

THE TREATMENT: BIOGRAPHY

“YOUTH GONE WILD!”

AT A TIME when so much rock music is defined according to a specific genre or sub-genre, it's refreshing for a new band to come along who are both happy and proud to be called simply 'rock'... and when that band are still enjoying their teenage years, then the project becomes very exciting indeed: classic sounds filtered through young hearts an' minds.

Enter The Treatment.

A five-strong outfit based in the Cambridge area of the UK, The Treatment are indeed tender in years, but you'd never guess that from the quality of their song-writing or the confident swagger of their live show. It's only really the exuberance and in-built energy of their playing that gives the game away, adding a fresh-faced twist to some deeply classic grooves.

Combining the drive of early Def Leppard with the song-writing ability of prime UFO and Thin Lizzy, the whole thing underpinned by the sort of low-slung riffing redolent of early Aerosmith or G n' R, The Treatment are unashamedly inspired by an era when rock bands looked like rock bands and were generally intent on causing a stir (both onstage and off); an era when the lifestyle was important, when music was everything and vinyl was king.

Already, the five have a strong selection of material to their name, with 12-track debut album 'This Might Hurt' sounding more like a 'Greatest Hits' package than a debut recording; produced by experienced musician Laurie Mansworth (guitarist/songwriter with UK melodic rockers Airrace) and mixed by Tony Newton at Iron Maiden guitarist Steve Harris' Barnyard Studios, it's clear that these guys are *hugely* proud of their homegrown roots, with anthem-in-the-making and current single/video 'Nothing To Lose But Our Minds' tapping into the work of such quintessentially UK outfits as Mott The Hoople.

From the unbridled power-rush of 'Departed', through statement track / video 'The Doctor', onto out 'n' out rock juggernauts like 'Lady Of The Night' and 'Shake The Mountain', The Treatment show they have the hunger and the drive to be an essential part of The Great Rock Revival; at a time when the genre is looking for *true* champions to slay the pop dragon and take the movement boldly into the future, The Treatment have the talent and the charisma to mark their mark worldwide.

Being so young, they also have the time, but there's no hint of resting on laurels here...

Not only are The Treatment the real deal, they're 100 per cent fired up and ready to roll, having already put in a number of years of noses-to-the-grindstone dues-payin'.

Since 2008, when 15-year-old schoolboy drummer Dhani Mansworth (son of Laurie) decided to put a band together, inspired by the all-time greats of the genre (AC/DC, Led Zeppelin, etc.) and working under the wing of his father and manager Laurie (More, Airrace, Roadstar), the search was on to find fellow rock-headed, leather-wrapped musicians old an' wise beyond their years.

Unable to source players of the required standard, however, this search was soon extended to more far-flung parts of the country, and bit by bit the line-up began to take shape. First to join was lead guitarist Ben Brookland, then bassist Rick Newman (aka Swoggle), then rhythm guitarist Tagore Grey... but it was the crucial position of front-man that proved the hardest to fill, and it was a full six months before vocalist Matt Jones was (finally) discovered in Norwich (UK).

Now the line-up was complete.

Next step: intense practise and writing sessions, but rather than go the conventional route of booking rehearsal studios then travelling back and forth, the five decided that to get the very best out of themselves they would need to focus 100 per cent on the mighty task at hand; with school days now behind them (but only just), they opted to move into the Mansworth family home in Cambridge, where they could eat, sleep and breathe the music they loved around the clock, without distractions, without compromise.

12 months later, The Treatment – a fully-rounded, finely-honed rock'n'roll machine with a battery of great songs at its fingertips – emerged blinking into the sunlight, guitars at the ready, sights set on the stars.

With a run of European special guest appearances now complete (playing with the likes of Black Stone Cherry, Alice Cooper, Thin Lizzy, Steel Panther, Motorhead and more) and European festival performances being ticked off at a rapid rate (Sonisphere, High Voltage, Hard Rock Hell, Download, etc.), the band are now ready to take things to the next level, setting their sights on the American market.

To this end, and with a new five-track covers EP ('Then & Again') securely in the can, they are now confirmed to join the massive Kiss/Motley Crue package going out in the US this Summer ('The Tour') – a magnificent opportunity offered on musical merit *alone*, with Nikki Sixx championing the guys and their music from the moment he became aware of their debut 'Drink, F**k, Fight' single/video.

The Treatment: *Just what the doctor ordered.*