



**the beauty of cosmetic
facial acupuncture**





welcome

Hi, I am Andrea, a cosmetic facial acupuncturist. I bring the acupuncture to you in Hertfordshire & Central Bedfordshire.

You will be here because you want to find authentic skincare specifically for you.

Your skin tells you daily what is happening to your health and I want to give you the guidance to understand what it is saying and how you can best help it, authentically.

You can message me anytime with your questions. I cannot wait to get started with you.

andrea@thechannelproject.co.uk

07876224566

www.thechannelproject.co.uk



Before we get started, this week is all about you. Your skin. Your health. YOU. How you can help yourself, authentically.

I want you to consider what you want. So listen to what you need and what you want, first and foremost.

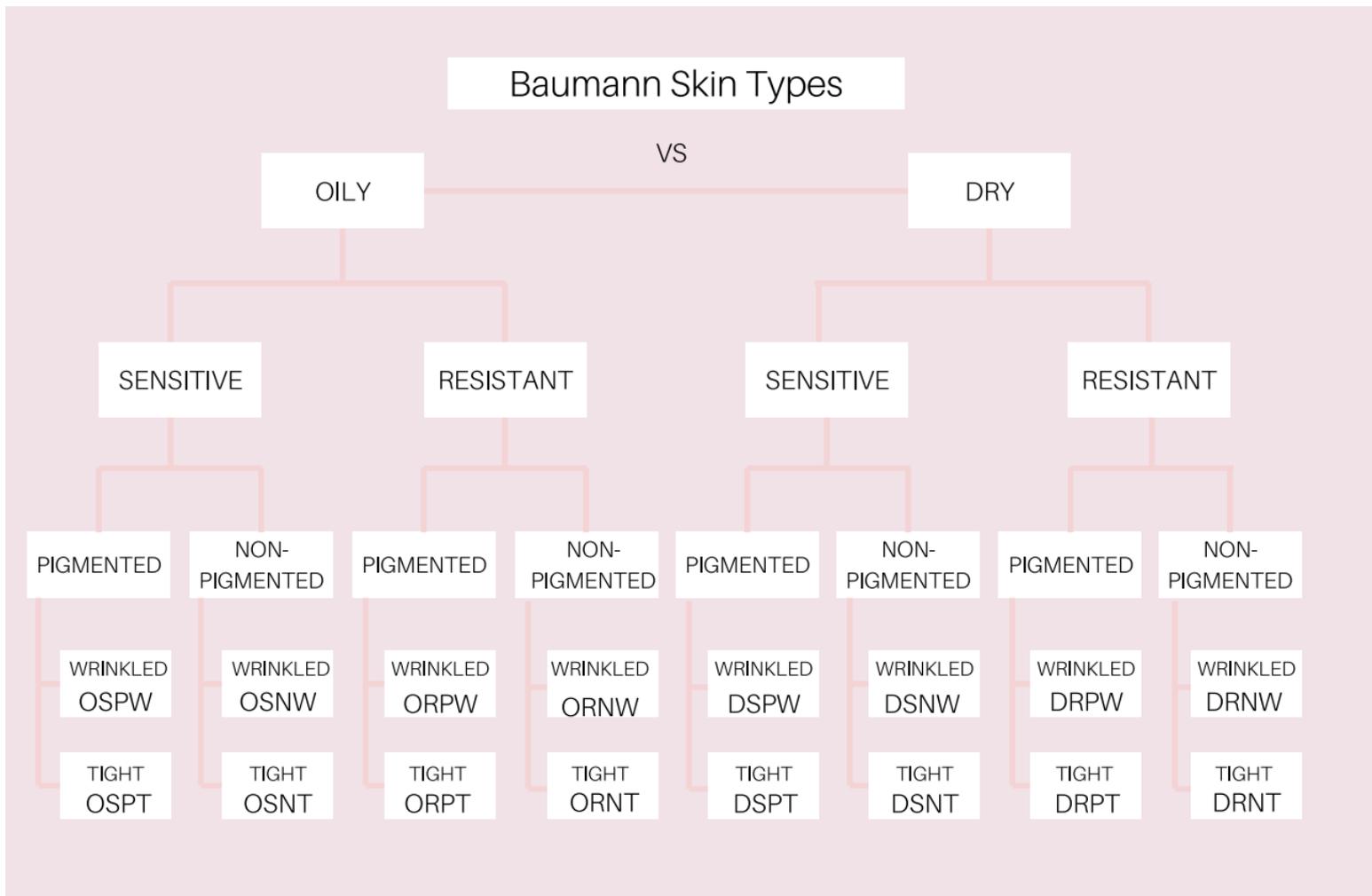
1. How does your skin feel now? Is it healthy?
2. How do you feel about your skin aging? This is a normal and natural process, but pick a word (any word) that explains how you feel about your aging skin.
3. What is your main skin concern? Wrinkles?
Sagging? Dark circles? Acne? Pigmentation?
None?
4. What is your knowledge around skin health? Expert?
Basic? Getting by?

