



MASUMI式

# FACE LIFT YOGA

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Official Training  
Materials by  
Masumi Hasegawa





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- **Copyright:** The copyright of the course materials, including textbooks and video content, belongs to the course provider. Use is limited to personal purposes, and reproduction, distribution, or public disclosure is prohibited.
- **Impact on Face and Body:** In this course, you will learn how to maintain healthy facial muscles and aim for a youthful appearance through the practice of Face Lift Yoga. It is crucial to perform the provided materials and exercises safely. When doing facial exercises, take special care of the delicate facial muscles and skin, and practice gently without straining. If you experience any discomfort or abnormalities in your face or body while using the materials for practice, stop immediately and consult a professional if necessary. Please understand that the instructors and the organizing body cannot be held responsible for any physical damage or injuries resulting from the practice.
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Your Name:

Date:



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# MODULE 01

## Introduction

- Basic Understanding of Face Lift Yoga
- About Masumi
- Frequently Asked Questions About Masumi Face Lift Yoga



# Introduction to Masumi Face Lift Yoga



**W**elcome to the Face Lift Yoga Certification Course at MSM Face Studio Academy.

This course is designed as your first step into the world of Face Yoga, guiding you through the foundations of the Masumi Face Lift Yoga Method with clarity, care, and structure.

Face Lift Yoga is more than facial exercises. It is a holistic method that integrates facial muscle awareness, posture, breathing, and everyday facial habits, helping you create natural lift and balance from the inside out.

Upon successful completion of this course, you will receive a Certificate of Achievement in the Masumi Face Lift Yoga Method. By building a strong foundation, you will gain the confidence and skills needed to safely lead

- beginner-friendly group classes
- workshops
- and personalized one-on-one sessions.

We hope this learning journey not only transforms your own practice, but also allows you to positively impact the lives of those you will guide in the future.



# GUIDELINE

## Purpose of This Learning

Face Lift Yoga does not require special talent or intense training.

What matters is becoming aware of how you move your face and gradually becoming familiar with more correct and balanced facial movement.

The purpose of this learning is not to forcefully train the face, but to understand how the face moves and learn to use it gently and in balance.

You will begin by noticing facial movement itself, such as:

- which parts of the face are moving
- where tension tends to accumulate

From there, you will gradually deepen your understanding of which muscles contribute to lift and stability, and which muscles, when overused, are more likely to lead to sagging or imbalance.

By recognizing these differences, you will start to see more clearly where to engage, where to soften, and where to release, bringing greater balance to the way you use your face.



This awareness extends beyond your own expressions. You may also begin to notice facial habits and expressions in others, and this sensitivity naturally carries over into daily life—including posture, breathing, and everyday routines.

Rather than focusing on large movements or strong effort, this learning emphasizes refining movements you already make, so they become clearer, more comfortable, and more natural. Through small, ongoing adjustments and awareness, the way you use your face becomes more stable, leading to a sense of natural lift and ease over time.

## **What You May Gain Through This Learning**

- A clearer understanding of how your face moves
- The ability to move your face without unnecessary tension
- Gradual, natural changes in everyday facial expressions
- A solid foundation for continuing Face Lift Yoga practice
- A greater sense of ease and confidence in how you relate to your face
- An understanding of which facial muscles support lift and which tend to become overworked
- Awareness of facial asymmetry and movement imbalance, with the ability to notice and adjust
- Recognition of habitual expressions and unconscious facial tension in daily life
- A deeper awareness of how posture, breathing, and lifestyle influence facial movement
- The ability to gently adapt facial movement based on your face's condition each day!



# 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:

Our method is lovingly known as Face Lift Yoga, also called FLY or the Face Lift Yoga Method. Each pose has been thoughtfully created by Masumi and carries its own unique name and intention.

When you share these poses in your classes or on social media, we kindly invite you to acknowledge them as part of Masumi's Face Lift Yoga.

This method is Masumi's original creation, developed with great care, experience, and passion. Honoring its name helps preserve the heart and identity of the method.

If you are active on platforms such as Instagram, using #flyoga or #FaceLiftYoga would be truly appreciated.



## 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

## **1. Refined Facial Expressiveness:**

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

## **2. Reduction of Sagging and Puffiness:**

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

## **3. Smooth Skin Tone:**

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

## **4. Enhanced Skin Elasticity:**

Firm and tone your skin, bringing a youthful glow.

## **5. Sculpted Facial Contours:**

Activate facial metabolism to tighten and define your facial contours.

## **6. Improved Skin Texture:**

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

## **7. Elevated Self-Recognition:**

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

## **8. Compassionate Discipline:**

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

## **9. Clearer Speech:**

Refine your speech and articulation with targeted Face Lift exercises.

## **10. Enhanced Taste Perception:**

Improve taste and breathing control with specialized Face Lift movements.

## **11. Reduction of Snoring:**

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



### **12. Development of a Radiant Smile:**

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

### **13. Relief of Facial Tension:**

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

### **14. 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 selfcare 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

### **Our Motto**

*“Stay Young and Beautiful !!”*

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

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

**YouTube:** <https://youtube.com/@masumifaceyoga?si=Jyehb5CoYKW3FIDK>

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

**Bilibili:** [https://space.bilibili.com/3493085971483565?spm\\_id\\_from=333.337.0.0](https://space.bilibili.com/3493085971483565?spm_id_from=333.337.0.0)



# Frequently Asked Questions

On this page, we have compiled some of the most frequently asked questions from our students.

These questions are based on common concerns and inquiries that often arise before and during practice.

If at any point you feel unsure or have questions as you continue your Face Lift Yoga journey, please take a moment to review this section.

We hope this will help you practice with confidence, and support you in getting the most out of your experience.

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## 1. About Face Lift Yoga

Q. What is Face Lift Yoga?

A. Face Lift Yoga is a method that combines facial muscle exercises, gentle massage, acupressure, relaxation, and breathing practices.

It is designed to support facial muscle balance, skin health, and overall well-being in a natural way.

Q. How is Face Lift Yoga different from plastic surgery or aesthetic treatments?

A. Face Lift Yoga does not aim for drastic or artificial changes.

Instead, it helps improve habitual facial expressions, activate underused muscles, and restore balance, allowing your face to return closer to its natural, youthful state.

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## 2. Practice & Daily Routine

Q. How should I practice Face Lift Yoga?

A. You can practice sitting or standing in a comfortable position.

Using a mirror is recommended, especially for beginners, to ensure correct form.



Q. How often and how long should I practice?

A. A daily practice of 3–5 minutes is recommended.

Consistency is more important than duration.

Q. Can I practice Face Lift Yoga every day?

A. Yes, daily practice is encouraged. However, avoid excessive force or overtraining to maintain healthy skin and muscles.

Q. Do I need to use skincare products during practice?

A. If your skin is dry or sensitive, applying facial oil or moisturizer before massage can help reduce friction.

Some massage techniques can also be done over makeup.

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### **3. Results & Expectations**

Q. How soon will I see results?

A. Results vary depending on individual facial structure and habits.

With consistent practice, many people notice gradual improvements over several weeks to months.

Q. Will I see a dramatic change after one session?

A. One session may help improve circulation and awareness, but noticeable changes come from continued practice over time.

Q. What kind of changes can I expect?

A. Face Lift Yoga can help improve facial tone, balance, posture, and expression habits.

Many people also experience improved mood, relaxation, and a more positive facial expression.

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## 4. Safety & Suitability

Q. Is Face Lift Yoga suitable for all ages and genders?

A. Yes, Face Lift Yoga can be practiced by people of all ages and genders.

Q. Are there any safety precautions?

A. Always start with clean hands and a clean face.

If you have medical conditions or skin concerns, consult a healthcare professional before starting.

Q. Can I practice after Botox or fillers?

A. Yes, but it is recommended to wait:

- At least 2 weeks after Botox
- At least 4 weeks after fillers

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## 5. Technique & Common Concerns

Q. Can incorrect practice cause wrinkles or sagging?

A. Yes, using excessive force, pulling the skin too strongly, or practicing with poor posture may cause unwanted effects.

Correct technique and gentle control are essential.

Q. Can facial massage make sagging worse?

A. If done incorrectly, it may. Proper technique supports circulation and muscle function without stressing the skin.

Q. Can facial asymmetry be improved?

A. Many people unconsciously use one side of their face more than the other.

With mindful practice and balanced muscle use, facial asymmetry may gradually improve.

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## 6. Understanding Facial Conditions

Q. What causes facial sagging?

A. Common causes include:

- Weakening of facial muscles
- Downward shift of facial fat
- Loss of skin elasticity

Q. What is the difference between sagging and puffiness?

A.

- Sagging is related to muscle weakness and skin elasticity
- Puffiness is often caused by fluid retention and poor circulation

Each requires a different approach.

Q. Can Face Lift Yoga help with wrinkles?

A. It depends on the type of wrinkles.

Wrinkles caused by habitual facial tension may improve through muscle relaxation and awareness.

Q. Can it help with eye sagging or dark circles?

A. Gentle exercises and massage around the eyes may support circulation and muscle balance, which can help improve these concerns.

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## 7. Maintaining Results

Q. What happens if I stop practicing?

A. Like body exercise, stopping may gradually reduce muscle tone over time.



However, muscle memory often makes it easier to resume later.

Q. My face isn't changing as I expected. What should I do?

A. Progress varies for each person.

Focus on correct form, gentle pressure, posture, and consistency rather than speed.

