



# MODULE 01

## Introduction to Face Lift Yoga Teacher Training

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- GUIDELINE
- Basic Understanding of Face Lift Yoga
- About Masumi Face Lift Yoga



# Introduction to Masumi Face Lift Yoga

**Welcome** to the Face LiftYoga fundamental course in **MSM Face Studio Academy**.

As you step into the role of a Face Yoga Practitioner, this course will guide you towards mastering the art of Face Lift Yoga.

Completing this course will not only earn you a Certificate of Achievement in The Masumi Face Lift Yoga Method but also empower you to lead your *own classes, workshops, and personalized sessions for beginners.*





# GUIDELINE

## Our Course Weekly Flow

- **Week 1:** Greetings to Skin & Body & Food
- **Week 2:** Key Points to Pose Practice
- **Week 3:** Pose Practice to How to Teach Classes
- **Week 4:** Marketing and the Test

## Course Duration Breakdown

1. Remaining Time for Course Material: 12 hours
2. Pose check & Live session: 2-3 hours
3. Daily Self Practice: 15 minutes daily × Over 4 Weeks: 8 hours
4. Test for practice: 5-7 hours

## Comprehensive Curriculum

1. **Module 1: Greetings and Course Overview, About Face Lift Yoga**
  - Introduction to the course's objectives and structure, welcoming participants.
2. **Module 2: Anatomy and Philosophy**
  - Fundamental knowledge to understand the effects of Face Lift Yoga
3. **Module 3: Skin Knowledge, Diet and Body**
  - Basic knowledge and advice for maintaining healthy skin.
4. **Module 4: Key Points of Face Lift Yoga**
  - Essential points and advice to know before practicing.
5. **Module 5: Pre-Practice Self-Check**
  - Methods for self-evaluation to ensure safe practice of Yoga.
6. **Module 6~8: Pose Explanation**
  - The basic poses of Face Lift Yoga and their effects.
7. **Module 09: Teaching Methods**
  - Effective teaching techniques and tips for class management.
8. **Module 10: Business Setup**
  - Methods for building a career as a Face Lift Yoga instructor.
9. **Module 11: About Marketing**
  - Techniques for promoting your classes and services.



