Non-Surgical Facelift

Q: What is Microcurrent?
A: Microcurrent is a safe, effective, non-invasive, and non-surgical facial sculpting treatment. It can lift, sculpt, and tighten any part of your face or body. It can even lighten acne scarring or rosacea. This is a procedure that has no downtime and results can be immediate. Microcurrent facials are painless and so relaxing that most clients often fall asleep during the treatment.

Q: What is facial sculpting?
A: Facial Sculpting is a technique that uses a safe micro-current with electrical energy to stimulate and strengthen the muscle tissue under the skin. By doing so, it regains that "plump and youthful" look to your skin again.

Q: Why is it called Facial Sculpting?
A: We actually "sculpt" the face by placing the wands in specific positions and directing them to achieve specific results. The treatment can lift, smooth, and tighten facial contours. Since you are "re-educating" the muscle tissue, receiving a series of treatments can help results to reach their maximum potential. If the full series of treatments is completed and maintenance sessions are performed, results can last 3-4 years. Aging is an unstoppable assurance, therefore maintenance sessions are important.

Q: How soon do I get results?
A: While other Microcurrent Facial Treatments proclaim individuals may see some minor change after 3-4 sessions, and significant change only after 15-20 sessions, Beautiful Image Facial Sculpting™ can produce noticeable changes on your first session. Further changes will be even more effective and lasting as your facial "memory" is achieved and sustained at 8-10 sessions.

Q: How many sessions are recommended for the full treatment and how often?
A: Most clients need 10 treatments to achieve a full "facelift" makeover. Clients with greater aging effects such as severe neck sagging, deep creases, or distinguished "crow's feet" at the brow, may need up to 15 sessions. Clients need a minimum of 2 sessions their first week, then one per week thereafter until treatment is complete.

Those who are on a short timeline (preparing for a wedding, accepting an award, etc.) may be treated twice per week in order to complete their treatment quicker. After your 10 sessions, your look is maintained by receiving booster treatments every 4-6 weeks.

Q: How long should I expect the results to last?
A: Your cosmetic investment is preserved as long as you are receiving booster treatments every 4-6 weeks after the initial treatment span. If you stop booster treatments, you risk losing the muscle memory after about 6 months and will have to start a new treatment span again to regain the original youthful look.
Q: What other areas of the body is Beautiful Image Facial Sculpting™ effective on?
A: Besides the face and neck, clients also receive treatment on the stomach, legs, hands, back, arms, and buttocks with exceptional results. The buttock lift is perhaps the most popular, especially as the bikini season nears.

Q: Who is NOT a candidate for Microcurrent?
A: You are NOT a candidate if you are:

- Pregnant
- Have had heart surgery in the past year
- Have a pacemaker
- Have epilepsy
- Have any medical situation or condition
- Epileptic or prone to seizure
- Have any of the following: diabetes, embolisms, melanoma, metal implants, open wounds, phlebitis, thrombosis, or varicose veins

Q: What benefits can be achieved with Microcurrent sessions?

- Diminished appearance of fine lines, creases and wrinkles
- Clearing of Acne or Rosacea
- Reduction of sagging jowls and chin
- Smoothing of stretch marks and cellulite on body
- Visibly firms and tones skin
- Reduction of noticeable scars and pigment discoloration
- Improves blood circulation and lymphatic drainage
- Rejuvenates the "Pink Glow" of youthful hues
- Hydrates and revitalizes skin for a softer and smoother feel

Why does your skin show aging?
A: Your skin is made up of three layers: The Epidermis, the Dermis, and the Subcutaneous Layer. The Epidermis is the thin outer protective layer, and consists of epithelial tissue in where rows of cells resemble bricks in a wall, with new cells produced at the base. The Dermis is just beneath and contains connective tissue, small blood vessels, sweat and oil glands, nerves, and cells that produce collagen, called fibroblasts. Scientists formerly thought that fibroblasts were little more than scaffolding on which more important cells would climb. But University of Rochester Medical Center scientists have discovered that certain fibroblasts have highly specialized duties and play a major role in how scars form, fat accumulates, and harmful inflammation arises in humans. They also appear to be metabolically active. Two fibers, collagen and elastin, weave through the dermis, giving skin flexibility and firmness. The Subcutaneous Layer is beneath the dermis and consists mainly of a type of connective tissue called adipose tissue. Adipose tissue is more commonly known as fat and it helps cushion the skin and provide protection from cold temperatures.

With aging, all skin cells begin to produce excess amounts of free radicals—unstable oxygen molecules that, under ideal circumstances, are removed by naturally occurring antioxidants within the skin's cells. In aging skin cells, antioxidants are in short supply. The free radicals generated are left unchecked and cause damage to cell membranes, proteins, and DNA. These free radicals eventually break down collagen, and
release chemicals that cause inflammation in the skin. It is a combination of these cellular and molecular events that leads to skin aging and the formation of wrinkles.