prompts

what is your skin type?

Do you know your skin type? Knowing this enables you to create an effective skincare routine and understand your skin's individual needs. This will help you determine which products can improve your skin and which products may damage it.

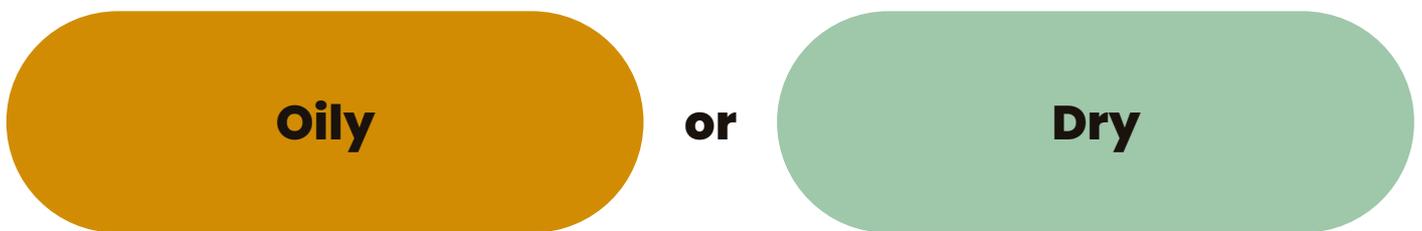
Below we will use the Baumann Skin Type System



Baumann Skin Type

If your skin's barrier is intact, your skin is well-hydrated, and the amount of sebum your skin produces is balanced, you will fall into the middle of the oily/dry spectrum (similar to a normal skin type).

Step 1



Oiliness and dryness are then assessed on a four-point scale.

- 1 is mildly oily or dry
- 4 is very oily or dry.

If you have oily skin, you will be classified as either oily-sensitive (OS) if you experience acne or oily-resistant (OR) if you don't

Baumann Skin Type

Step 2

sensitive

or

resistant

Sensitive skin is split into four different subtypes; acne type, rosacea type, stinging type, and allergic-type. All of which are fairly self explanatory and aim to address the variations in the characteristics, as well as the poor self-diagnosis, of sensitive skin

If you have a strong skin barrier function which provides you with reliable protection against irritants and allergens, you rarely experience redness (with the exception of sunburn), and you rarely suffer from acne (aside from the occasional hormonal breakout), your skin will be classified as 'resistant'. The more resistant your skin is, the less you have to worry about experiencing irritation from skincare products. However, you may find that active skincare ingredients are less effective for you as they struggle to penetrate your resilient skin barrier.

Baumann Skin Type

Step 3

pigmented

or

non-pigmented

If your skin is uneven in tone and prone to post-inflammatory hyperpigmentation, melasma, age spots, or other dark marks, then you will fall into the pigmented (P) category.

If you rarely experience these issues, then your skin will be classified as non-pigmented (N)

Baumann Skin Type

Step 4

wrinkled

or

tight

This is the only category that you have some influence over as the majority of age-related skin changes are down to your lifestyle and behavioural habits (e.g. sunbathing, smoking, poor diet, etc.). If your skin is wrinkled (W), it will likely be pigmented too, as both are strongly associated with sun damage.