### 10. Module 12: About the Test

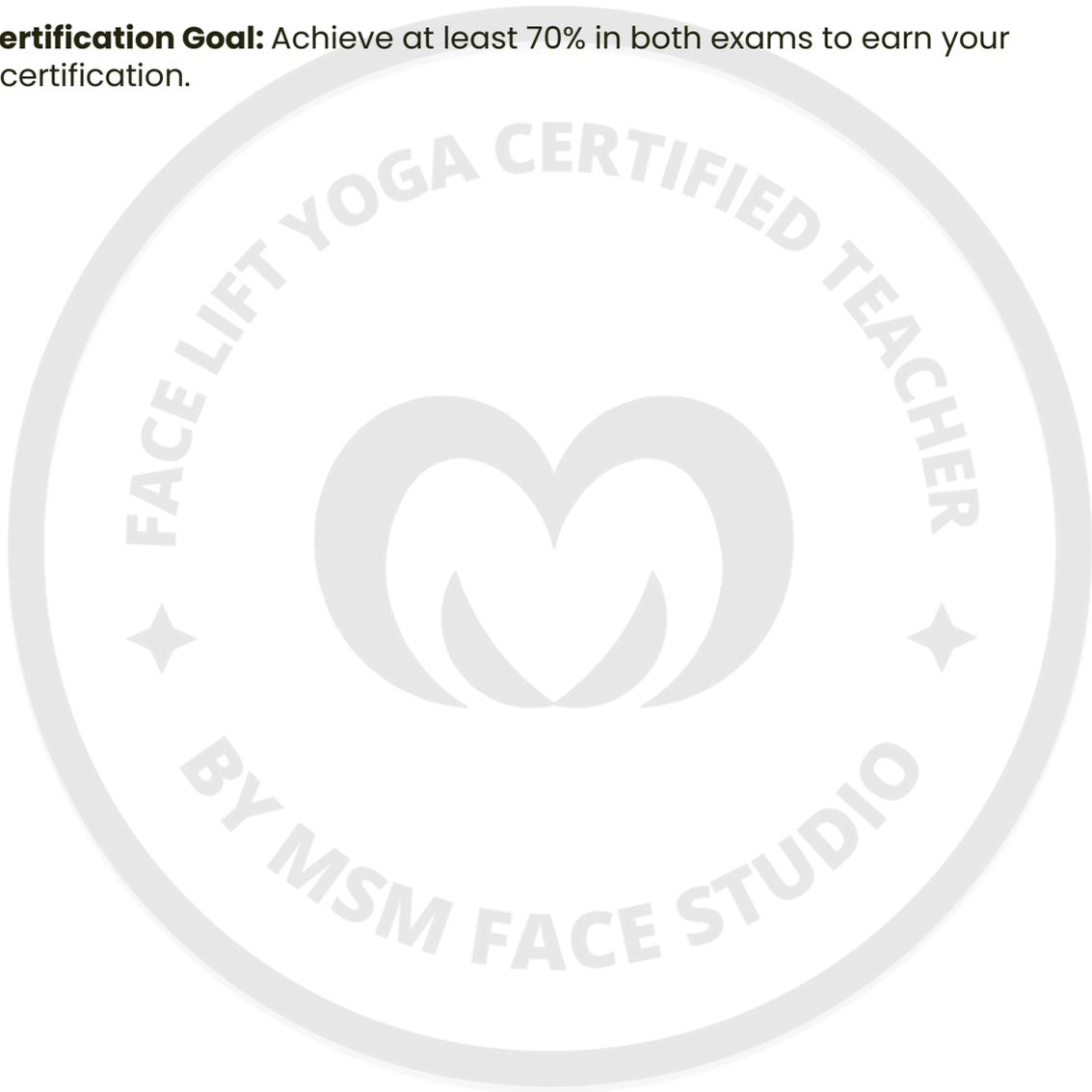
- Evaluation methods and criteria for course completion.

### 11. Module 13: About Bonus

- Explanation about Licensing and Future

## Exams

- **Online Exams:** Written and practical exams to be completed within three months from the start date.
- **Certification Goal:** Achieve at least 70% in both exams to earn your certification.





## Your Goal

- Master facial movements with Face Lift Yoga.
- Practice techniques to personally reduce facial sagging and wrinkles.
- Focus on mastering facial poses and refining teaching skills.
- Convey the joy and transformative power of Face Lift Yoga to beginners.

## Becoming a Teacher

- Become recognized as a Masumi Face Lift Yoga instructor post-course.
- Conduct 45–60 minute sessions tailored for beginners.
- Teach the effectiveness of facial movements in reducing aging signs.
- Engage with the Face Lift Yoga community for support and expansion opportunities.

## Our Method Name

- Our method is affectionately called '*Face Lift Yoga*', and you might also hear it referred to as '*FLY*' or '*FL YOGA*'. Each pose, carefully crafted by Masumi, carries its own unique name. We kindly ask that when you share these poses in your classes or on social media, you lovingly acknowledge them as part of the special method developed by Masumi.

## Post-Course Path

- Receive detailed feedback on assessments for continuous growth.
- Join the global community of practitioners and be featured on Masumi's platforms.
- Access further training and professional development programs. Embark on a journey of teaching and transforming lives through Face Lift Yoga, focusing on lifting faces and reducing sagging and wrinkles.

## Our Academy Options

- Online Fundamental Teacher Training Course: Flexibility to learn at your pace
- Online Intermediate Teacher Training Course with More Poses
- Online Advanced Teacher Training Course: Learn How to Fix Facial Expression habits
- Offline Bali Retreat: Experience immersive learning in Bali's natural beauty.



# Basic Understanding of Face Lift Yoga



## What is Face Lift Yoga?

Masumi Face Lift Yoga is a fundamental practice that elevates both the face and the spirit.

In this course, you will learn to understand and master the muscles responsible for facial expressions. Focusing on training, massaging, and stretching.

***Did you know that the human body has about 60 muscles specifically used for changing expressions?***

By diligently working these muscles, you'll witness a transformation in your facial appearance.