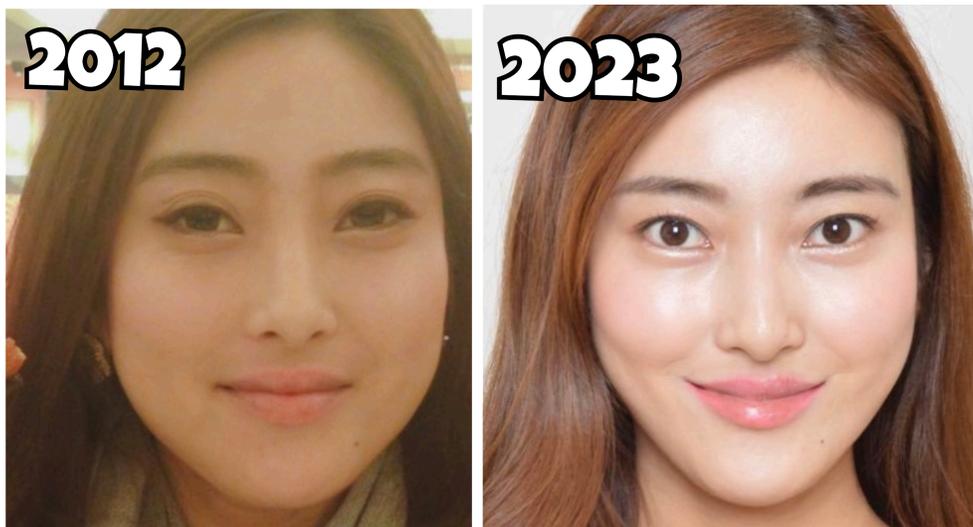
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## 8. Preparation for Practice

Q. How should I prepare before a session?

A.

- Clean your face and hands
- Apply facial oil if needed
- Practice in a calm, comfortable environment
- Maintain good posture and steady breathing





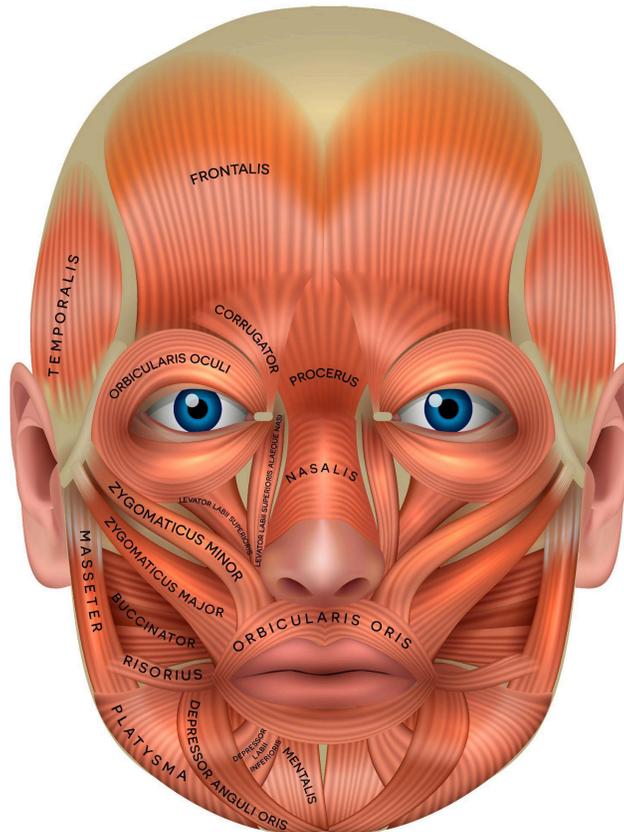
# MODULE 02

## Anatomy

- Understanding the Main Muscles in the Face and Neck
- Exploring Each Muscles in the Face
- Neck and Shoulder Muscles



# Understanding the Main Muscles in the Face and Neck



The face contains around 50-60 muscles, including those in the neck, head, tongue, and ears, all situated just beneath the skin.

These muscles play a crucial role in enabling a wide range of expressions, such as smiling and frowning. Starting from the bone and attaching to the skin, they are essential for our self-expression.

Unlike body muscles, which connect bone to bone, facial muscles attach from the bone to the skin, allowing for the creation of subtle expressions.

In everyday life, only about 30% of these facial muscles are used, leading to reduced usage during expressionless moments or as a result of aging. Weakened facial muscles



can disrupt the balance of facial tension, leading to wrinkles, sagging, and more pronounced droplet-shaped pores, all of which contribute to an aged appearance.

Face Lift Yoga focuses on these muscles to promote overall well-being. Among these facial muscles, some should be trained for lifting the face, while others, if overused, can lead to tightness or sagging. Areas with poor blood flow indicate muscles are not being used correctly, making them more prone to aging.

Parts that are painful when pressed often have poor circulation, leading to a buildup of fatigue toxins. When muscles are properly utilized, they become firmer and lifted. Additionally, improved lymphatic and blood circulation from these exercises aids in flushing out unnecessary waste, thereby promoting facial lifting and skin rejuvenation.

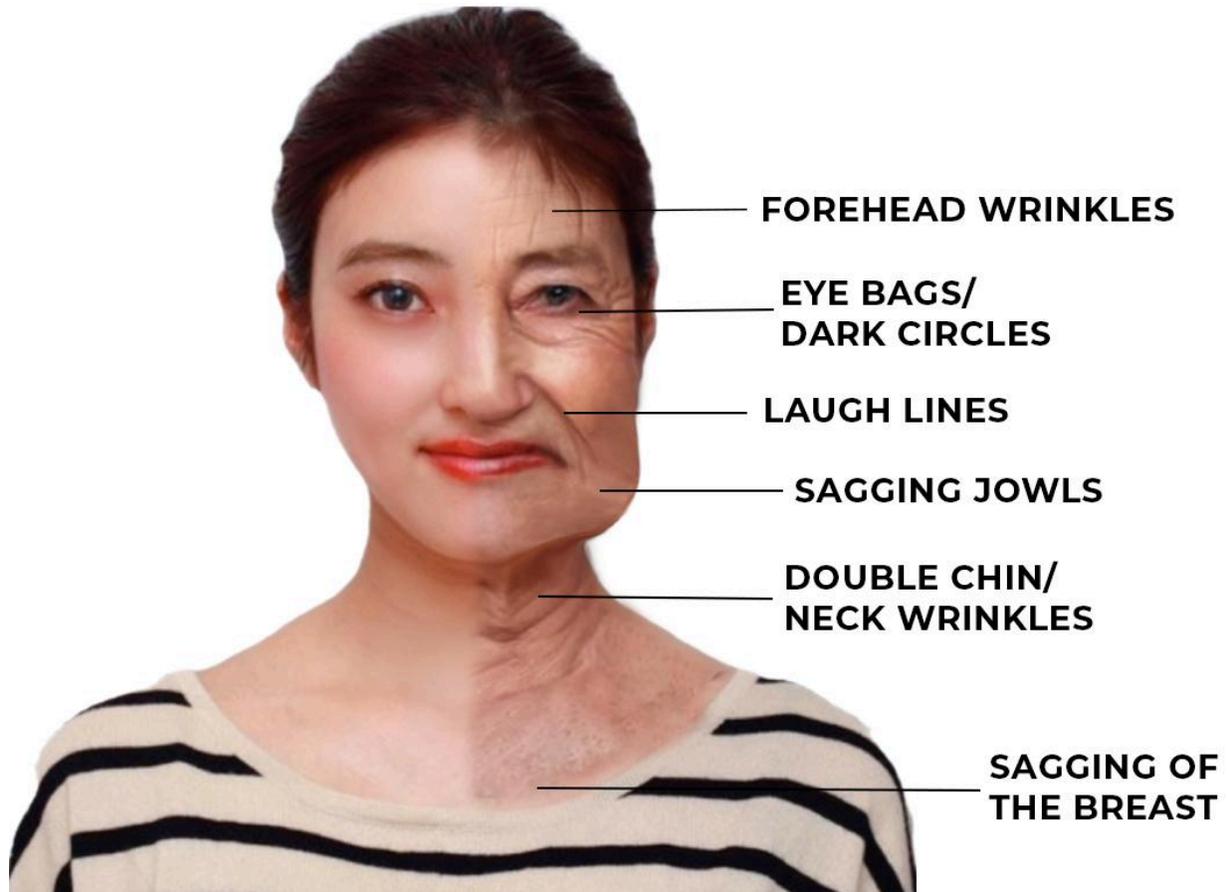
## **Grasping the Basics of Facial Anatomy for Face Lift Yoga**

Face Lift Yoga is all about understanding the complex web of muscles beneath our skin. To effectively lift and tone the face, it's essential to have a good knowledge of facial anatomy.

Getting familiar with the chart of facial muscles is key to providing targeted and personalized help to your clients. Knowing the structure of the face helps you identify specific areas your clients might need to work on, allowing you to customize their Face Lift Yoga routines.



