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Direct Selling Company*

Facial Massage Techniques

*for Japanese/Mediterranean
Skin Care*



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One of the main principles of Japanese/Mediterranean skin care is to get the maximum benefit of your skin care product through massage.

KEEP THIS IN MIND These massage techniques are done gently as one of the founding principles of this type of skin care is to do as little damage to the existing skin cells as possible.

Another principle of Japanese/Mediterranean Skin care is to increase circulation thereby moving stagnant lymph fluids which tend to build up under the skin's surface over time causing poor skin health and sagging skin tissues.

There are several types of massages that can be performed. As long as it is done gently and for **at least 2-3 minutes**—you can choose any combination of massages to cleanse your skin, moisturize your skin or just treat your facial skin after a long day at work.

Japanese/Mediterranean skin care techniques therefore frown on regular use of exfoliants (maximum use being twice a month) and no massage techniques are recommended with an exfoliant. Just as exfoliants can damage health skin tissue, extremely acidic or skin peeling agents should not be used with any massage (if a skin peel is necessary due to past sun damage, Profiling Beauty sells Helan's Skin Peel 25 day program for a gentle and extremely effective peel).

Also, extreme care should be taken in the choice of products. The concentration on product penetration through massage makes it necessary for people to be aware of what they are putting on their skin. Profiling Beauty takes extreme care to stock only products where penetration of the product does not cause adverse health effects.

Water Massage (Use with Profiling Beauty's Japanese Water Massage Bottle)

When to Do A Water Massage:

- After exercising
- In the morning using cool water
- In preparation for a night out—to reduce facial swelling before applying make-up
- At night using warm water to gently wash away facial cleansers
- After an intense facial treatment such as a mask or skin peel
- GIVE YOUR SKIN A BREAK—try to aim for one day a week to not put anything on your skin. No cleanser, no moisturizer, no make-up. Wake up that day to a water massage

Prepare your bottle:

1. Unscrew the top lid
2. Fill with good clean water (high quality bottled water preferred). Use warm water for a relaxing water massage. Use cool water for an invigorating massage and to reduce facial swelling.

DO NOT PLACE MASSAGE BOTTLE IN THE MICROWAVE—for the most chemical free way to warm the water, pour the bottled water into a rinsed glass cup and warm in the microwave. Water should be lukewarm, not hot.

Bottle Care:

After each use, rinse with clear water. Shake the opened bottle downward to release excess water and allow to air dry.

Water Bottle Massage Technique:

Perform this massage during your bath or leaning over a sink.

1. Starting above the brow on one side, move back and forth going upward on your forehead



2. Starting at the inner corner, squeeze the bottle and swirl the water around the outside of your eye



3. Starting out the lower jaw edge of the face, squeeze the bottle and stroke upward, continue these strokes until you reach the outer corner of your eye



4. Starting at the nostril, stroke upward toward the eye. Continue these strokes downward until you reach the lower lip



5. Squeeze the bottle and swirl around the outer edge of the mouth



6. Start at the lower jaw on the outer edge on the opposite side of your face and stroke upward in upward strokes moving toward the outer corner of the eye



7. Starting at the nostril, repeat step 5 for the other side



8. Repeat step 3 for the other eye



9. Stroke downward down the center of your nose, then on each side



10. End by swirling around the outer edge of your face

Facial Skin Stretching

This can be done, when first waking to stimulate the skin, after exercising

1. Gently with your fingertips, pull the skin around the corners of your eyes, upward at the temple and inward at the base of the eye. Repeat on the other side.
2. Pull the skin on your face outward using the palms of your hands, then follow by gently lifting the skin upward.



Push It- Pull It Skin Stimulation

1. With your finger tips, gently press down on the edges of your lips from the inside to the corners, top and bottom.
2. Use the inside of the thumbs (toward the knuckle in the middle) to gently press the skin under the brow bone
3. End by using your fingertips to gently press the area behind the ears. Especially where the lower jaw meets behind the ears.