Interestingly, as your face undergoes this change, so does your mood.

This journey allows you to rediscover the radiance of your skin and experience the joy of aging gracefully.

It's a journey that brings not just physical improvement but also emotional enrichment, making it a truly wonderful adventure.

## Our Method Name:

We are delighted to introduce you to our unique method, known as ***"Face Lift Yoga."*** It's also affectionately referred to as ***"FL Yoga"*** or ***"FLY"***. It's important for us to mention that our method stands apart from what you might know as ***"Face Yoga"*** or ***"Facial Yoga"***. When you share your experiences in classes or on social media, we kindly ask you to attribute it accurately as Masumi's Face Lift Yoga. This method is Masumi's original creation, and we take great pride in it. For those of you active on platforms like Instagram, using ***"flyoga"*** or ***"Face Lift Yoga"*** would be wonderful. We deeply appreciate your support in maintaining the unique identity of our method.



## Facial Muscles and Aging

We have about 60 facial muscles, each one significantly smaller compared to the larger muscles of the body. As a result, changes in the face can often be observed more quickly than changes in the body. Areas with poor blood circulation are often those where muscles are not being used correctly, making them more prone to aging. When muscles are properly utilized, they become firmer and lifted.

## Harmonizing Emotions

Your emotions are often reflected in your facial expressions. The habitual expressions you make when sad or angry can contribute to facial sagging and wrinkles. Conversely, by frequently practicing smiling and controlling your facial movements through Face Lift Yoga, you can stimulate the release of serotonin, leading to a more positive mood. Engaging in targeted exercises not only helps regain flexibility and firmness in the facial muscles, countering gravity's natural pull, but it also has the added benefit of uplifting your emotional state, illustrating how closely intertwined our physical and emotional well-being truly are.

## Benefits of Facial Muscle

Engaging in facial muscle exercises boosts circulation and lymphatic flow, which in turn improves metabolism and skin elasticity. When these muscles are not regularly exercised, they may become weak and contribute to repetitive facial expressions. Regular stretching and stimulation of these muscles can help reduce puffiness, sagging, dark circles, and wrinkles, leading to a tighter, more rejuvenated facial appearance.



# Key Causes of Aging in the Face

To effectively combat facial aging, it's important to understand its contributing factors. These include:

- Diminished strength in facial muscles.
- Impaired lymphatic drainage.
- Degradation of connective tissues.
- Impact of stress on the skin.
- Reduction in collagen and elastin production.
- Inadequate blood flow to facial tissues.
- Accumulation of harmful toxins.
- Suboptimal dietary habits.
- Effects of negative emotions on skin health.
- Environmental pollutants.
- Damage from smoking, alcohol, and drug use.
- Insufficient sleep.
- Lack of regular physical activity.

By acknowledging these aspects, individuals can proactively use MSM Face Lift Yoga principles to preserve a youthful and glowing facial appearance.

## Comparing Face Lift Yoga with Traditional Body Workouts

Face Lift Yoga consists of straightforward movements, like forming facial expressions or maintaining poses, which everyone can easily practice. With the smaller size of facial muscles, noticeable results can typically be observed by practicing Face Lift Yoga for just 3 to 5 minutes daily, over a span of 2 to 4 weeks. Distinct from body exercises, Face Lift Yoga doesn't face age-related barriers in muscle strengthening, reinforcing the idea that it's possible to enhance facial muscles effectively at any age.

## The Transformative Impact of Face Lift Yoga

### • Refined Facial Expressiveness:

Gain the ability to better convey emotions with sophisticated facial movements.

### • Reduction of Sagging and Puffiness:

Employ techniques to rejuvenate your face, reducing sagging and puffiness for a vibrant appearance.



- **Smooth Skin Tone:**

Diminish wrinkles and revive dull skin, leading to a smoother, more vibrant complexion.

- **Enhanced Skin Elasticity:**

Firm and tone your skin, bringing a youthful glow.

- **Sculpted Facial Contours:**

Activate facial metabolism to tighten and define your facial contours.