## Facial Muscles and Their Consequences if Left Untrained



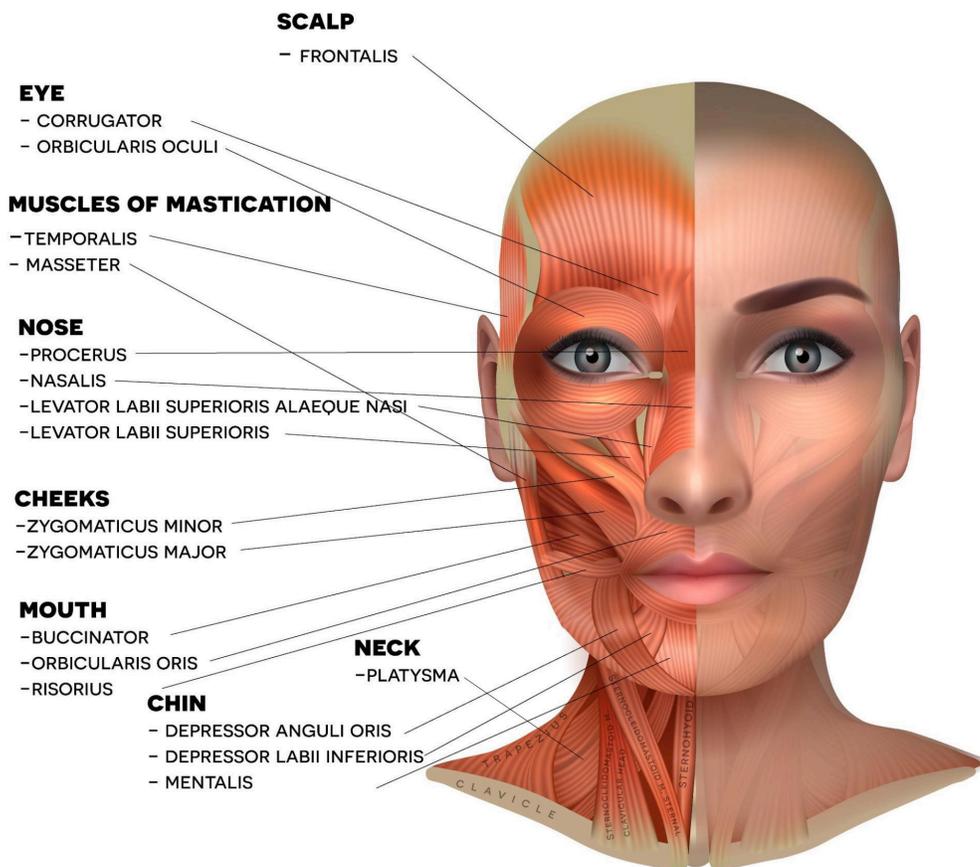


## A Visual Introduction to Facial Muscles

You'll find diagrams below that show the important muscles in the face and neck used in Face Lift Yoga. These illustrations are a basic guide to help you in your practice.

Each key muscle is described in detail, explaining what role it plays in facial expressions. This information is vital for creating Face Lift Yoga routines that precisely target different muscle groups for various expressions and movements.

### MUSCLES OF THE FACE





# Exploring Each Muscles of the Face

## Forehead

**Frontalis Muscle (Frontalis, 前頭筋) :**

- **Simple English Name:** Forehead Muscle
- **Features:** Located on the forehead, activates when raising eyebrows.
- **Function:** Creates horizontal forehead wrinkles during expressions of surprise or questioning.
- **Ageing Risk:** Potential for visible forehead wrinkles and sagging without exercise.

## Temple

**Temporalis Muscle (Temporalis, 側頭筋) :**

- **Simple English Name:** Temporal Muscle
- **Features:** Situated on the sides of the head, involved in chewing.
- **Function:** Assists in moving the lower jaw up and down.
- **Ageing Risk:** Neglecting exercise may result in overall facial sagging, including the development of nasolabial folds, though its direct impact on the temples is minimal.

## Between the Eyebrows

**Corrugator Supercilii (Frowning Muscle, 皺眉筋) :**

- **Simple English Name:** Brow Furrowing Muscle
- **Features:** Positioned between the eyebrows.
- **Function:** Draws the eyebrows inward, creating vertical wrinkles.
- **Ageing Risk:** You may feel tired around the eyes or that your eyelids feel heavy. It also creates wrinkles on the forehead.



## Eyes

### **Orbicularis Oculi (Eye Surrounding Muscle, 眼輪筋) :**

- **Simple English Name:** Eye Ring Muscle
- **Features:** Encircles the eyes.
- **Function:** Closes the eyes, blinks, and creates wrinkles when smiling.
- **Ageing Risk:** Reduced ability to close eyes tightly and it will cause sagging and puffiness around the eyes, wrinkles, and forehead lines.

### **Inferior Palpebral Muscle (Lower Eyelid Muscle, 下眼瞼筋) :**

- **Simple English Name:** Under Eye Muscle
- **Features:** Located under the eye, controls the lower eyelid.
- **Function:** Adds depth to eye expressions during closing or squinting.
- **Ageing Risk:** Less expressive eye movements and wrinkles under the eyes without exercise. Dark circles, eye bags under the eyes.

## Nose

### **Levator Labii Superioris (Upper Lip Elevator Muscle, 上唇挙筋) :**

- **Simple English Name:** Upper Lip Muscle
- **Features:** Located above the upper lip.
- **Function:** It lifts the area between the upper lip and the sides of the nose.
- **Ageing Risk:** Smile wrinkles, Middle cheek lines.

### **Procerus Muscle (Nose Muscle, 鼻根筋) :**

- **Simple English Name:** Nose Muscle
- **Features:** A small muscle located between the eyebrows, extending to the bridge of the nose.
- **Function:** furrowing horizontal lines between the eyebrows, and it moves when focusing the eyes, in bright light, or when feeling mental strain.
- **Ageing Risk:** Frequent use can result in deep wrinkles between the eyebrows and on the bridge of the nose, contributing to an aged or stern facial appearance. forehead wrinkles



## Cheeks

### **Zygomaticus Minor (Minor Cheek Muscle, 小頬骨筋) :**

- **Simple English Name:** Minor Cheek Muscle
- **Features:** Adjacent to the Zygomaticus Major.
- **Function:** Lifting the upper lip towards the temple direction.
- **Aging Risk:** This can lead to sagging cheeks and drooping corners of the mouth.

### **Zygomaticus Major (Major Cheek Muscle, 大頬骨筋) :**

- **Simple English Name:** Major Cheek Muscle
- **Features:** Extends from the cheeks to the mouth.
- **Function:** Muscles important for lifting the corners of the mouth to create a smile.
- **Aging Risk:** Causes facial sagging and nasolabial folds.

## Mouth

### **Buccinator Muscle (Buccinator, 頬筋) :**

- **Simple English Name:** Cheek Muscle
- **Features:** Located inside the cheeks.
- **Function:** Used for chewing and puffing the cheeks.
- **Aging Risk:** Their ability to lift the corners of the mouth diminishes, resulting in a drooping appearance around the mouth. The force to tighten the cheeks also weakens, leading to an overall saggy look on the face, which can affect the perceived age.

### **Risorius Muscle (Laughing Muscle, 笑筋) :**

- **Simple English Name:** Smile Stretching Muscle
- **Features:** Located at the outer side of the mouth corners. which is from masseter muscle toward the mouth corner
- **Function:** The role of pulling the corners of the mouth sideways.
- **Aging Risk:** The corners of the mouth may turn downward, forming a “frown,” and can also become a cause of sagging.



### Orbicularis Oris (Mouth Ring Muscle, 口輪筋) :

- **Simple English Name:** Mouth Ring Muscle
- **Features:** A circular muscle around the mouth.
- **Function:** Controls mouth closing, whistling, and kissing actions. Stop snoring.
- **Aging Risk:** It can lead to a downward shift of facial muscles in tandem, causing facial sagging. As the orbicularis oris muscle makes it harder to close the teeth and mouth, there is also a risk of health issues due to mouth breathing, such as cavities, periodontal disease, bad breath, and worsening dental alignment.

## Mouth Corners

### Levator Anguli Oris (Mouth Corner Elevator Muscle, 口角挙筋) :

- **Simple English Name:** Mouth Corner Muscle
- **Features:** Located at the mouth corners.
- **Function:** Raises the mouth corners during smiling or expressions of joy.
- **Aging Risk:** It causes droopy mouth corners, laugh lines.

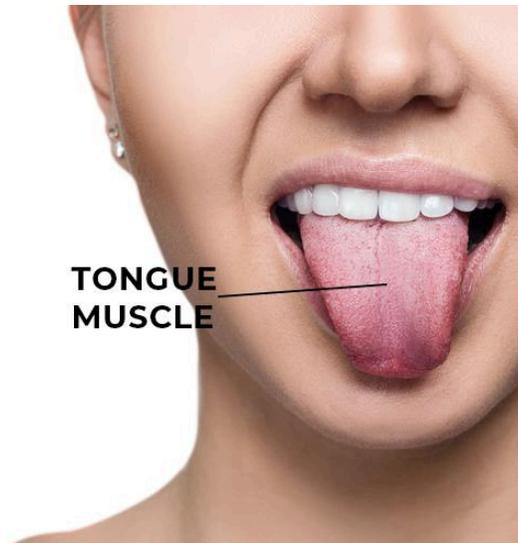
### Depressor Anguli Oris Muscle (Mouth Corner Lowering Muscle, 口角下制筋) :

- **Simple English Name:** Mouth Corner Lowering Muscle
- **Features:** A muscle located at the corners of the mouth.
- **Function:** Used primarily to pull down the corners of the mouth, often involved in expressions like frowning or showing sadness.
- **Aging Risk:** The corners of the mouth may turn downward. When this happens, the expression can appear stiff and unnatural, making one look older or displeased, and preventing the creation of a positive impression.

## Tongue

### Tongue Muscles (Tongue Movement Muscles, 舌筋) :

- **Simple English Name:** Tongue Muscle Features: A group of muscles located inside the tongue.
- **Function:** Controls tongue movements, essential for speaking, eating, and tasting.
- **Aging Risk:** The imbalance of muscles beneath the skin of the face in all directions can lead to facial asymmetry, double chin, nasolabial folds, and other issues. Mouth breathing may result, leading to snoring. Additionally, there can be a decrease in taste sensation.