Pinch and Lift Technique

1. Pinch the "parentheses" that run down from your nostrils, press outward as you pinch



2. Pinch the forehead vertically with your fingertips starting from the center and moving outward



3. Stretch the skin on your forehead with one hand as you hold the skin on your temple in place with your other hand.



4. Stroke upward on your forehead, alternating hands.



Piano Touch Technique

1. Use your fingertips to tap a line up and down along your mouth and cheeks to bring blood flow and strength to your facial skin
2. Use your fingertips to tap the skin under your eyes, gently, to again stimulate blood flow and allow for more circulation

Jiggling

1. With the palms of your hands under your ears, gently lift your skin outward and upward in a jiggling motion
2. With the palms against the temples of your forehead, lift the facial skin outward and upward in a jiggling motion

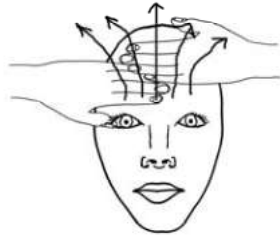
Pressing Technique

1. Place your hands against your facial skin and warm the skin, gently pulling in various directions.
2. End this by placing and holding your hands on your face

Cleansing Massage

This particular massage is a little longer than the previous massages—it is meant to allow the full power of your cleanser to work. So rather than scrub your skin to loosen dirt, the inherent ability of your facial cleanser is used to loosen dirt.

1. With the middle and ring fingers of each hand start upward strokes in the middle of the forehead at the browline. Work upward toward the hairline one hand following the other as the hands move toward the right temple, then move back toward left temple. Then back to the center. You can repeat this several times according to the level of cleansing needed.



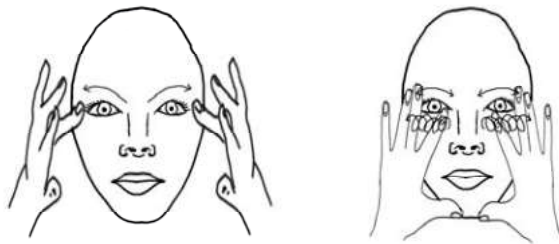
2. With the middle finger of each hand start a circular movement in the middle of the forehead along the browline. Keep these movements going while working toward the temples. Bring fingers back quickly to the center of the forehead at a point between the browline and hairline. Each time the fingers reach the temples, pause for a moment and add slight pressure to the temple. This helps push any stagnant lymph fluid to a drainage area. You can repeat this several times according to the level of cleansing needed.



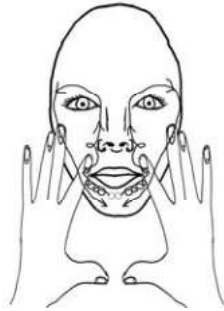
3. With the middle and ring fingers of each hand start a crisscross stroking movement at the middle of the forehead starting at the browline then move upward toward the hairline. Move toward the right temple and back to the center of the forehead. You can repeat this several times according to the level of cleansing needed.



4. Place the ring fingers under the inside corners of the eyebrows and the middle fingers over the brows. Slide the fingers to the outside corner of the eye, lifting the brow at the same time. Continue to the next step.
5. Start a circular movement with the middle finger at the outside corner of the eye. Continue this circular movements on the cheekbone to the point under the center of the eye then slide the fingers back to the starting point. Repeat the last two steps as many times as you wish according to the level of cleansing needed.



8. With the Middle and Ring fingers of each hand, slide the fingers from the bridge of the nose over the brow (lifting the brow) and down the chin. Start a firm circular movement on the chin with the thumbs. Change to the middle fingers at the corner of the mouth. Rotate the fingers several times and slide the fingers up the sides of the nose, over the brow then stop at the temples applying slight pressure. Slide fingers downward to the chin and repeat the movements as needed. The downward movement on the side of the face should have a very light touch to avoid dragging the skin down.



9. With the pads of the fingertips start a light tapping movement on the cheeks, work in a circle around the cheeks. Repeat several times



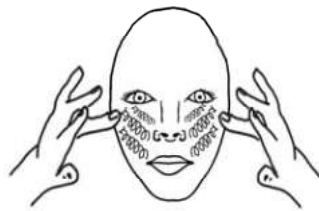
6. Start a light tapping movement with the tips of your fingers. Tap lightly around the eyes as if playing piano. Continue tapping moving from the temple, under the eye, toward the nose, up and over the brow and outward to the temple. Do not tap the eyelids directly over the eyeballs. Repeat as many times as necessary.



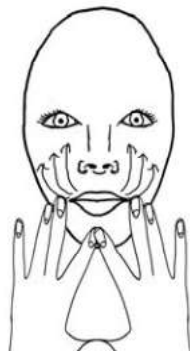
7. With the middle finger of each hand, start a circular movement down the nose and continue across the cheeks to the temples. Slide the fingers under the eyes and back to the bridge of the nose. Repeat as many times as necessary.



10. With the middle finger of each of your hands start a circular movement at the center of the chin and move up to the earlobes. Return your middle finger to the corners of the mouth then continue to the middle of the ears. Return the middle fingers to the nose and continue the circular movements to the top of the ear. Repeat several times.



