a fixed ten minutes and one ritual people can return to each morning.

KARIM DAKROURY — CHIEF TECHNOLOGY AND PRODUCT OFFICER

Karim Dakroury is SABAH's Chief Technology and Product Officer, and he is the engineering mind behind the product. He owns how the app is built and everything that ships, and his work is the reason the ritual runs smoothly enough that you stop noticing it: the breathing stays exactly in time with the audio, the movement videos play without stuttering, and the session changes depending on how you say you slept. He also decides where SABAH goes next, leading the product plan and the engineering behind it.

QUOTES FOR EDITORS — ATTRIBUTABLE TO EKATERINA TROFIMOVA

“I didn't want to build another unrealistic morning routine. I wanted one thing I could actually do every morning.” — Ekaterina Trofimova, Founder, SABAH

“Ten minutes that are yours, before anyone starts asking for things.” — Ekaterina Trofimova, Founder, SABAH

“The goal isn't to do everything before 8AM. It's to begin the day with something intentional.” — Ekaterina Trofimova, Founder, SABAH

“We kept asking what we could remove, not what else we could add.” — Ekaterina Trofimova, Founder, SABAH

“Ten minutes is not supposed to be your entire wellbeing routine. It is your starting point.” — Ekaterina Trofimova, Founder, SABAH

“You don't need the perfect morning. You need ten minutes you can come back to tomorrow.” — Ekaterina Trofimova, Founder, SABAH

“If it only works on a good morning, it does not work.” — Ekaterina Trofimova, Founder, SABAH

“Everyone I know gives the first part of the day to other people. I wanted those ten minutes to be mine.” — Ekaterina Trofimova, Founder, SABAH

“A perfect morning you did once does nothing. The same ten minutes every day changes you.” — Ekaterina Trofimova, Founder, SABAH

Product facts

Everything that is in the app.

- Three guided breathing exercises: Box, 4-7-8 and Energising
- Five filmed movement sessions
- A new thought and question to reflect on each day
- Streak tracking, with a note when you reach a milestone
- Streak freezes, so a missed morning is covered automatically
- Save the sessions you want to come back to
- A dark mode and a light mode
- A Ramadan mode for fasting days
- Full English and Arabic
- Nothing to buy and nothing to set up

PRICING

ACCESS	PRICE	INCLUDES
Free tier	Free	Gentle Wake and Box Breathing.
Premium monthly	US\$9.99/month	Everything unlocked
Premium annual	US\$79.99/year	Everything unlocked
Trial	Seven days free	Everything unlocked. Cancel any time.

HOW TO DESCRIBE IT

A morning ritual app. Ten minutes for yourself before the day starts. Breathing, movement and reflection in one run. A morning you can actually keep doing. Built in the UAE.

PLATFORM

On iPhone through the App Store, and on Android through Google Play.

What the research actually says

Research supports the parts of the ritual and the value of consistency; it does not promise a specific result from one ten-minute session.

SABAH is built on research into repetition, breathing, movement and attention. That research supports each part of the ritual and the value of doing it consistently. It does not mean that any single ten-minute session will do something specific for a specific person.

HABIT FORMATION

Studies of habits keep reaching the same conclusion. Doing the same thing in the same setting is what eventually makes it automatic.

Time to Form a Habit: A Systematic Review and Meta-Analysis of Health Behaviour Habit Formation and Its Determinants (2024)

BREATHWORK

In a randomised study, a few minutes of structured breathing each day improved mood, slowed the breathing rate and reduced negative feelings.

Brief structured respiration practices enhance mood and reduce physiological arousal (2023)

MOVEMENT

Reviews covering many studies link exercise, including gentle movement, with better thinking, memory and focus.

Effectiveness of exercise for improving cognition, memory and executive function (2025)

ATTENTION / STILLNESS

Randomised trials of meditation training show that practising regularly can improve how long people are able to hold their attention.

Four weeks of meditation training improves sustained attention in older adults (2024)

YES, IT REWIRES THE BRAIN

Doing this consistently rewires the brain, and that is meant literally rather than as a turn of phrase. It is also why SABAH is built on repetition rather than intensity. Neuroimaging studies have found measurable structural changes in as little as four to eight weeks of daily practice. In one controlled study, people who completed an eight-week mindfulness course had more grey matter in several parts of the brain afterwards; the comparison group did not. In another, 120 older adults who exercised regularly for a year grew the hippocampus, the memory part of the brain, by about 2 percent, reversing one to two years of normal age-related shrinkage. Both studies used longer or harder programmes than a ten-minute daily ritual, and neither tested SABAH. What carries over is the principle. The change comes from being consistent over months.

Hölzel et al., Mindfulness practice leads to increases in regional brain gray matter density, Psychiatry Research: Neuroimaging 191 (2011) · Erickson et al., Exercise training increases size of hippocampus and improves memory, PNAS 108(7) (2011). Note for editors: a published letter in PNAS contested the memory finding in Erickson et al.; the hippocampal volume result was not contested.

A note on accuracy

Practising consistently really does rewire the brain, and the studies above are solid. Credit the practice rather than the app, and the claim holds up.