## Chin

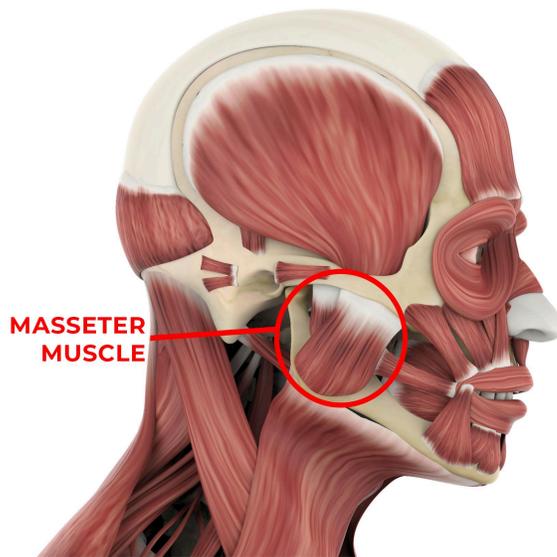
**Mentalis Muscle (Chin Muscle, オトガイ筋) :**

- **Simple English Name:** Chin Muscle
- **Features:** Located at the center of the lower jaw, extending towards the chin.
- **Function:** Protrudes the lower lip and emphasizes expressions by projecting the chin forward.
- **Aging Risk:** The strength to lift the lower jaw weakens, leading to a saggy appearance around the chin area. Furthermore, when the flow of lymph in the face stagnates, the inability to properly eliminate waste and fluids can cause facial puffiness, making the face line appear bloated.

## Jaw

**Masseter Muscle(咬筋)**

- **English Name:** Masseter Muscle
- **Features:** A facial muscle located near the rear of the jaw, primarily responsible for chewing.
- **Aging Risk:** Making it unable to support the skin and fat, leading to the fat flowing towards the chin. This is also one of the major causes of sagging in the face line.

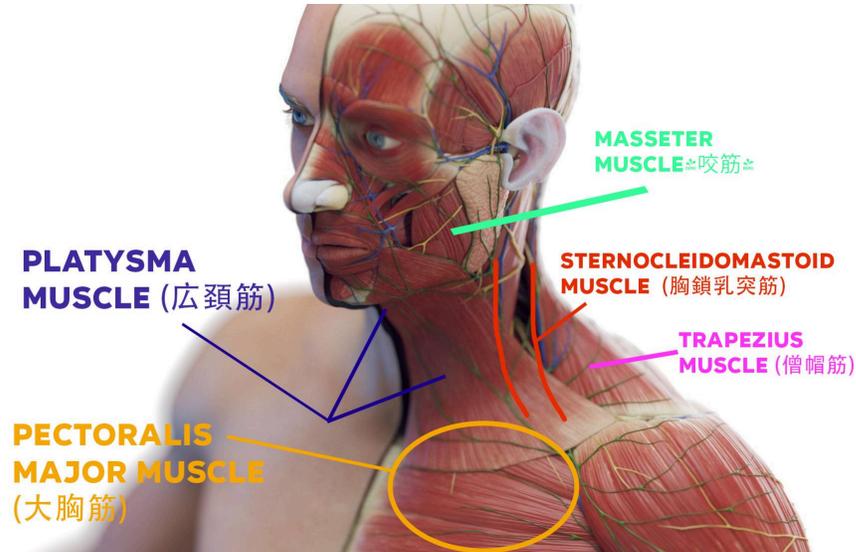


## Neck and Shoulder

The muscles in the shoulders, neck, chest, and back play a pivotal role in our body. These muscles are deeply involved in maintaining our everyday posture and movements, and keeping a correct posture is crucial in preventing sagging and wrinkles in our facial muscles.

When the muscles in the shoulders and neck become tense and stiff, it can adversely affect the muscles in our face, leading to sagging and wrinkles. Moreover, strengthening the muscles in the chest and back is essential for aligning the overall balance of the body and supporting a beautiful posture.

Therefore, deepening our understanding of the muscles in the shoulders, neck, chest, and back is vital for maintaining overall health and beauty. By understanding the correct usage of these muscles and engaging in appropriate exercises, we can maintain a healthy and youthful appearance.



## Sternocleidomastoid Muscle (胸鎖乳突筋)

- **English Name:** Sternocleidomastoid Muscle
- **Features:** Extends along the neck from the sternum and clavicle to the mastoid process of the temporal bone.
- **Aging Risk:** Poor circulation and stagnation of lymph flow can lead to swelling and sagging, leading to a double chin and the deterioration of the face line.

## Platysma Muscle (広頸筋)

- **English Name:** Platysma Muscle
- **Features:** A superficial muscle that extends over the neck to the lower jaw. It's involved in facial expressions like frowning or surprise.
- **Aging Risk:** It can lead to a sagging face line, causing wrinkles and sagging in the neck.

## Trapezius Muscle (僧帽筋)

- **English Name:** Trapezius Muscle
- **Features:** A large muscle extending from the back of the neck and upper spine to the shoulder.
- **Aging Risk:** Weakness in this muscle may result in poor posture and rounded shoulders, contributing to an aged and less energetic appearance.



## **Pectoralis Major Muscle (大胸筋)**

- **English Name:** Pectoralis Major Muscle
- **Features:** A large muscle in the chest responsible for movements of the shoulder joint.
- **Aging Risk:** Weakening can cause sagging of the chest muscles, impacting overall posture and potentially leading to an aged look with altered body contours. Please note that some of the muscles described here are repeated to facilitate comparison with images in the educational materials.



# **MODULE 03**

## **Breathing & Awareness**

- The Philosophy in Face Lift Yoga
- Breathing



## The Philosophy of Face Lift Yoga

In Face Lift Yoga, the face is not viewed merely as a physical structure, but as a reflection of our inner world.

Our daily facial expressions—such as smiling, frowning, or tightening the jaw—are closely connected to our emotions, thoughts, and habitual patterns.

The face can be seen as a canvas that expresses joy, stress, love, fear, and even unspoken emotions.

Often, people perceive emotional states more accurately through facial expressions than through words. For this reason, becoming aware of how we use our facial muscles is essential—not only for appearance, but also for emotional well-being and communication.

By consciously observing and refining facial expressions, we develop a deeper understanding of ourselves.

Face Lift Yoga encourages intentional expression rather than unconscious tension, allowing the face to become a bridge between the mind and body. Through this awareness, we can gently influence our emotional state and cultivate more balanced relationships with ourselves and others.

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## Self-Love and Self-Acceptance

Self-love and self-acceptance form the foundation of Face Lift Yoga.

In modern society, it is easy to evaluate ourselves based on external standards or the opinions of others. This practice invites us to step away from comparison and reconnect with our own inherent value.



Self-acceptance means acknowledging and respecting every aspect of ourselves—our face, body, emotions, and life experiences.

Rather than rejecting perceived imperfections, Face Lift Yoga encourages compassionate awareness and care.

When self-acceptance deepens, transformation naturally follows.

Through gentle facial training and mindful practice, we nurture both outer appearance and inner calm. This process allows us to rediscover our natural beauty and develop a more peaceful, respectful relationship with ourselves.

---

## **Consistency and Confidence**

Consistency in Face Lift Yoga is more than repetition—it is an expression of self-trust.

By practicing regularly, even for a short time each day, we reaffirm our commitment to self-care and personal growth.

Small, consistent actions accumulate and lead to meaningful changes over time.

As facial tone, posture, and expression gradually improve, confidence begins to grow naturally. These changes are not limited to appearance; they reflect an inner sense of fulfillment and self-assurance.

Through consistency, we learn to trust ourselves, strengthen self-esteem, and cultivate confidence that extends beyond the practice into daily life.

---

## **Emotional Expression and Serotonin**

Facial expressions are closely linked to emotional regulation.

Serotonin, often called the “happiness hormone,” plays an important role in emotional stability and well-being.

In Face Lift Yoga, gentle smiling and relaxed facial movements naturally stimulate serotonin release.



This biochemical response can improve mood, promote emotional balance, and create a sense of lightness and positivity.

By consciously working with facial expressions, we gain the ability to influence our emotional state from the outside in—supporting emotional resilience and bringing more ease and joy into everyday life.

---

## Conscious Breathing in Face Lift Yoga

Breathing is a central element of Face Lift Yoga and serves as a bridge between the face, body, and mind.

Conscious breathing enhances relaxation, focus, and awareness while supporting effective facial muscle engagement.

In this practice, breathing is not simply a physical function—it is a tool for calming the nervous system and deepening self-awareness.

---

## Benefits of Breathing

Proper breathing during Face Lift Yoga supports both physical and mental well-being:

- **Mental and Physical Relaxation**  
Reduces stress, lowers heart rate and blood pressure, and promotes a calm state.
- **Improved Oxygen Supply**  
Enhances blood circulation and delivers oxygen efficiently to the entire body.
- **Enhanced Concentration and Cognitive Function**  
Improves focus, memory, and mental clarity.
- **Support for Physical Health**



Aids recovery from fatigue, supports immune function, and relieves muscle tension.

- Emotional Regulation

Helps stabilize emotions, reduce anxiety, and promote positive feelings.

- Increased Energy Levels

Activates the body and supports vitality throughout the day.

---

## Nasal Breathing as the Foundation

In Face Lift Yoga, nasal breathing is emphasized as the primary breathing method.

Breathing through the nose naturally purifies, warms, and regulates the air entering the lungs. It also stabilizes the autonomic nervous system and promotes relaxation.