In simple terms, as we get older, two components of our skin—collagen and elastin—degenerate, setting the stage for the appearance of wrinkles, creases, folds, and furrows. The breakdown of these components, accelerated by such things as exposure to UV rays, gravity, pollution, smoking, lack of exercise, and/or a consistently poor diet, results in the more visible signs of old age on our skin. Years of facial expressions trigger small temporary folds in the skin to form where our muscles move; with age, depleting levels of collagen and loosening elastin fibers develop a memory of each crease. The Epidermis also becomes thinner and the connective tissue weaker. Combined with the lack of tone in aging facial muscles, the Epidermis begins to sag and droop, while natural folds become unnaturally pronounced by fatty cheeks, neck, and chin. Reduction of blood circulation and restriction of blood vessels lead to a loss in youthful hue and manifests in a dull grayish color to the face.

Q: What is Microcurrent? (More Technical)
A: Microcurrent is a modality providing electric current in millionths of an ampere, called Microamperes. It is the closest known electrical current that can be delivered on a near identical magnitude as the electrical current the human body naturally produces on its own; it is therefore physiologic and safe. Microcurrent is subsensory and should not be felt while it is being delivered, since there is barely enough current to stimulate the sensory receptors.

Microcurrent modalities are different than TENS (Transcutaneous Electrical Nerve Stimulation), which uses a form of electrical current measured in Milliampere commonly used as a therapy to block pain. Microcurrent is from 10-100 times less powerful than TENS, and should never cause muscle contraction or be uncomfortable during cosmetic applications. Microcurrent is part of the TENS current range; however, Microcurrent provides accumulative healing effects, whereas TENS blocks pain but has virtually no healing effect. The Microcurrent modality used in medical healing is referred to as MENS, but its use for aesthetic treatment is termed Facial Sculpting or Facial Toning.

Microcurrent, because of its close proximity to our own body's current, works on a more cellular level to aid in the healing process. It is upon this initial cellular healing platform that we began our research and development into the use of Microcurrent for aesthetic regeneration.

Q: How is Microcurrent used for cosmetic treatment and why is it so effective?
A: The short answer:

As we age, our body loses much of its natural electrical energy, much like a battery gradually losing its charge. On a cellular level, this leads to a breakdown of collagen and elastin in our skin, which leads to sagging and unevenness of texture; lines, wrinkles, and folds become the inevitable result. Beneath the skin, the facial muscles become increasingly contracted over years of facial expression and constant gravity, allowing the overall lift of our face to decline.

Microcurrent emits subtle electrical frequencies that mimic the body's own electrical signals, thereby increasing the amount of ATP (adenosine triphosphate, the chemical fuel of human cells) by as much as 500%. Such increased levels of ATP speed cellular metabolism; the result is a detoxification that increases the rate of waste and impurity elimination. Protein synthesis and cellular membrane transport are also increased, as well as the reconstitution of collagen and elastin.
The results of these processes can be seen in improved skin tone and coloration, the reduction of fine lines and wrinkles, and the firming of sagging areas of the face and body. Besides the increase in ATP, protein synthesis, and cellular membrane transport, clinical studies have consistently shown that Microcurrent causes the following: 35% increase in blood circulation 40% increase in Gluconeogenesis (production of new glucose) 45% increase in the number of elastin fibers in the dermis 50% increase in the length of the elastin fibers 10% increase in collagen thickness in the connective tissue 35% increase in the number of blood vessels 28% increase lymphatic drainage.

All of these combinations are key factors in the effectiveness of Microcurrent Facial Sculpting. The body is literally being recharged back to its more youthful electrical state, as though a draining battery were plugged into a charger. With each treatment, ATP levels are stockpiled or stored, which is why Microcurrent Facial Treatment results are cumulative and become better as a series of treatments progresses.

Beautiful Image Facial Sculpting will show good results with only one treatment; however such results may last only 48-72 hours in the initial treatment, then 3-4 days as you reach your 4th or 5th treatment. By the 6th or 8th treatment, muscle memory takes over and progress becomes more rapid and longer lasting, until only a booster treatment is needed every 4-6 weeks to maintain the results. This is called "muscle reeducation." The dramatic increase of ATP levels allows muscles to stay in the re-educated positions for longer periods of time.

The other contributing factor is an increase in blood circulation. Blood circulation has everything to do with the function, condition, color, and overall health of the skin, as well as underlying tissue.

Compare that to any "skin resurfacing" procedure which only stimulates collagen by wounding the dermis. Microcurrent does not rely upon wounding, nor does it require a healing process to show results.

**The long answer** (including clinical studies and technical details):

Beautiful Image Facial Sculpting emits Microcurrent which passes through special wands to manipulate 32 of the 53 muscles of the face by isolating traditional acupuncture points. The direct effect of this is called "muscle re-education."

Muscle re-education can be accomplished to a limited degree without electrical current, such as in massage therapy; however when done using Microcurrent the results are extraordinary.

In technical terms, facial muscles become increasingly contracted over years of facial expression and gravity. Microcurrent recharges those muscles into a shorter state. This widely-accepted concept was coined as the Golgi Tendon Organ (GTO) by George J. Goodheart Jr., DC, in the late 60's and is still accepted today. In 1982, a landmark study performed by Ngok Cheng (now referred to as the Cheng study) found that a delivery of 50 to 500 microamperes of Microcurrent caused an increase in mitochondrial, protein synthesis and that the Aminoisobutyric Acid uptake increased dramatically which led to a 30-40% increase in protein synthesis and Gluconeogenesis (biosynthesis of new glucose).