FINE TO WRITE

“Ten minutes every morning rewires your brain.” Neuroimaging studies have found structural changes after four to eight weeks of daily practice, including more grey matter in areas used for memory and emotional regulation. SABAH is designed around that finding.

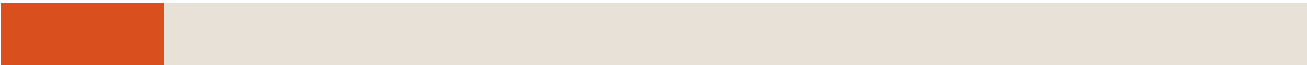
ONE WORDING NOTE

The rewiring comes from doing it daily, so write that the daily practice rewires the brain rather than that the app does. No study has tested SABAH itself, and this wording keeps it accurate.

- A ten-minute SABAH session is not a treatment for anxiety, depression or any medical condition.
- SABAH does not promise specific improvements in memory, self-control or mental health.
- SABAH is a general wellness product, not medical treatment.

Five ways to tell the story

So it does not have to read like an app announcement.



01 The anti-5AM routine

A better morning does not have to start at 5am or involve journaling, matcha, a cold plunge and a workout. Try the ten-minute version for a week and write about what actually happened.

BEST FIT: LIFESTYLE / WELLNESS

02 Who owns your first ten minutes?

Most people are answering to somebody before they are properly awake. What changes when the first ten minutes of the day go to you instead?

BEST FIT: WELLNESS / PRODUCTIVITY

03 Why your wellness app stopped working

Wellness apps give you endless choices, and choosing is what makes people give up. The case for one fixed sequence you never have to pick.

BEST FIT: BUSINESS / STARTUP / PRODUCT

04 Built in the UAE, for a habit everyone has

The movement was filmed here, the whole app works in Arabic, and Ramadan mode changes the ritual for fasting days. All of it aimed at a habit people have everywhere.

BEST FIT: UAE / LIFESTYLE / LOCAL FOUNDER

05 The founder who needed a ritual, not another app

How one person's problem with her own mornings turned into an app.

BEST FIT: FOUNDER / ENTREPRENEURSHIP

Interview Q&A

Prepared answers for interviews and written questions. Quote these as they are.

Why did you create SABAH?

I did not want another morning routine that only works if you have unlimited time. I wanted ten minutes that were mine before the day started making demands, so that the day felt like one I had chosen rather than one I had been handed. SABAH is the simplest version of that: ten minutes, always the same shape.

Why exactly ten minutes?

Ten minutes is short enough to manage on a busy morning and long enough to feel like you have done something. We were not trying to fit an entire wellness routine into ten minutes. We were trying to find a length people could repeat.

Who is SABAH for?

Anyone whose day starts by answering to somebody else, which is most people. We are not asking anyone to find spare time, because those ten minutes already exist. At the moment they just go to other people.

What makes it different from a meditation or fitness app?

It is not a meditation library or a workout library. Everything is joined into one guided run, so you never have to decide what comes next.

What role does Karim Dakroury play?

Karim is our Chief Technology and Product Officer and the engineering mind behind the product. He owns how the app is built and everything that ships, and he is the reason ten minutes feel easy rather than fiddly. He also decides where we go next, and most of the improvements people notice started with something he wanted to fix.

What does SABAH cost?

The free version includes Gentle Wake and Box Breathing. Full access is US\$9.99 a month or US\$79.99 a year, and everyone gets seven days free to start.

What is the long-term ambition?

We want the ten-minute morning ritual to become a normal thing people do, in the way that a morning coffee or a workout is normal.

Boilerplate & media assets

Ready to copy and use.

BOILERPLATE

About SABAH — SABAH is a UAE-built app built around one fixed ten-minute morning ritual. Every session combines a short check-in, guided breathing, movement and a moment of reflection. It was made for people who want a steady start to the day without an hour-long routine, and it works in both English and Arabic with a Ramadan mode for fasting days. There is a free version, and full access is available monthly or annually. More at sabahapp.com.

MEDIA ASSETS

Full press kit — Everything on this page as a PDF, including the facts, the release, the bios and the research.

App icon — The ص mark as a 1024×1024 PNG. Please use it as it is, without changing it.

App screenshots — Ten full-size screens at 1284×2778, in English and Arabic.

Founder photography — Portraits and pictures of the ritual being done. Ask and we will send them.

Screen recording — A short vertical video of the ritual. Ask and we will send it.

LINKS

Website: sabahapp.com

App Store: apps.apple.com/us/app/sabah/id6780823805

Product Hunt: www.producthunt.com/products/sabah-10-minute-morning-ritual

AlternativeTo: alternativeto.net/software/sabah

Instagram: www.instagram.com/sabah_app/

Google Play: play.google.com/store/apps/details?id=app.sabah.Sabah

PRESS CONTACT

Ekaterina Trofimova, Founder — hello@sabahapp.com

We are happy to do interviews or answer questions in writing, and we can send photography and free App Store or Google Play codes so you can try the app yourself. We reply within one working day.

TEN MINUTES. THEN THE DAY IS YOURS.