Benefits of nasal breathing include:

- Improved oxygen delivery to the brain
- Reduced stress response and heart rate
- Enhanced concentration and mental calmness

Deep nasal breathing supports facial muscle relaxation, improves circulation, and helps create a calm and focused mental state.

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## Role of Mouth Breathing

While nasal breathing is the foundation, mouth breathing is also used selectively in Face Lift Yoga.

In certain poses, breathing through the mouth can support specific muscle activation or facilitate controlled movement.



Mouth breathing may also be incorporated into relaxation or meditative techniques when appropriate, helping the body release tension and deepen relaxation.

---



## **Establishing a Balanced Lifestyle**

Face Lift Yoga is not intended as a temporary technique, but as a holistic lifestyle practice.

By combining mindful facial movement with conscious breathing, we support harmony between appearance, emotions, and daily life.

This integrated approach enhances resilience to stress, improves focus, and encourages long-term well-being.

Face Lift Yoga serves as a guide toward discovering inner balance, cultivating self-awareness, and living each day with greater presence and meaning.



# MODULE 04

## Key Points of Face Lift Yoga

- Key Point Before Starting Face Lift Yoga



# Key Points

## Before Starting Face Lift Yoga

### 1. Follow the Pose Intently

Perform each pose with full awareness and precision. Think of Face Lift Yoga as a workout for your facial muscles—focus on feeling the movement rather than forcing tension. Let go of any hesitation and fully engage in each exercise with confidence!

### 2. Nose Breathing is Vital

Unless specifically instructed otherwise, practice nasal breathing while holding each pose. Breathe deeply and slowly to enhance oxygen flow and improve blood circulation. Some poses may require mouth breathing, but nasal breathing should be the default.

### 3. Mirror Check for Precision

In the beginning, use a mirror to check if you are performing the Face Lift Yoga poses correctly. Ensure you are engaging the right muscles without unnecessary tension. Observing yourself will help refine your technique and improve your results.

### 4. Makeup and Skin Moisturization

You can practice Face Lift Yoga while wearing makeup, but dry skin may be negatively affected by certain poses. Keep your skin well-moisturized to prevent any strain. Avoid Face Lift Yoga immediately after sun exposure to protect your skin.

### 5. Ensuring Symmetry is Key

Aim for symmetry when performing each pose. If one side feels more difficult, take extra time to strengthen and improve it through consistent practice.

### 6. Mindful Muscle Engagement

Be aware of which muscles you are using during each pose. Focus on activating the targeted muscles while keeping the rest of the face relaxed to avoid unnecessary tension.



## **7. Regular Consistency**

To see long-term improvements in your face, practice Face Lift Yoga regularly—daily or at least a few times a week—as part of your routine.

## **8. Post-Exercise Care: Massage and Stretching**

After your Face Lift Yoga session, gently massage or stretch your facial muscles to release any tension and prevent stiffness.

## **9. Stay Hydrated**

Drink plenty of water during and after your session. Proper hydration helps maintain skin elasticity and supports detoxification.

## **10. Taking Before and After Photos**

Take regular before-and-after photos to monitor your progress and stay motivated by the visible effects of Face Lift Yoga.

## **11. Maintain Good Posture**

Poor posture can contribute to facial sagging. Keep your spine aligned and your posture upright to support a lifted and youthful face.



# MODULE 05

## Pre-Practice Self-Check

- Pre-Practice Self-Check
- ***“Meeting Your Face - 10 Years Later and Earlier”*** Activity  
Masumi Face Lift Yoga



# Pre-Practice Self-Check

## The Importance of Self-Check in Face Lift Yoga Training

In our Face Lift Yoga Instructor Training Course, conducting a thorough self-check of your own face is a vital practice.

Just as you meticulously check your body in front of the mirror, giving equal attention to your facial self-check is crucial. Understanding and knowing your own face is the first step in this journey.

### Self-checking allows you to:

- Gain deep awareness of your facial structure and muscle movements.
- Identify areas of tension or imbalance which can be addressed in your practice.
- Develop a personalized approach to Face Lift Yoga that caters to your unique facial needs.

By understanding your own face's nuances, you can better guide your students in their practice. It's essential for instructors to lead by example, demonstrating how self-awareness in Face Lift Yoga can lead to more effective and targeted exercises.

Embracing this practice will not only enhance your teaching skills but also deepen your own Face Lift Yoga experience.

## Let's Do a Self-Check on Your Face!

Understanding your facial features can deepen your appreciation of your unique beauty. Pay attention to the following aspects:

### 1. Eyebrow Height:

- Check how your eyebrows contribute to your facial expressions. Higher eyebrows can give a more active look, while lower ones may appear more serene.



## **2. Eye Size and Shape:**

- Eyes play a crucial role in facial expression. Larger, round eyes might give an open and friendly impression, whereas smaller, narrower eyes might seem more reserved.

## **3. Cheek Height and Fullness:**

- The shape of your cheeks can indicate youthfulness or maturity. High, plump cheeks often convey youth, while flatter cheeks can suggest a more mature appearance.

## **4. Mouth Corner Position:**

- The direction of your mouth corners can express your emotional state. Upturned corners indicate cheerfulness, while downturned might imply caution.

## **5. Face Line:**

- Your facial contour can reflect your personality. A round face may imply softness, whereas an angular face might suggest strength.

## **6. Nasolabial Fold Position and Depth:**

- Nasolabial folds, or smile lines, can tell the story of age and expression history. Shallow lines might indicate light-heartedness, while deeper lines can suggest a depth of experience.

## **7. Crow's Feet at the Eyes:**

- Wrinkles at the eye corners can develop from smiling and expressive facial movements. They are signs of emotional richness and active facial expression.

By knowing these features, you can understand your face more deeply and utilize this knowledge in your Face Lift Yoga practice and daily facial expressions. It also helps in embracing yourself and building confidence.



## “Meeting Your Face - 10 Years Later and Earlier” Activity Masumi Face Lift Yoga

As we age, our muscles weaken, leading to sagging and wrinkles. Let's visualize how our faces might change over time. **What You Need: A hand mirror.**

### 1. Current Face Check:

- Relax your face and adopt a neutral expression.
- Hold the mirror in front of you and observe your entire face.
- Remember this relaxed, expressionless face. The key is to let go of any tension.

### 2. Your Face in 10 Years:

- Hold the mirror below your face.
- Look down into the mirror with a neutral expression.
- This reflects how your face may look in 10 years. Pay attention to the corners of your mouth, eyes, and nasolabial folds.
- If it looks different from now, it's a sign of weakening muscles. You'll need to focus on facial exercises.



### **3. Your Face 10 Years Ago:**

- Lift the mirror above and look up into it.
- This position shows what your face looked like 10 years ago. Does it appear more refreshed?
- Notice any differences in sagging and lines. This is the face you'll aim for with your facial exercises!

This activity helps you understand how facial muscles change over time and underscores the importance of caring for and exercising them.

Start your journey with Face Lift Yoga today and maintain a youthful, healthy appearance!

***Let's take photos of ourselves as we are now, as well as 10 years into the future and 10 years ago!***

***By also capturing photos before and after each lesson, you'll make it easier to compare and see the changes. This will help you effectively track your progress.***



# MODULE 06

## Face Lift Yoga Asana

- Basic Face Lift Yoga Asana
- Advanced Face Lift Yoga Asana



# Face Lift Yoga Asana

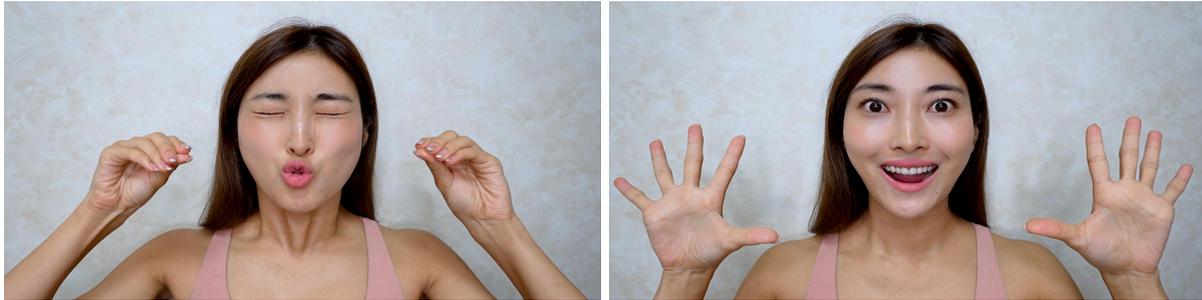
Asana Name	Target Area	Benefits
Surprise Pose	Full Face (Warm-up)	<ul style="list-style-type: none"><li>Promotes relaxation and flexibility in the face</li></ul>
Zen Forehead Pose	Forehead	<ul style="list-style-type: none"><li>Strengthens the frontalis muscle for a lifted look.</li></ul>
Squint & Shine Pose	Eye Muscles	<ul style="list-style-type: none"><li>Enhances eye muscle strength and elasticity.</li></ul>
Glowing Cheek Lift Pose	Cheek Muscles	<ul style="list-style-type: none"><li>Defines and lifts the cheek muscles.</li></ul>
Glowing Balloon Pose	Cheeks	<ul style="list-style-type: none"><li>Improves blood circulation for a glowing complexion.</li></ul>
Lip Lift Smile Pose	Mouth Corners	<ul style="list-style-type: none"><li>Prevents sagging and maintains lifted mouth corners.</li></ul>
Tongue Extend Pose	Tongue	<ul style="list-style-type: none"><li>Enhance speech clarity, improve swallowing function, and potentially reduce the risk of oral health issues.</li></ul>
Kiss Tone Pose	Mouth Muscles	<ul style="list-style-type: none"><li>Tones and firms the muscles around the mouth.</li></ul>
Sky kiss Pose	<ul style="list-style-type: none"><li>Chin</li><li>Jaw</li><li>Neck</li></ul>	<ul style="list-style-type: none"><li>Chin, jaw and Neck Lifts the chin and tightens neck muscles.</li></ul>
Neck Opener Pose	Neck Muscles	<ul style="list-style-type: none"><li>Strengthens and tones the neck muscles.</li></ul>
O Stretch Pose	<ul style="list-style-type: none"><li>Under Eyess</li><li>Cheeks</li></ul>	<ul style="list-style-type: none"><li>Focuses on toning and relaxation in the specified area</li></ul>
Full Face Lift Pose	Full Face	<ul style="list-style-type: none"><li>Targets various muscle groups for an overall lift.</li></ul>
Squeeze & Shine Pose	Eyes (Orbicularis Oculi)	<ul style="list-style-type: none"><li>Reduces eye fatigue and puffiness.</li></ul>
Star Gaze Pose	Eyes (Orbicularis Oculi, Temporalis)	<ul style="list-style-type: none"><li>Lifts and enhances the eye area, expands field of vision and improves eye symmetry.</li></ul>
Star Shift Pose	Eyes (Orbicularis Oculi, Temporalis)	<ul style="list-style-type: none"><li>Lifts the eye area, expands field of vision, relieves eye strain, prevents forehead wrinkles, improves eye symmetry.</li></ul>