If you have very few wrinkles or no wrinkles at all, then your skin will be categorized as tight (T).

what is your face saying?

in chinese face reading your skin and face is a diagnostic tool. It tells us about your health internally and externally



purpose

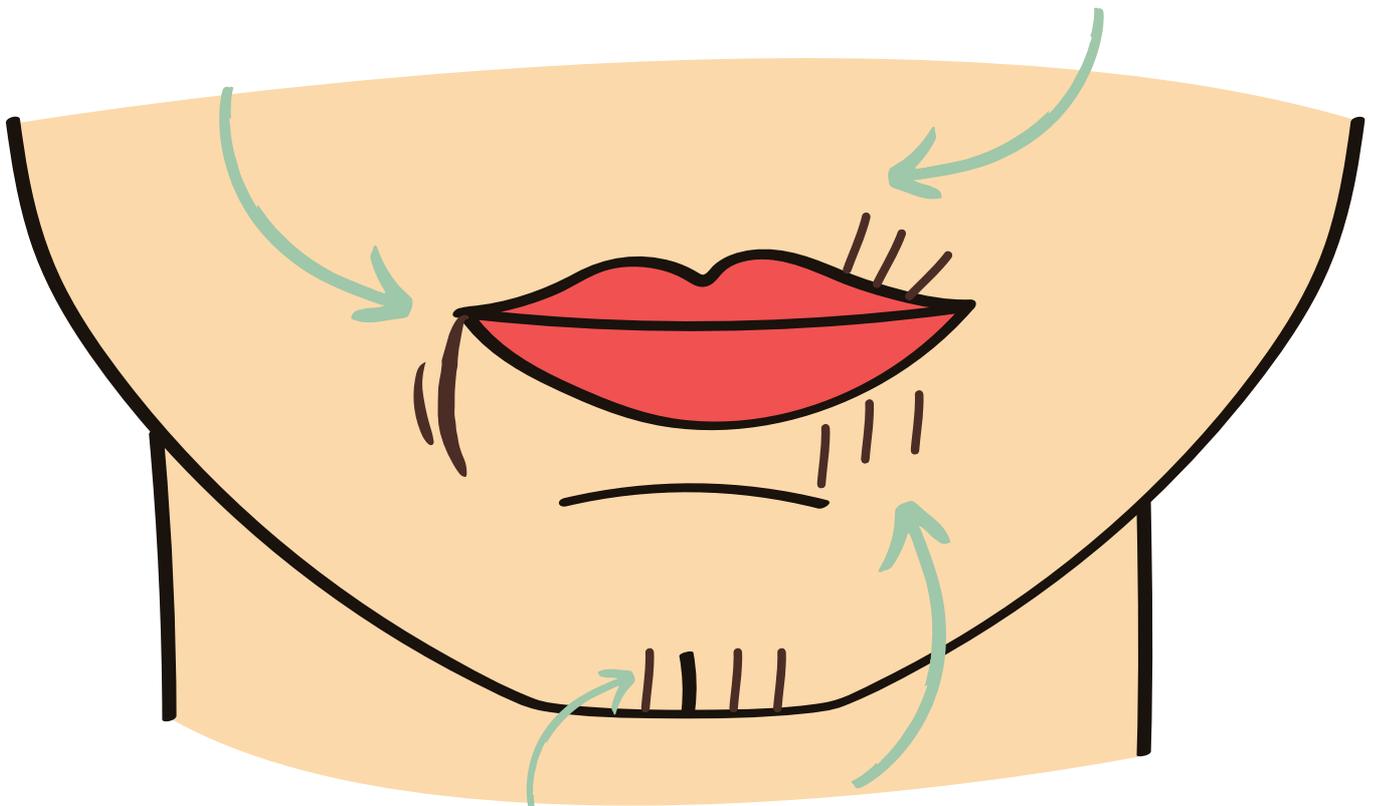
They are the ones that come down from the alae of the nose down towards the mouth. they say that you have a life purpose and show how far along you are in actually living it out in the world

disappointment

these are the lines on the sides of the mouth. Interestingly, one of the biggest causes is smiling when you don't want to—so please don't! These lines are also caused by expectations, which are dangerous to happiness

over-nurturing

these are the vertical lines on the upper lip. It shows that the stomach energy has been overused caring for others