11. With the index and middle fingers of each of your hands start a "scissor" movement. Move from the center of the mouth upward over the cheekbone and stop at the top of the cheekbone. Alternate the movement from one side of your face to the other using right hand on right side and left hand on left side of the face. Repeat several times.



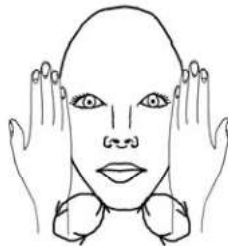
12. With the middle finger of both of your hands, draw the fingers from the center of your lip, around the mouth, under the lower lip and continue under the chin. Repeat as needed.



13. Start a scissor movement under the jaw from the center of your chin, then slide the fingers to the earlobe. Alternate one hand after the other using the right hand on the right side and the left hand on the left side. Repeat as needed



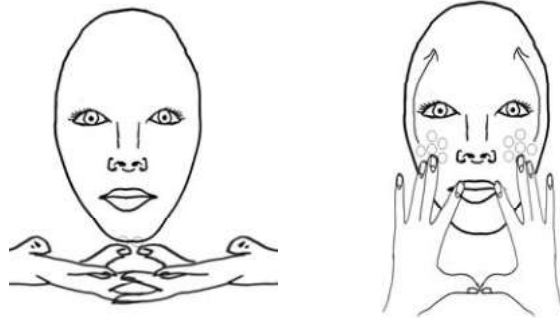
14. Apply light upward strokes over the front of the neck. Use firmer pressure on the sides of the neck. Repeat as needed



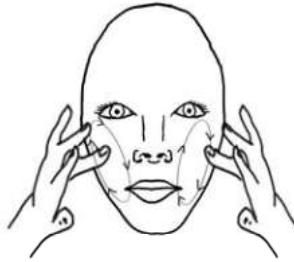
15. With the middle and ring fingers of your right hand, give two quick taps under the chin, followed with one quick tap with the middle and ring fingers of the left hand. The taps should be done in a continuous movement, keeping a steady rhythm. The taps should be done lightly but with enough pressure so a soft slapping can be heard. Continue the tapping movement while moving the hands slightly to the right and then left, so as to cover the complete underside of the chin. Without stopping or breaking rhythm of the tapping, move to the right cheek.

16. Continue the tapping on the right cheek in the same manner as under the chin. Repeat this rhythmic movement many times without stopping the tapping movement, move the fingers back under the chin and over the left cheek, repeating the tapping and lifting movements. Avoid tapping directly on the jawbone.

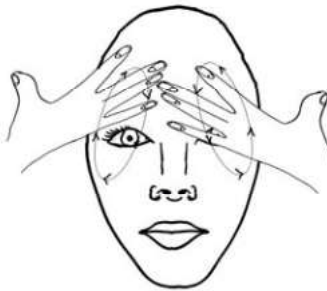
Tap... Tap... Lift...Tap... Tap... Lift...Tap... Tap... Lift...



17. Keep up the tapping movement, moving back under the chin and over to the right corner of the mouth. Perform a rolling movement with the 1st three fingers of each of your hands. One finger follows the other as each finger lifts the corner of the mouth. Repeat movements several times. Continue this rolling movement as you quickly move under the chin to the left corner of the mouth. Repeat several times.



18. Keep with the rolling movement, and quickly move up to the outside corner of the left eye and continue the rolling movement many times. Start the rolling movement across the forehead to the outside corner of the right eye. Repeat this several times



19. Finish by continuing the rolling movement back and forth across the forehead, gradually slowing down. Go slower and slower and lighter and lighter. Taper the movement off until the fingers are gradually lifted from the forehead.



Lymph Massage

1. Perform the Push Pull Technique to begin
2. Use both your thumbs on each side to press along the inside of your bottom jaw (chin). Start and the tip and move backward. Massage along the way, moving inward and outward. Move toward the hollows behind your ears, press inward.



3. Use your pointer finger to keep pressing the hollow area and with your hand held against your neck, slide your hand downward. Repeat this for the other side of your neck.



4. Press your fingers above your collarbone and press outward



5. Place your fingers into your armpit leaving your thumb on the outside and press and pinch the areas to drain the waste completely



Heat Treatment

Temperature is an important part of Japanese/ Mediterranean skin care. Heat is used to increase circulation, relax, detoxify and assist your products in their penetration.