Asana Name	Target Area	Benefits
Glow Half Smile Pose	<ul style="list-style-type: none"><li>• Mouth</li><li>• Cheeks</li></ul>	<ul style="list-style-type: none"><li>• Lifts the mouth area, improves symmetry, tones the cheeks, prevents and reduces nasolabial folds.</li></ul>
Glow Smile Shift Pose	<ul style="list-style-type: none"><li>• Mouth</li><li>• Jawline</li></ul>	<ul style="list-style-type: none"><li>• Lifts the mouth area, improves mouth symmetry, defines the jawline, prevents and reduces nasolabial folds.</li></ul>
Glow Suction Pose	<ul style="list-style-type: none"><li>• Mouth</li><li>• Cheeks</li></ul>	<ul style="list-style-type: none"><li>• Prevents and improves sagging around the mouth, helps identify facial asymmetry.</li></ul>
Glow Lip Slide Pose	<ul style="list-style-type: none"><li>• Lips</li><li>• Cheeks</li></ul>	<ul style="list-style-type: none"><li>• Tones the mouth area, improves mouth symmetry, defines the jawline.</li></ul>
Glow Lip Circle Pose	<ul style="list-style-type: none"><li>• Lips</li><li>• Cheeks</li></ul>	<ul style="list-style-type: none"><li>• Strengthens and tones mouth muscles, improves mouth symmetry, supports facial contouring, relieves facial tension, corrects facial expression habits.</li></ul>
Diagonal Sky Kiss Pose	<ul style="list-style-type: none"><li>• Neck</li><li>• Jawline</li><li>• Lips</li></ul>	<ul style="list-style-type: none"><li>• Promotes lymphatic drainage, tightens the jawline, stimulates muscles around the mouth and chin, improves neck and décolleté appearance.</li></ul>
“O” Massage	<ul style="list-style-type: none"><li>• Cheeks</li></ul>	<ul style="list-style-type: none"><li>• Stretches nasolabial folds, lifts the cheeks, boosts blood circulation for healthier skin.</li></ul>
Glow Tongue Stretch	<ul style="list-style-type: none"><li>• Tongue</li><li>• Cheeks</li><li>• Mouth</li></ul>	<ul style="list-style-type: none"><li>• Reduces nasolabial folds, lifts the cheeks, strengthens mouth muscles, corrects facial expression habits.</li></ul>
Sky Cheek Lift Pose	<ul style="list-style-type: none"><li>• Cheeks</li><li>• Eyes</li></ul>	<ul style="list-style-type: none"><li>• Lifts the cheeks, reduces nasolabial folds, enhances eye openness, creating a more youthful appearance.</li></ul>
Cheek Lift Lock	<ul style="list-style-type: none"><li>• Cheeks</li><li>• Jawline</li></ul>	<ul style="list-style-type: none"><li>• Lifts the cheeks, tightens the jawline, reduces nasolabial folds, prevents cheek sagging.</li></ul>
Super Cheek Lock Pose	<ul style="list-style-type: none"><li>• Cheeks</li><li>• Mouth</li><li>• Jawline</li></ul>	<ul style="list-style-type: none"><li>• Tightens the lips, lifts the cheeks, defines the jawline, reduces nasolabial folds, enhances eye lift.</li></ul>
“O” Sky Pose	<ul style="list-style-type: none"><li>• Under-Eyes</li><li>• Mouth</li></ul>	<ul style="list-style-type: none"><li>• Reduces nasolabial folds, lifts the under-eye area, improves facial symmetry.</li></ul>
Smile Lift Stretch	<ul style="list-style-type: none"><li>• Mouth</li><li>• Neck</li><li>• Jawline</li></ul>	<ul style="list-style-type: none"><li>• Lifts the mouth corners, strengthens smile muscles, stretches the neck, tightens the jawline for a more defined contour.</li></ul>
Sky Tongue Extend Pose	<ul style="list-style-type: none"><li>• Neck</li><li>• Jawline</li><li>• Tongue</li></ul>	<ul style="list-style-type: none"><li>• Stretches the neck, tightens the jawline, boosts circulation, reduces snoring, improves sleep quality.</li></ul>



# Surprise Pose



## 1. Muscles Worked

- The entire facial muscles, with particular emphasis on the cheeks, mouth area, eyes and forehead.

## 2. Effects and Benefits

- Activation of facial muscles may enhance blood circulation in the face, potentially imparting a more youthful appearance.
- Stress relief and relaxation effects can be expected.
- **Slim Face Effect:** Strengthening the facial muscles can lead to a more defined facial contour and a slimmer face line.
- **Beautiful Skin Effect:** Increased facial blood flow due to muscle activity helps improve skin condition, aiming for healthy and radiant skin.

## 3. How to Perform

- Begin with a relaxed face.
- Take a breath, and then, while exhaling through your mouth with a ‘shoo’ sound, scrunch all parts of your face towards the center, creating a wrinkled look.
- Next, inhale through your nose while expanding your entire face, making a surprised expression.
- Repeat this movement carefully about 3 times.

## 4. Precautions

- Imagine squinting at something bright without actually looking at a bright Move your facial muscles naturally, without exerting excessive force.
- Stop immediately if you feel any pain or discomfort.
- Be mindful not to clench your teeth during the exercise.

## 5. Recommended Repetitions:

- Perform this pose in 1 set of 3 repetitions, aiming for about 3 sets in total.



# Zen Forehead Pose



## 1. Muscles Worked

- Primarily targets the frontalis muscle (the muscle of the forehead).

## 2. Effects and Benefits

- **Relaxation of the Frontalis Muscle:** Helps in loosening the frontalis muscle, breaking the habit of creating forehead wrinkles.
- **Reduction of Eye Fatigue:** If eyes feel heavy, it might indicate accumulated eye strain. This pose can help alleviate that.
- **Contribution of the Frontalis Muscle:** The frontalis muscle plays a significant role in this. When it's tense, it can sag and put pressure on the muscles around the eyes.
- **Improving Vision Clarity:** Lifting the sagging frontalis muscle can also enhance the field of vision, making it feel more open and clear.



### **3. How to Perform**

- Place the base of your hand on the prominent part of your forehead.
- With fingers lightly spread, support the middle part of your forehead, where it protrudes, with the base of one hand. Use the other hand to support the back of your head.
- Align the four fingers of the opposite hand and place them on the back of your head. Lightly clasp your hand and support as if embracing the back of your head.
- Apply upward pressure with the base of your hand on the forehead muscle (frontalis), fixing it in place with a bit of pressure, enough to slightly lift your chin. Keep the hand on the back of the head in a clasped position and maintain this posture.
- Applying this gentle pressure can help in reducing the heaviness of the eyes and clear the vision.

### **4. Precautions**

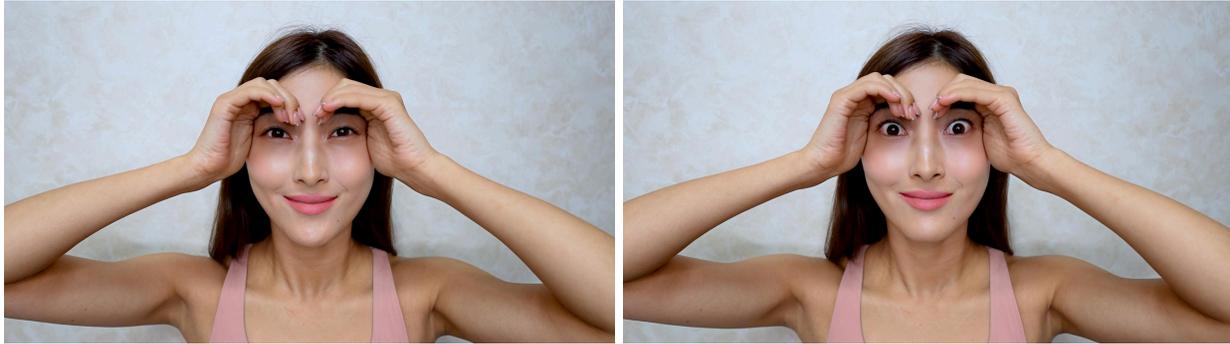
- When wearing makeup, placing a tissue between your hand and the forehead can prevent slipping.
- If you have neck pain, refrain from tilting your neck during this exercise.