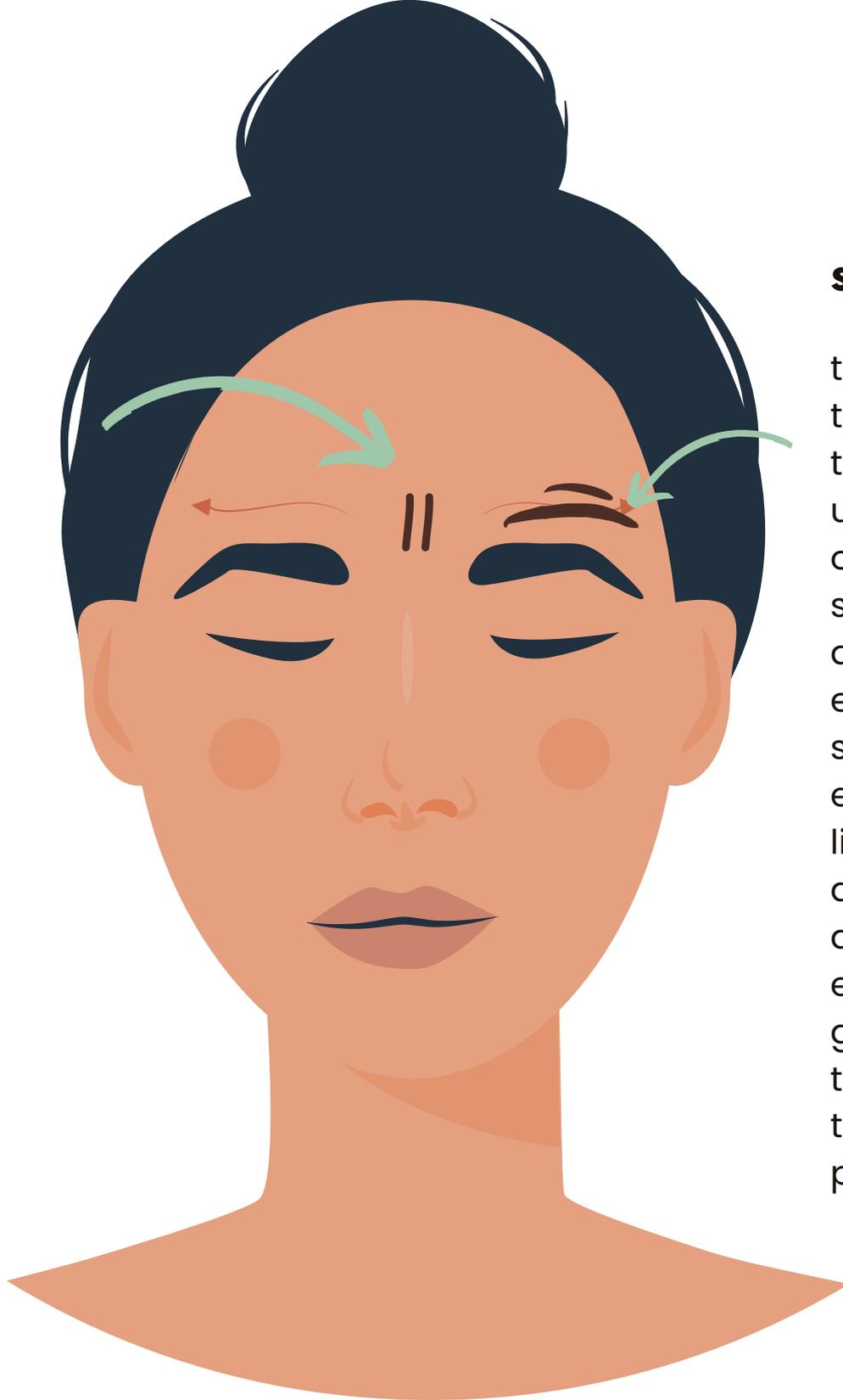


fear

these vertical lines show up on the chin and are quite difficult to mark unless fear is chronic or temporarily severe. They show up more often as people either get sick or when they age because the kidneys become weaker

bitterness

these are the lines on the bottom of the mouth. Lines here indicate someone who has followed all the rules and hasn't been rewarded



skepticism

these are lines that are above the eyebrows, usually on the outer end but sometimes above the entire eyebrow. It shows that the eyebrows are lifted frequently and is used as a distancing expression and gives a person time to evaluate the information presented

irritation, annoyance, impatience

shows in the two vertical lines between the eyebrows. This is a liver area and lines here show that the liver is expressing anger in only small ways because it is either too full of anger that is repressed or the liver is so tired that it is overreactive and responds to outside stimuli by being impatient, irritable, frustrated and/or annoyed.