– think relaxing and beautifying, think of this when the Air conditioning has been at full blast, you just came inside from -30 degrees below, when your menstrual cycle gets to you or when stress is getting the best of you.

1. Clean your skin according to your skin type's specification
2. Prepare a towel by soaking it in hot water. Preferably use a bamboo towel with no dyes (always try to wash any towel that touches your face after it is cleansed with a nontoxic detergent – this is one open pathway for dangerous chemicals to wreak havoc on your skin)
3. Additionally, microwave that hot towel for another 30 seconds (careful not to burn)

Place the towel on your face and across your ears. Make sure your entire forehead is covered (it is your stress indicator and needs to relax more than any other part of your face). Allow to sit three minutes

4. Soak some bamboo or organic cotton strips of fabric in some warm water. Apply a hydrating lotion (Like Helan 24Hr Hydrata) on your skin and place the strips over your facial skin. If you want an additional boost, take a plastic shower cap (like the ones given away for free in hotel rooms) and poke several large holes in it. Place the shower cap over your face with the cotton strips and rest for 10 minutes. If you choose not to use the shower cap—just leave the strips on for 5 minutes as the drying of the strips will start to pull hydration from your skin.
5. Perform a gentle facial massage with your hands wetted with clean water.
6. Apply any serum that your profile indicates is necessary. Seal this with a cream

Cool down

Cooling is used to decrease inflammation, constrict blood vessels, relieve tired skin and awaken the skin and senses in the morning.

This one is great for summer heat, after a workout (to return the natural color to your face) or when the humidity is high.

1. Cleanse your skin as you normally would according to your profile.
2. Place a cold towel on your face - dampen a bamboo towel, one without bleach or detergent residue, and wrap it in plastic then place it in the fridge for several hours or overnight. It is nice to keep two or three in the fridge - these are just great to have around for after workouts.
3. Perform a water massage on your face to stimulate the blood flow again
4. Wrap a large ice in plastic and run across your face (using a lot of the same movements you used in the water massage). Additionally Profiling Beauty sells the Chi Activate Ice Roller which is a fantastic way to apply cold temperatures without disturbing your make up.
5. Hydrate your skin with a hydrating cream (like Helan 24Hr Hydrata Cream). Soak several strips of Bamboo or organic cotton fabric in lukewarm water. Apply them to your face. If you want an additional boost, take a plastic shower cap (like the ones given away for free in hotel rooms) and poke several large holes in it. Place the shower cap over your face with the cotton strips and rest for 10 minutes. If you choose not to you're the shower cap—just leave the strips on for 5 minutes as the drying of the strips will start to pull hydration from your skin.

6. Wet another cloth as you did previously and place a small amount (dime size) of skin brightener (Like Rejuvi Skin whitening cream) and rub all over.
7. Apply a serum, followed by a cream to seal in the treatment.

Japanese/Mediterranean Care for Chapped Lips or to Plump up Lips

Lips are so very delicate and also have the tendency to absorb chemicals very easily. It is especially important to take care of what you put on your lips – especially when they are chapped. Avoid petroleum based and waxy products

1. Use a lip scrub to remove the dead skin cells. Do not scrub as if you want to rid yourself of any hanging skin. Just a gentle scrub to help deliver moisture and nutrients
2. Smother your lips with honey
3. Cover your lips with a small piece of plastic wrap and wait about 5 minutes.
4. Gently clean your lips with your cleanser by pulling them taut and upward, moving along the lip line from the center to the outer corner
5. Gently Massage your lips to further increase blood flow.

To plump your lips, perform this at night and finish off with a lip serum

Spa/Special Occasion or Extra Boost using Japanese/Mediterranean Skin Care Techniques

Got a hot date – want to look up to 10 years younger? Start this routine the night before

1. Draw a bath and prepare a steam towel – Use hot water to dampen a damp bamboo towel (one with no bleach or detergent residue) then place the towel in the microwave for 30 seconds.

2. Perform your cleansing routine. Prepare all that you need for your Heat Treatment, along with a steam towel. Start the Heat Treatment as you relax in your bath (preferably using the Shower Cap technique).
3. Remove the strips of fabric and Shower cap and perform any series of massages on your face ending with a lymph massage. Use some lotion to make your hands glide across your face.
4. Place a steam towel over your face and rest about 5 minutes
5. Perform a water massage
6. End by applying a serum (apply and rub gently and slowly to allow the serum to penetrate) and sealing the skin with a cream.

In the morning perform your cleansing routine as usual, but use a Cold Treatment after you have cleansed your skin.



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