The study also found a 300-500% increase in ATP levels (Adenosine triphosphate). ATP molecules, known as the "energy of life", are the storage and distribution vehicles for energy in the body and drive a number of biological processes such as photosynthesis, muscle contraction, protein synthesis, and membrane transport. ATP increase has been a contributing factor in the use of Microcurrent to speed the healing of wounds and injuries for over 60 years. The idea that ATP can be stockpiled or stored is the reason why Microcurrent treatment results are cumulative and become better as a series of treatments progresses.

The dramatic increase of ATP levels allows muscles to stay in the reeducated positions for longer periods of time. The other contributing factor is an increase in blood circulation. Blood circulation has everything to do
with the function, condition, color, and overall health of the skin, as well as underlying tissue. Emil Y. Chi, PhD, director of the University of Washington's Department of Pathology, performed clinical studies using Microcurrent equipment. He notes, "The fact that this technology works in harmony with the body is evident.

Examination of skin tissue treated with Microcurrent showed a 45% increase in the number of elastin fibers in the dermis, and the length of the fibers on average doubled. The collagen thickness in connective tissue increased 10%, and the number of blood vessels increased by 35%. The application of Microcurrent to skin and tissue produced a firmer and tighter feeling on the skin surface.

Chi's study further notes a 35% increase in blood circulation in tissue treated with Microcurrent, as well as remarkable Iontophoresis (delivering medication or cosmetic product with electrical current) that allows superior penetration of products into the skin.

Other notable results concluded from the study were that redness, irritation and inflammation of surgically traumatized tissue could be decreased significantly, and the buildup of hardened collagen that makes up scar tissue was noted to be three to five times less in tissue treated without Microcurrent.

Q: What age range is this treatment suited for?
A: Beautiful Image Facial Sculpting™ is recommended for adult clients of all ages, since it preserves and maintains the youthful elements of younger clients, and acts as a rejuvenating treatment for older clients.

Q: How long has Microcurrent technology been around?
A: The discovery that electrical current in the body is disrupted by wounds occurred in the 1830's when Carlos Matteucci proved that an electrical current was generated by injured tissue, but it wasn't until 1843 that the existence of wound currents was first experimentally observed by Dubois-Reymond. Nearly 100 years later, the Japanese would rely upon this discovery to use Microcurrent on the its soldiers during WWII, as Japanese physicians found that small electrical currents promoted the mending of non-healing bone fractures, reducing the time it took to heal. The first commercial device outputting microcurrent stimulation was the Dermatron, developed in the 1960's by Dr. Reinhold Voll of Germany. Mainstream use would eventually find the technology treating a variety of nonunion fractures and bone implants as an accepted procedure among orthopedic surgeons. The technology further progressed to treating pain in burn patients and sports injuries. Medical doctors, physical therapists, acupuncture physicians, and chiropractors have since relied upon Microcurrent for decades, but its use in cosmetic treatment is fairly recent, born out of one physician successfully treating Bell's palsy patients for paralysis, noticing that the facial lines were much softer, the face more lifted, and the eyes less droopy. It is used in the treatment of Bell's palsy patients to this day. Other successful uses of Microcurrent in the medical community have achieved results include: Temporo-mandibular joint Dysfunction, Carpal Tunnel Syndrome, Macular Degeneration, Scoliosis, Tinnitus, Tic Doloreaux, and even clinical depression, anxiety, and insomnia.

Q: Are there any side effects or pain during or after the treatment?
A: None. Not only is our treatment painless, but clients look forward to the relaxing experience. Our waveforms are very inducing, and many fall asleep during the session. Afterwards clients feel euphoric, as though they just experienced the most fantastic hour-long massage; however, 15-20 minutes later, they describe themselves as feeling invigorated and alert. Beautiful Image Facial Sculpting™ does not rely upon a thermal energy source like a laser; therefore there is no inflammation or redness, no need to heal before seeing results, and absolutely no downtime. Just reapply makeup and go on with your day. Many procedures using lasers advertise themselves as "lunchtime facelifts" requiring no downtime, but who wants
to resume their day with a red swollen face? Microcurrent facial treatments are by far the safest and most effective nonsurgical treatment available today.

A: Not only is our treatment painless, but clients look forward to the relaxing experience. Our waveforms are very inducing, and many fall asleep during the session. Afterwards clients feel euphoric, as though they just experienced the most fantastic hour-long massage; however, 15-20 minutes later, they describe themselves as feeling invigorated and alert. Beautiful Image Facial Sculpting™ does not rely upon a thermal energy source like a laser; therefore there is no inflammation or redness, no need to heal before seeing results, and absolutely no downtime. Just reapply makeup and go on with your day.

Some clients, however may experience side effects that may include a metal taste in their mouth, tingling, light flashes during the treatment, and if not staying hydrated before and after the treatment, mild flu-like symptoms of dizziness, weakness, nausea, and aches.