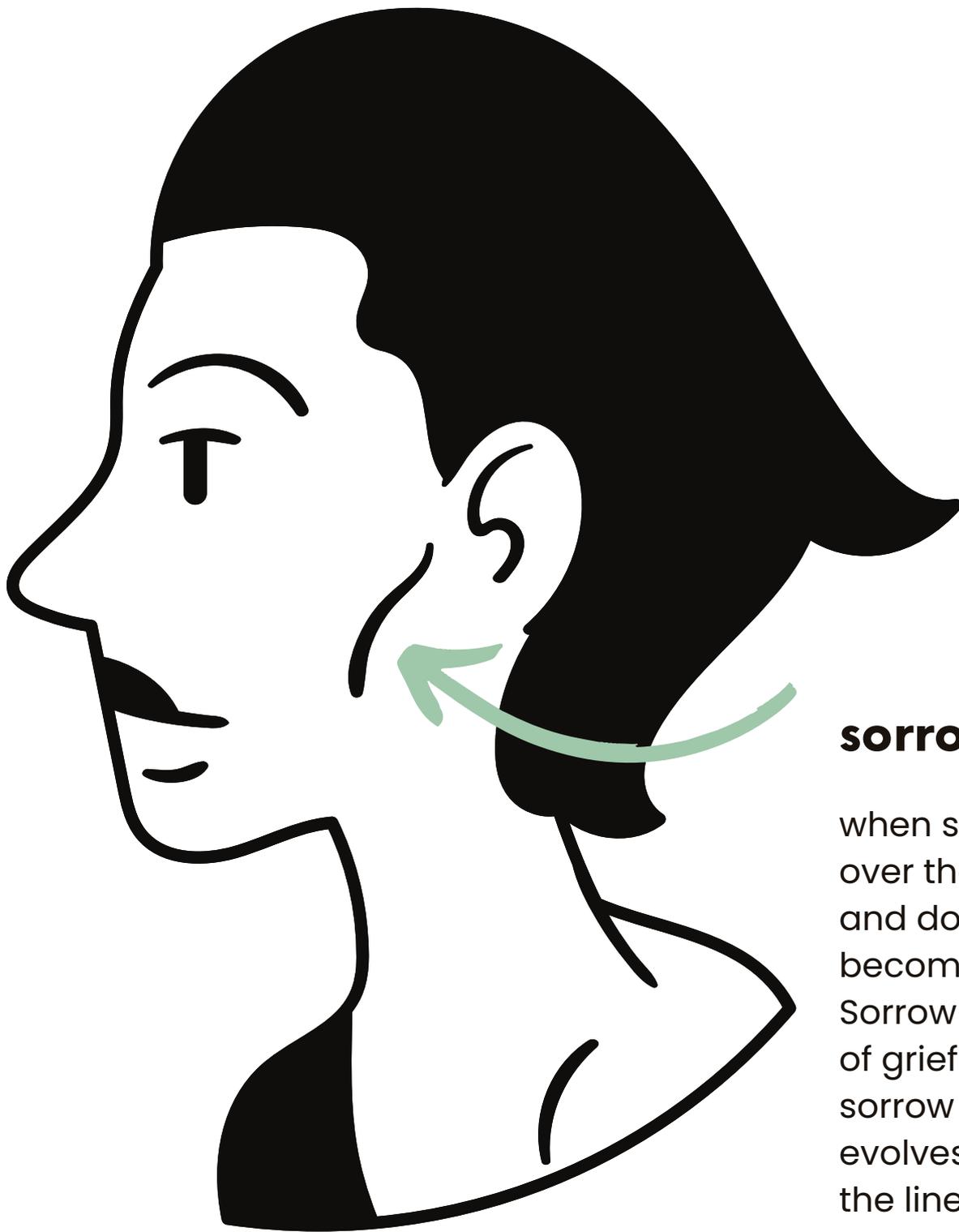


pain

these lines radiate diagonally down from outside the outer corner of the eye towards the nose. They are a sign of physical or emotional pain

