

# Forever Young

## *Belaví facelift offers youthfulness through massage*

Story and photographs by Nina Howard, ICMT

**Below left: The full-face technique lifts the entire face as every finger glides from under the jawline, over the chin, around the mouth, then contouring the cheekbones and ending at the center of the forehead.**

Let's face it. Looking old isn't chic. In our youth-obsessed society, we are bombarded with the promise of youthfulness by advertising campaigns selling supplements, vitamins, cosmetics and skin care products. The trends today toward fitness are increasing. We are all looking for greater health, stress reduction and body rejuvenation.

Exercise enthusiasts work their bodies, but often neglect the face and neck. As gravity, the sun, the environment and heredity all take their toll and create time-worn etchings in our face, a new awareness is being brought to the public

facelift massage in weekly sessions, your clients begin to see noticeable changes in their face and neck. Once the face is toned, it is easier to keep it in shape. If your client is considering a medical or plastic surgery procedure, the Belaví Facelift Massage works wonders as a pre- and post-operative treatment, as well as regular maintenance of beautiful, healthy skin.

The Belaví Facelift Massage is a pampering, relaxing massage that improves the appearance of the face through stimulation of the underlying layers of skin and soft tissue. This support system can make surface wrinkles less visible, slows down the formation of new ones, and



**Above right: Chin lift technique involves lifting the depressor anguli oris muscle and stimulating the platysma — two muscles that keep the underside of the chin firm.**



that can actually shift the hands of time. That awareness can mean increased business and greater profits for the Belaví educated massage therapist, esthetician or bodyworker.

### **The Solution**

The Belaví Facelift Massage System is a time-tested, proven technique that offers anti-aging. When you give a Belaví Facelift Massage session to your client, not only are facial muscles toned and tightened and the skin softened, but the client is put into a state of deep relaxation – sheer bliss. With repeated

helps keep facial muscles from giving in to its two biggest enemies – gravity and time. Its techniques include acupressure, lymphatic drainage and contouring strokes.

Facial massage is not new. Historical records dating back thousands of years show that the Chinese discovered that by pressing certain acupressure points on the face, there was a greater flow of blood and oxygen to the facial area which promoted a release of tension, a softening of lines and a toning and tightening of sagging skin, among other health-related benefits. Facial massage regained its popularity in Holly-

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wood in the '50s and '60s, before plastic surgery became a household word. Movie stars lined up for their weekly massages which promised to extend their beauty. Held in high regard by celebrities and those in the public eye, it is now gaining notoriety and favor by the masses of baby boomers now in their prime.

Turn on your television today and you will see "infomercials" and newscasts on facial fitness programs. Look in self care or health and fitness magazines and you will find advertisements filled with movie stars and self-described beauty therapists all touting their promise of youth through a self massage exercise and home care system.

Trained in facial massage in Los Angeles in the '70s, Belle Tuckerman – founder of the Belaví Facelift Massage System – incorporated the techniques into her practice at the popular BodyMind Spa on the Southern California coast. Throughout the 1980s she developed a technique which made her a highly sought out teacher. After selling the BodyMind Spa, she

*Belaví facelift massage improves the appearance of the face through stimulation of the underlying layers of skin and soft tissue. This support system can make surface wrinkles less visible and slows down their formation.*

When facial muscles are massaged and exercised regularly, all the metabolic processes are stimulated, which means facial circulation is improved, capillaries are strengthened, the facial lymph system is cleansed and the skin

**Below left: 3-Point Eyelifts –** Aside from headache relief, pressing this point helps to release tension and soften the "furrowed brow" line.



devoted her time to further developing the Belaví Method and opened The Belaví Institute for Facial Massage in 1989. Now thousands of therapists and estheticians have incorporated these techniques into their practice.

### How it Works

The face has a complex muscular structure. Each facial muscle is constantly busy performing a multitude of movements. Consider the full range of emotions, movements and expressions your face makes every day. Even as you dream your facial muscles are working.

becomes blemish-free. Studies have shown that massage keeps the collagen and elastin fibers wet and warm which encourages and stimulates their growth. With each facelift massage, the toning benefits increase because muscles have memory.