- **Improved Skin Texture:**

Enhance the texture of your skin, providing a perfect base for makeup.

- **Elevated Self-Recognition:**

Boost your self-image, fostering confidence and self-love.

- **Compassionate Discipline:**

Cultivate superior self-discipline through deliberate practice of Face Lift Yoga.

- **Clearer Speech:**

Refine your speech and articulation with targeted Face Lift exercises.

- **Enhanced Taste Perception:**

Improve taste and breathing control with specialized Face Lift movements.

- **Reduction of Snoring:**

Strengthen and tighten relevant facial muscles with Face Lift techniques to reduce snoring.

- **Development of a Radiant Smile:**

Foster a natural and attractive smile through continuous practice of Face Lift Yoga.

- **Relief of Facial Tension:**

Release accumulated tension in the face with Face Lift Yoga, promoting relaxation and stress reduction.

- **Cognitive Stimulation:**

Stimulate your mind with the exhilarating practice of Face Lift Yoga, combating mental fog.



# Embracing the Heart of Face Lift Yoga

Recall those times when laughter with friends or a warm embrace made your face glow, your eyes twinkle, and your spirit soar. Face Lift Yoga is more than physical exercise; it's about capturing those moments of happiness and expression that enrich our daily lives.

This practice doesn't rely on any equipment and is centered on activating the facial muscles, practicing steady breathing, and visualizing the person you want to embody. Initially, it might be a challenge to even recognize certain muscles in your face, let alone move them.

Yet, like mastering the balance and motion of a bicycle, with awareness and persistence, engaging these muscles can become an effortless part of your routine. This is the essence of Face Lift Yoga—it becomes a natural extension of our life's expressions.





# About Masumi Hasegawa



## The Transformative Impact of Face Lift Yoga

- **Introduction:** Born in Japan, Masumi initially faced a challenging journey with atopic dermatitis and allergies.

This early struggle with her skin condition sparked her quest for healing and beauty, leading her down a transformative path.

- **Development:** Masumi's pursuit of beauty, influenced by her personal health challenges, led her to explore various wellness disciplines.

Her journey took her from yoga in Los Angeles to deepening her practice in Bali, and finally to the discovery of face exercises back in Japan.

- **Global and Japanese Techniques:** Integrating traditional Chinese medicine, Korean skincare methods, and Japanese beauty rituals, Masumi's approach to wellness became a unique blend of Eastern wisdom and modern skincare.

- **Climax:** Drawing from her diverse experiences, Masumi developed a unique and effective method for face exercises, combining diet, therapy, meditation, and a fusion of Eastern medicinal practices with contemporary beauty techniques.
- **Conclusion:** Today, as a renowned face exercise teacher, Masumi shares her comprehensive approach with students worldwide. Her classes, influenced by a mix of yoga, Eastern medicine, and Japanese precision, offer a unique perspective on facial wellness.
- **Masumi's message:** *"Face exercises can extend our love beyond ourselves, reaching people and animals we've never met across the globe. Join me on this journey of discovery and let's explore the boundless connections of love together!"*



*“I started YouTube because I wanted to share the importance of self-care with people around the world. I am very happy to see you here now. The more you can love yourself, the more you can love others around you. And that will lead to world peace! Let’s stay beautiful and young with me! Let’s enjoy your life!” – Masumi’s words*

# Our Motto

**“Stay Young and Beautiful !!”**

**FOR MORE DETAIL CONTACT US AT :**

 **Instagram:** [www.instagram.com/facelift.yoga\\_masumi/](https://www.instagram.com/facelift.yoga_masumi/)

 **Website:** [msm-facestudio.com](https://msm-facestudio.com)

 **TikTok:** [www.tiktok.com/@faceyoga\\_masumiii](https://www.tiktok.com/@faceyoga_masumiii)

 **YouTube:** [www://youtube.com/@masumifaceyoga](https://www://youtube.com/@masumifaceyoga)

 **Redbook:** [www.xiaohongshu.com/user/profile/637c8a45000000001f01b4c8?xh](https://www.xiaohongshu.com/user/profile/637c8a45000000001f01b4c8?xh)

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