lost loves

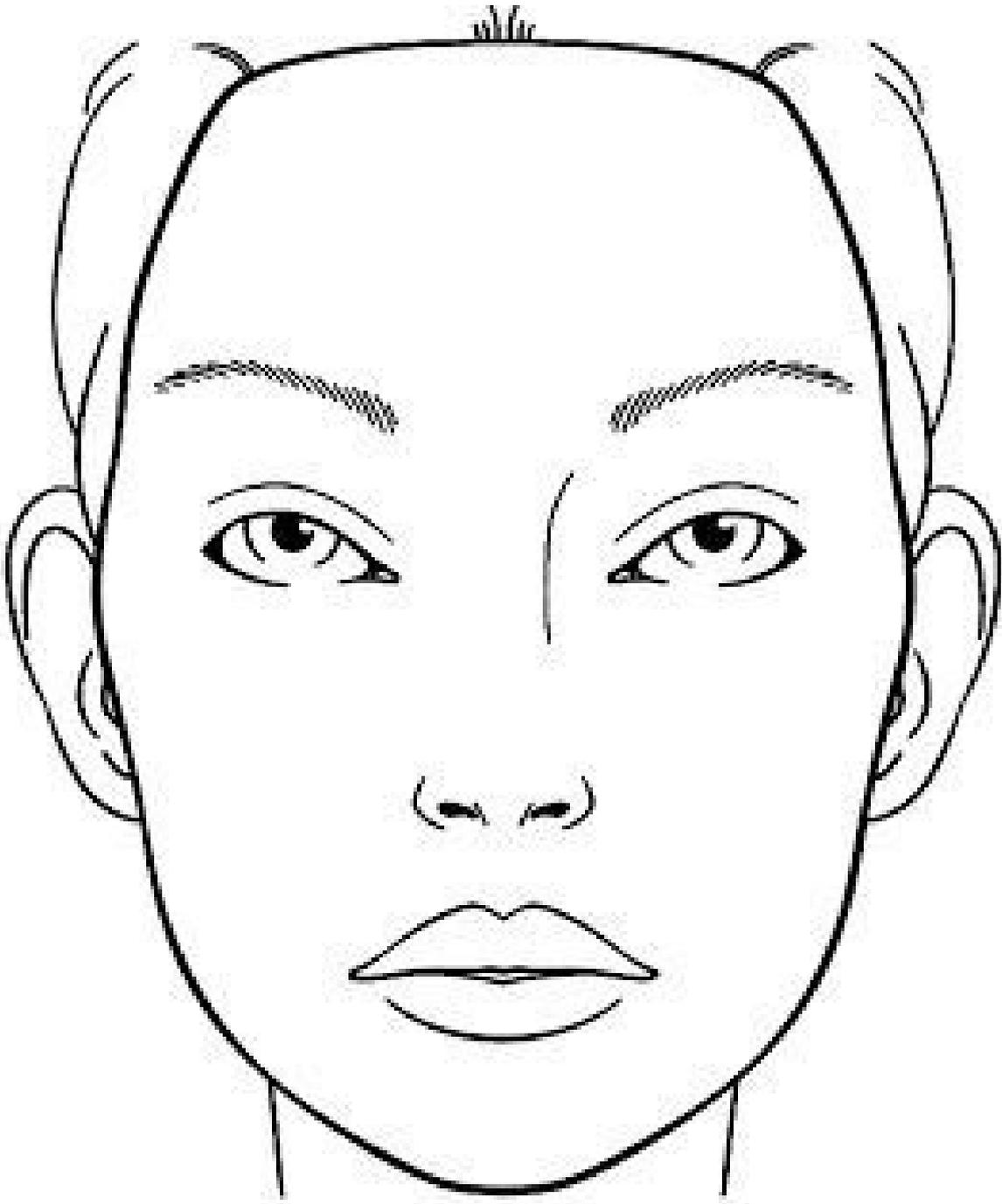
lines that radiate from the inner corner of the eyes underneath the eye. They represent the sadness that comes from leaving pieces of yourself behind in your past. It is the regret of not being who you used to be



sorrow/grief

when sadness lines go over the cheekbone and down they become sorrow lines. Sorrow is a milder form of grief. But when the sorrow goes deeper, it evolves into grief and the lines start moving down into the lower cheek area