The treatment consists of first cleansing and exfoliating the face of dirt and makeup. You wouldn't want to massage a dirty face. Warmed towels are used to gently hydrate the skin and help relax the client. Once the face is prepared, a vigorous and active massage begins. The stimulating effects of nimble fingers forces blood to

**Above right: Warm Towels –** Done six times throughout a 1½-hour session, this pampering treatment helps to hydrate the skin and relax the client.



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rush to the skin's surface, promoting circulation, detoxification and relaxation.

When a muscle is continually in a contracted state – let's say a furrowed brow – these contractions begin to etch the face with deep lines. You can physically release the contraction through repeated massage. Through awareness, the muscles learn to let go and the client begins to shift unconscious holding, thus releasing facial tension and deep lines.

Energizing effects can be achieved by massaging facial acupressure points. These points relate to energy flowing through the body which is often blocked by stress, illness or tox-

eye. The skin – our body's largest organ – has two distinct layers. The uppermost layer, the epidermis, consists of five layers. The epidermis replaces itself every month or so as the skin loses about 100,000 cells daily through natural exfoliation processes. Unlike children, whose skin exfoliates in rapid succession to continually expose new healthy cells, mature skin becomes sluggish causing dead skin cells to cling to the surface. Since dead skin cells are also dehydrated, they appear aged. In young skin, the turnover is about 15 to 20 days, while in an older person it takes about 30 to 45 days. In order to get the fountain of youth flowing again, new cells need to replace dead cells.

Lying beneath the five layers of the epidermis is the dermis. It makes up more than 90 % of the skin's mass. It is a highly vascularized layer of connective tissue (collagen and elastin). The dermis consists mainly of blood vessels, lymph vessels, nerves, sweat glands, oil glands, arrector pili muscles and hair papillae. The effects upon the epidermis and dermis when the face is massaged is a greater cell turnover, exposing newer healthier cells; and through the process of blood and oxygen coming to the surface, a metabolic process occurs which allows the toning and tightening effect upon the muscles of the face.

This rejuvenation process can be accelerated by adding the stimulating honeylift massage to your facial massage treatment, especially from the signature strokes of the sticky "Honeylift Massage" of the Belaví treatment. The special techniques of whipping and tapotement of the honeylift treatment give the skin a pinkish cast, because the blood has been brought to the surface. The skin glows with health due to this rush of blood. Vigorous stroking movements remove impurities and give the skin "breathing room," opening pores and eliminating toxins by removing dead skin cells.

### **Anti-Aging and Anti-Stress: The Benefits Are Two-Fold**

Even if the Belaví Facelift Massage provided



**Above: The tie-up process helps to set the lift (muscles have memory). While the tie-up process is in place, the feet are wrapped with warm towels and then massaged, along with the hands.**

ins. Massaging these points liberates blocked energy, increases the flow of oxygen and reduces stress and tension in the face (which originally helped to cause the creases and crevices).

Finding acupressure points are quite simple. They present themselves as sensitive spots or tiny indentations on the face.

Once the face is toned, it's easier to keep in shape by incorporating a home facial toning program. I encourage my clients to wash their face in an upward position and do facial exercises three to four times a week. For just a few minutes effort toward home maintenance each week, a toned face can stay that way.

Although the benefits of massage seem clear, there's more to the treatment than meets the

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no anti-aging benefit, I know my waiting room would still be filled with eager clients waiting to receive it.

I have clients who are not that concerned with anti-aging, but who find the Belaví Facelift Massage the greatest stress-reducing, relaxing and pampering treatment they've ever received. Alternating between a therapeutic massage or facial for deep pore cleansing, I have clients who come to me solely for the stress reduction the Belaví Facelift Massage offers.