### **5. Recommended Repetitions:**

- Hold this pose for 15-20 seconds and repeat it 3 times during a session.



# Squint & Shine Pose



## 1. Muscles Worked

- This pose primarily targets the muscles around the eyes, specifically including the orbicularis oculi muscle.

## 2. Effects and Benefits

- Strengthens and relaxes the eye muscles, particularly the orbicularis oculi.
- Helps in reducing fine lines around the eyes and improving overall eye muscle tone.
- Improves drooping eyelids, lessening forehead wrinkles, and reducing frown lines between the eyebrows.
- Makes the eyes appear larger and more open.

## 3. How to Perform

- Create an 'M' shape with your fingers. Using your index fingers, gently press down on your eyebrows to prevent them from raising and slightly pull them sideways to avoid creasing the forehead.
- Keep your hands fixed in this position.
- While exhaling, squint your eyes as if looking at something bright.
- Then, while inhaling, open your eyes wide.
- Ensure that your eyebrows remain stationary while performing these movements.

## 4. Precautions

- Imagine squinting at something bright without actually looking at a bright object.
- Pay attention to your breathing throughout the exercise.
- Keep your gaze forward or slightly upward, and avoid looking down.
- Be careful not to move your eyebrows when opening your eyes wide.

## 5. Recommended Repetitions:

- Perform this as one set of squinting and opening the eyes wide, and repeat for a total of 5 sets in a session.



# Glowing Cheek Lift Pose



## 1. Muscles Targeted:

- Targets the zygomaticus major muscle and the buccinator muscle.

## 2. Effects and Benefits

- This pose primarily targets the muscles around the eyes, specifically including the orbicularis oculi muscle.
- This pose is designed to strengthen and tone the cheek muscles.
- Regular practice can lead to more defined cheekbones and a lifted appearance of the cheeks.
- Effective in eliminating nasolabial folds (smile lines).

## 3. How to Perform

- Open your eyes wide.
- Lift your cheeks towards your temples.
- Keep a gap between your upper and lower teeth, about the width of one finger.
- Hold this position for 10 seconds.

## 4. Precautions

- Ensure that your lower and upper gums are not visible.
- Relax your jaw and maintain a relaxed state.
- Avoid creating wrinkles around your eyes during the exercise.
- Touching your cheeks to check for firmness during the pose can be helpful.

## 5. Recommended Repetitions:

- Hold this pose for 10 seconds and complete 3 sets during a session.



# Glowing Balloon Pose



## 1. Muscles Targeted:

- Buccinator Muscle (responsible for puffing the cheeks)
- Orbicularis Oris Muscle (encircles the mouth)

## 2. Benefits

- Eliminates nasolabial folds (smile lines).
- Promotes glowing skin by improving facial blood circulation.

## 3. How to Perform

- Fill your cheeks with air, puffing them out.
- Lightly press your index and middle fingers against your lips to prevent air from escaping.
- Slowly move the air from right to left cheek.
- Finally, place the air in both cheeks and hold for 5 seconds.
- When moving the air, keep each position for about 3 seconds before shifting.

## 4. Precautions

- Avoid creating wrinkles around the lips during the exercise.
- Move the air slowly and deliberately, holding each position for 3 seconds.

## 5. Recommended Repetitions:

- Do 3~5 rounds and Perform this exercise for 3 sets during a session.



# Lip Lift Smile Pose



## 1. Muscles Targeted:

- Levator Anguli Oris(口角挙筋): Lift Lip Corners
- Zygomaticus Major Muscle (大頬骨筋: Responsible for lifting the corners of the mouth)
- Zygomaticus Minor Muscle (小頬骨筋: Assists in smiling)

## 2. Benefits

- Lifts and strengthens the corners of the mouth.
- Enhances the smiling muscles for a more natural smile.
- Improves overall flexibility and strength of facial expression muscles.

## 3. How to Perform

- Gently tuck your lips inside, towards your gums.
- Keeping your lips closed, slowly lift the corners of your mouth upwards.
- Hold this pose for 10 seconds.

## 4. Precautions

- Avoid biting the insides of your mouth; biting can lead to the development of masseter muscles, resulting in a more pronounced jawline.
- Keep your jaw relaxed throughout the exercise.

## 5. Recommended Repetitions:

- Hold the pose for 10 seconds per set, aiming for 2~3 sets in total.



# Tongue Extend Pose



## 1. Muscles Worked

- Tongue muscles

## 2. Effects and Benefits

- Promotes facial blood circulation for beauty benefits
- Improves articulation and speech clarity
- Maintains and enhances taste sensitivity
- Helps in reducing snoring
- Decreases the risk of sleep apnea

## 3. How to Perform

- Keep the area around your mouth relaxed.
- Extend your tongue as far and as straight forward as possible. The tip of your tongue should form a triangle shape.
- Hold this position for 10 seconds.
- Relax and retract your tongue back into your mouth.
- Repeat this for 3 sets.

## 4. Precautions

- Be careful not to exert excessive force on your jaw.
- Ensure that your tongue does not sag downwards.
- If you experience any pain or discomfort, immediately stop the exercise.

## 5. Recommended Repetitions

- In your lesson, hold the pose for 10 seconds and perform 3 sets.



## Key Points: The Importance of Tongue Position

Understanding the correct position of the tongue is crucial for its impact on our health and beauty.

Properly managing the tongue's position offers benefits in various aspects of our lives, from quality sleep to a beautiful smile. In the following sections, we will delve into the significance of maintaining the correct tongue position.

- **Reducing the Risk of Sleep Apnea:** Habitually lowering the tongue can partially or completely obstruct the airway, increasing the risk of sleep apnea. Placing the tongue on the upper palate supports normal breathing.
- **Alleviating Snoring:** When the tongue is positioned downward, it can contribute to snoring. Placing the tongue on the upper palate can reduce the frequency and volume of snoring.
- **Maintaining and Enhancing Taste Sensitivity:** The tongue's position also affects our sense of taste. Keeping the tongue in the correct position can enhance the enjoyment of food and maintain taste sensitivity.
- **Clarity in Pronunciation and Speech:** The tongue plays a role in pronunciation and speech, and its position influences speech clarity. Placing the tongue on the upper palate improves speech articulation.
- **Reducing Double Chin:** Establishing the habit of placing the tongue on the upper palate can help reduce the formation of a double chin. When the tongue hangs down, the muscles around the jaw weaken, leading to sagging skin and the appearance of a double chin. Placing the tongue on the upper palate tones the jaw muscles and contributes to improving double chin appearance.
- **Enhancing Facial Contour:** Maintaining the tongue on the upper palate can contribute to a tighter facial contour. Particularly, it helps in strengthening the muscles around the lower jaw and reducing sagging. A firm facial contour gives a youthful impression and contributes to beauty.



# Kiss Tone Pose



## 1. Muscle Worked

- The orbicularis oris muscle.

## 2. Effects and Benefits

- Improves the firmness around the mouth area.
- Aims to achieve plump and fuller lips.
- Helps in preventing dryness of the lips.
- Effective in preventing vertical lines on the lips.

## 3. How to Perform

- Pucker your lips slightly and protrude them forward.
- Bring the corners of your mouth inward, as if making a kissing shape.

## 4. Precautions

- Remember to spread your upper lip upward.
- Keep the size of the mouth opening about the width of one finger.
- It's okay to have a little tension in your jaw, but avoid clenching your teeth.

## 5. Recommended Repetitions

- Hold this pose for 10 seconds and complete 3 sets during a session.



# Sky Kiss Pose



## Effects and Benefits

- Eliminates horizontal neck wrinkles and creates a youthful neck line.
- Contributes to forming a beautiful décolletage.

## How to Perform

- Facing the ceiling, perform a kissing motion 10 times in a row.
- Repeat this movement several times



# Neck Opener Pose



## 1. Muscles Targeted

- Depressor Labii Inferioris Muscle (responsible for lowering the lower lip)
- Platysma

## 2. Effects and Benefits

- Eliminates horizontal neck wrinkles, creating a youthful neck line.
- Contributes to the formation of a beautiful décolletage line.
- May also aid in bust enhancement.

## 3. How to Perform

- While saying “eee-eee-eee” spread your mouth horizontally.
- Along with this movement, raise and lower your neck muscles several times.
- Focus on the muscles in your neck and face throughout the exercise.

## 4. Precautions

- Perform the movements slowly to avoid putting too much strain on the muscles.
- Stop the exercise immediately if you feel any pain or discomfort.

## 5. Recommended Repetitions

- During the session, perform 5 continuous repetitions as one set, and aim to do this about 5-10 times.



# O Stretch Pose



## 1. Muscles Targeted

- Inferior Orbicularis Oculi Muscle (the muscle under the eyes)

## 2. Effects and Benefits

- Reduces under-eye sagging, puffiness, and dark circles.
- Stretches the nasolabial folds.

## 3. How to Perform

- Say “O” while stretching the area under your nose and cheeks.
- If possible, direct your gaze towards the ceiling.