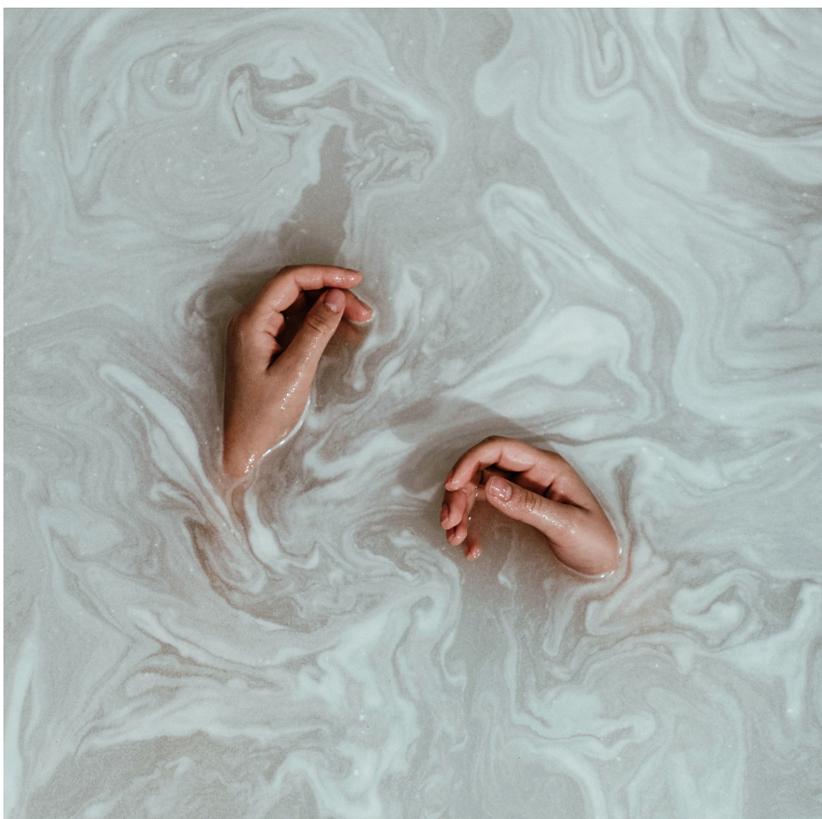
would you take a look at your face. what can you see? draw the characteristics of your face below.
what is it saying?



what is YOUR face saying?

What actions can you take to help your skin?

Write down some ideas of how you can help yourself

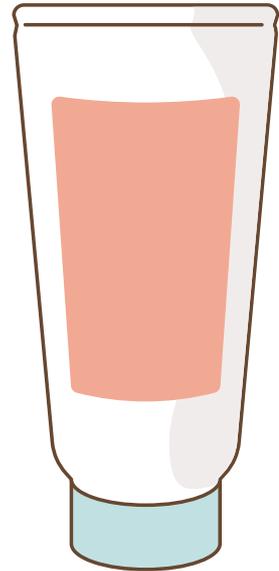


Wear sunscreen every day (this one is non-negotiable)! :))

a short guide to skincare!

cleansers

- Cleansers **remove dirt, oil, and make-up** from your skin.
- The ideal cleanser should be labelled as '**pH balanced**'
- **Double-cleansing** is particularly useful for removing make-up and sunscreen