Belaví is truly the most relaxing and pampering treatment on my menu of services at my day spa in Ann Arbor, Mich. Something quite magical happens when I touch a face. The active stimulation causes my clients to shift their consciousness, because of the energy. Unlike a therapeutic massage where they keep

*There are many other ways to improve aging signs and the skin's health — plastic surgery, laser surgery, dermabrasion, glycolic peels, myotonolgy (electrical pulses to contract a muscle, acting like a nerve impulse), enzymes and skin care products.*

their consciousness with their body to enjoy the feeling of every move, they "zone out" in the facelift massage. Often during the eye massage, my clients' breathing pattern shifts into a state of deep relaxation. After I finish the facial massage, I apply a soft cotton chin strap to support the muscles, which allows them to relax and "remember" the tightening effect. During this time, the client receives a hand massage, followed by a luxurious foot massage, using hot towels and a rich moisturizing lotion. I conclude with a neck and

scalp massage and leave the client exhilarated and eager to book their next session. This is a wonderful spa treatment — a massage to the face, neck, shoulders, back, hands, feet and scalp are all included in a Belaví Facelift Massage treatment.

For the serious seekers of facial fitness, or those considering plastic surgery, I suggest a series of six to 12 treatments given two to three times per week, while practicing their facial exercises and self massage at home. I also recommend home care products with ingredients which promote smooth skin such as glycolic acids; vitamins C, E and A; and enzymes. Such product sales can enhance your business and help clients.

### Becoming a Facelift Massage Specialist

The Belaví Certification Program is open to all massage therapists, estheticians, bodyworkers or those interested in moving into the massage therapy field. You can become a "personal trainer" of facial fitness for your client through this certification program. If you are a licensed massage therapist through the NCBTMB, 24 continuing education credits may be obtained by completing the course requirements of this three-day seminar or home study program. After completing the basic requirements for a Facelift Massage Specialist, you are then eligible to become a trainer of this wonderful treatment, by taking the Belaví Teachers Training Course.

There are many other ways to improve aging signs and the skin's health — plastic surgery, laser surgery,

### Bellanina Institute

for Facial and Body Rejuvenation



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dermabrasion, glycolic peels, myotonology (electrical pulses to contract a muscle, acting like a nerve impulse), enzymes and skin care products containing vitamins C, E and A.

Considering all the alternatives, the human touch is very healing and cannot be topped. There is a rapport established between the client and the therapist and the touch penetrates deeper emotionally, psychologically and physically than any machine or surgical procedure.

"Touch therapy for the face, in my opinion, is the highest vibrational healing and rejuvenation treatment available and the treatment of choice for

educated clients and therapists interested in holistic care for the face." **M&B**

*Aside from being a Facelift Massage Specialist, Certified Trainer and past National Training Director of the Belaví Institute for Facial Massage, Nina Howard is also a Certified Massage Therapist, Associate Polarity Practitioner with the American Polarity Therapy Association, a Licensed Aesthetician, and Paramedical Aesthetician, and an ICMT member of Associated Bodywork & Massage Professionals.*

*To add to that list of accomplishments, Howard is a professional interior designer, photographer and nationally-known artist with works placed in corporate, institutional and private collections around the world. She practices her art and healing art in her day spa in Ann Arbor, Mich.*



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## Belaví Teacher Training

The Belaví Teachers' Training Course is one of the most comprehensive courses in the massage and skin care industries. The week long program includes:

- 40 hours of training on creating a successful seminar practice as an adjunct to your professional career: 3 days of hands-on training to learn to teach the facelift massage seminar and 2 days of personal instruction with Belaví Owner/Director Nina Howard.
- Training in teaching methods for seminar leaders
- Hands-on teaching of actual students under the direction of Nina Howard
- Specific practicals on all the segments of the seminar program
- Developing a professional image
- Financial planning
- Outlining your business plan
- Marketing your business for success

**Call 800.235.2844 for details.**

**You are required to take either the Home Study Program or Seminar in order to become a Belaví Certified Trainer.**

"Take home" materials and additional benefits of teacher certification include:

- The exclusive Belaví Teachers' Manual
- Belle Tuckerman's 4-year Research Manual
- \$100 (wholesale) worth of products for your personal use
- Wholesale discounts
- Six "airheads" marked with the massage strokes and "points"
- Two instructional videos
- Placement on our website as a Certified Belaví Trainer with a link to your email and URL
- Support material as you progress through your new career
- Placement of your state's locations for classes in our national advertisements