Cleansers For Your Skin Type

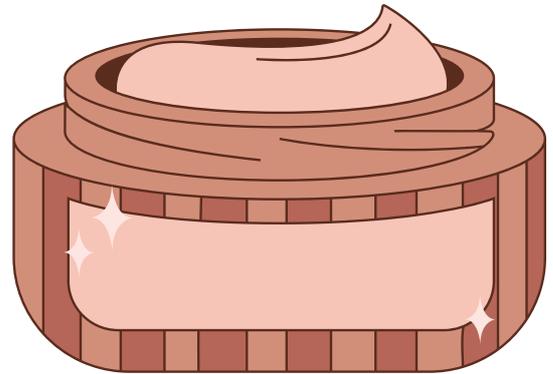
SKIN TYPE	CLEANSER TYPE	BENEFICIAL INGREDIENTS
Normal	<ul style="list-style-type: none"> • Gels • Creams • Milks • Oils • Balms 	<ul style="list-style-type: none"> • AHAs • Emollients • Humectants
Oily	<ul style="list-style-type: none"> • Foams • Gels • Oils • Balms • Creams (if DC*) 	<ul style="list-style-type: none"> • BHAs • AHAs • Emollients
Combination	<ul style="list-style-type: none"> • Foams • Gels • Oils • Balms • Creams (if DC*) 	<ul style="list-style-type: none"> • BHAs • AHAs • Emollients
Dry	<ul style="list-style-type: none"> • Creams • Milks • Oils • Balms 	<ul style="list-style-type: none"> • AHAs (Lactic Acid) • Emollients • Humectants
Sensitive	<ul style="list-style-type: none"> • Creams • Milks • Gels • Oils • Balms 	<ul style="list-style-type: none"> • AHAs (Higher MW**) • Emollients • Humectants

* = Double Cleansing; ** = High Molecular Weight

a short guide to skincare!

moisturisers

- For **acne-prone** skin, it may be best to opt for an 'oil-free' moisturizer as these are free from pore-clogging oils
- For **dry and sensitive** skin types, a moisturizer rich in ceramides can be particularly beneficial when combined with cholesterol and fatty acids (palmitate and linoleate).



sunscreens



- The ideal sunscreen should have **equal UVA and UVB protection** – so a sunscreen with SPF50 should, ideally, have a PPD of 50. The closest sunscreens get to this ideal is through star rating systems (e.g. Boots), which require the UVA protection to be at least 90% of the UVB protection in order to achieve the highest 5-star ratings.

a quick guide to aging beautifully

below are some **active ingredients** which are useful for **aging beautifully**. if you would like advice around other conditions then please message me.

- **Retinol & Retinoids:** Work by increasing skin cell turnover and renewal. However, they also reduce sun damage, boost collagen production, improve the appearance of wrinkles, reduce skin pigmentation, and increase skin hydration
- **AHA & BHA:** act as chemical exfoliants by loosening the top layer of your skin and removing dead skin cells.
- **Vitamin C:** antioxidant that is essential for overall skin health, wound healing, and collagen production
- **Vitamin E:** antioxidant



a quick guide to aging beautifully

below are some **active ingredients** which are useful for **aging beautifully**. if you would like advice around other conditions then please message me.

- **Niacinamide**: increase collagen levels, shrink pores, improve skin hydration, and reduce redness and pigmentation. In addition, it has antioxidant and anti-inflammatory effects [26], and can reduce oil production
- **Ceramides**: both a hydrating and anti-inflammatory effect
- **Hyaluronic Acid**: responsible for maintaining skin hydration and elasticity, as well as providing your dermis with its volume



adding in active ingredients

- best to add **one at a time**
 - use one active ingredient for **around four weeks** (an average skin cell turnover cycle) before adding your next active in
 - **patch test** your products before use
 - **patience is key:** active ingredients can take many weeks to start. A quick guide for fine lines/wrinkles is below
-
- Retinol & Retinoids: **12-24 weeks**
 - AHA & BHA: **6 - 42 weeks**
 - Vitamin C: **12 weeks**
 - Niacinamide: **8-12 weeks**
 - Hyaluronic Acid: **8-9 weeks**



if you are considering your next steps for facial rejuvenation what are the pros and cons for YOU. money might be the number one pro/con for someone. or instant results. or safety. you decide for you.

pros

cons

pros and cons

have you collected all the letters from the emails? you will have 6 letters.

what word does it make?

--	--	--	--	--	--

competition time

we have come to the end of our time together. **I would love it if you could think about how you answered at the beginning of the week versus now.**

- How does your skin feel now? Is it healthy?
- How do you feel about your skin aging? This is a normal and natural process, but pick a word (any word) that explains how you feel about your aging skin.
- what is your main skin concern? Wrinkles? Sagging? Dark circles? Acne? None?
- What is your knowledge around skin health? Expert? Basic? Getting by?

Whatever you choose for your facial rejuvenation my messages are open for any questions you have.

evaluation



andrea@thechannelproject.co.uk

07876224566

www.thechannelproject.co.uk



**the beauty of cosmetic
facial acupuncture**