## 4. Precautions

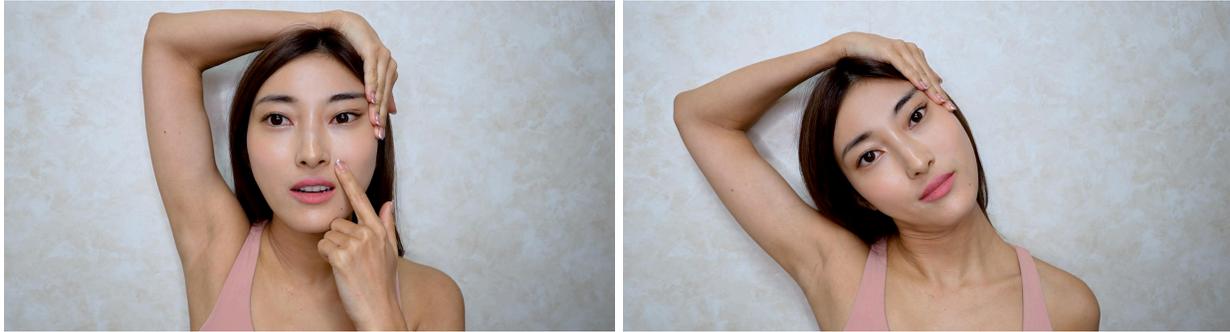
- Be careful not to open your mouth too wide sideways, as this can accentuate the nasolabial folds.
- Using a mirror can help ensure proper form and prevent your face from moving.
- Focus on keeping your face still.

## 5. Recommended Repetitions

- Hold the pose for 10 seconds and repeat it 3 times during a session.



# Full Face Lift Pose



## 1. Muscles Targeted

- Temporalis Muscle

## 2. Effects and Benefits

- Lifts the entire face
- Raises the corners of the eyes
- Lifts the corners of the mouth
- Raises the eyebrows
- Improves nasolabial folds

## 3. How to Perform

- Press the hollow under your ear, the parotid gland, to check for any pain.
- Straighten your posture.
- Lift your temples with the four fingers of the opposite hand.
- Tilt your face to the side and hold the position.
- Return to the original position and then release your hand.
- Recheck for any pain in the parotid gland area.

## 4. Precautions

- Ensure your body does not tilt.
- Pull firmly so that your jaw does not rise.
- Be conscious of your breathing throughout the exercise.

## 5. Recommended Repetitions

- Hold the pose while performing nasal breathing 5 to 10 times.
- Perform once on each side.

The “**Full Face Lift**” pose is effective for achieving a youthful appearance of the entire face, focusing on lifting facial muscles.



# Advanced Face Lift Yoga Asanas

## Squeeze & Shine



## Pose

### Muscles Used

- Orbicularis oculi muscle

### Effects & Benefits

- Makes the eyes look bigger and more defined
- Reduces eye fatigue
- Prevents eyelid sagging
- Improves blood circulation
- Helps reduce dark circles and puffiness

### How to Perform

1. Open your eyes wide, then slowly squeeze them. Repeat the movement.
2. Inhale and open your eyes—use only your eyelid muscles to fully open them.
3. Exhale and squeeze your eyes
4. Breathe naturally and repeat the exercise.
5. Close your eyes and relax

### Precautions

- Keep your face relaxed to avoid unnecessary tension.
- Focus on moving only the muscles around your eyes without lifting your eyebrows.

### Recommended Repetitions

- Perform **2~3 set of 5 to 10 repetitions** (one repetition = opening and closing the eyes).



# Star Gaze Pose



## Muscles Used

- **Orbicularis oculi muscle (眼輪筋)** – Controls eye movement and blinking.
- **Temporalis muscle (側頭筋)** – Located at the temples, involved in chewing and some eye movements.

## Effects & Benefits

- Lifts and enhances the eye area
- Expands the field of vision
- Relieves eye strain and fatigue
- Prevents forehead wrinkles – By keeping the forehead relaxed, it helps maintain smooth skin and prevents unconscious wrinkling
- Improves eye symmetry – Balances the openness of both eyes, creating a more uniform and expressive look

## How to Perform

1. Keep your face straight and look diagonally upward.
2. Hold the position for 5~10 seconds.
3. Slowly bring your gaze back to the original position.
4. Repeat the other side

## Precautions

- **Keep your forehead relaxed** – Avoid raising your eyebrows to prevent forehead wrinkles. Focus on moving only the eye muscles.
- Avoid moving your neck and focus on engaging the muscles above your eyes while holding your gaze.

## Recommended Repetitions

- Hold for 5 to 10 seconds per set, repeat 2 to 3 sets.



# Star Shift Pose



## Muscles Used

- **Orbicularis oculi muscle (眼輪筋)** – Controls eye movement and blinking.
- **Temporalis muscle (側頭筋)** – Located at the temples, involved in chewing and eye movement.

## Effects & Benefits

- **Lifts the eye area** – Engages the muscles around the eyes for a firmer, more defined look.
- **Expands the field of vision** – Increases eye mobility and smooths eye movement.
- **Relieves eye strain** – Helps relax tense muscles from prolonged screen time and desk work.
- **Prevents forehead wrinkles** – Encourages movement using only the eyes, reducing unnecessary forehead tension.
- **Improves eye symmetry** – Balances the muscles of both eyes to enhance symmetry in size and position.

## How to Perform

1. Keep your face straight and look diagonally upward to one side.
2. Hold for **3 seconds**.
3. Shift to the opposite diagonal direction and hold for **3 seconds**.
4. Repeat alternately on both sides.



## Precautions

- Relax your forehead – Avoid raising your eyebrows to prevent forehead wrinkles.
- Focus on smooth eye movement – Do not force your eyes open too wide; perform within a comfortable range.
- Avoid moving your neck

## Recommended Repetitions

- Perform **5 to 10 sets alternating between left and right.**



# Glow Half Smile Pose



## Muscles Used

- **Zygomaticus major (大類骨筋)** – Responsible for lifting the corners of the mouth.
- **Temporalis muscle (側頭筋)** – Located at the temples, involved in chewing and facial lifting.
- **Levator anguli oris (口角挙筋)** – Helps elevate the mouth corners.

## Effects & Benefits

- **Lifts the mouth area** – Enhances the jawline by lifting one side of the mouth corner.
- **Improves symmetry** – Strengthens the weaker side to create a balanced smile.
- **Tones the cheeks** – Engages cheek muscles for a firmer, lifted appearance.
- **Prevents and reduces nasolabial folds** – Allows for targeted improvements on sagging and wrinkles by training each side separately.

## How to Perform

1. Keep your face straight and slowly lift **one side** of your mouth corner toward your temple.
2. Hold the position for **5 to 10 seconds**.
3. Slowly return to the neutral position and repeat on the opposite side.

## Precautions

- **Keep your forehead relaxed** – Avoid tensing your forehead to prevent wrinkles.



- **Check for balance** – Overworking one side may cause imbalance, so train both sides equally while slightly increasing the focus on the weaker side.

### **Recommended Repetitions**

- Perform **5 to 10 sets per side.**



# Glow Smile Shift Pose



## Muscles Used

- **Zygomaticus major** (大頬骨筋) – Lifts the mouth corners.
- **Temporalis muscle** (側頭筋) – Assists with facial lifting and chewing.
- **Levator anguli oris** (口角挙筋) – Elevates the corners of the mouth.

## Effects & Benefits

- **Lifts the mouth area** – Helps create a naturally lifted smile.
- **Improves mouth symmetry** – Balances the movement of both mouth corners.
- **Defines the jawline** – Enhances a sculpted facial structure.
- **Prevents and reduces nasolabial folds** – Strengthens the muscles to reduce sagging and wrinkles.

## How to Perform

1. Keep your face straight and lift **one side** of your mouth corner toward your temple.
2. Hold the lifted position, then slowly lift the **opposite side**.
3. Shift the movement smoothly from one side to the other, alternating rhythmically.

## Precautions

- **Move both sides evenly** – Avoid favoring one side to maintain facial balance.
- Relax your jaw

## Recommended Repetitions

- 10 repetitions per set (alternating sides)
- Perform 2 to 3 sets per day.



# Glow Suction Pose



## Muscles Used

- **Orbicularis oris** (口輪筋) – Surrounds the lips and controls movements such as closing and pursing the mouth.
- **Buccinator muscle** (頬筋) – Helps tighten the cheeks and lift the mouth corners.

## Effects & Benefits

- **Prevents and improves sagging around the mouth (Bulldog lines)** – Lifts and firms the lower face.
- **Checks for facial asymmetry** – Helps identify muscle imbalances if one side sags more.

## How to Perform

1. Lightly **suck in the flesh of your cheeks** inside your mouth (as if pulling the cheek muscles inward).
2. Hold for **5 to 10 seconds**.
3. Slowly release and return to the normal position.

## Precautions

- **Engage the cheek muscles, not just the mouth** – Ensure the movement involves the entire cheek area.
- **Avoid excessive suction** – Overdoing it can lead to wrinkles; apply gentle and



controlled force.

- **Check for balance** – If one side is weaker, hold the pose slightly longer on that side to correct asymmetry.

### **Recommended Repetitions**

- Hold for 5 to 10 seconds per set



# Glow Lip Slide Pose



## Muscles Used

- **Orbicularis oris (口輪筋)** – Controls lip movement and shape.
- **Buccinator muscle (頬筋)** – Supports cheek movement and facial tone.
- **Risorius muscle (笑筋)** – Assists in widening the mouth for expressions.

## Effects & Benefits

- **Tones the mouth area** – Strengthens the muscles around the lips for a firmer look.
- **Improves mouth symmetry** – Helps correct imbalances in the mouth corners.
- **Defines the jawline** – Enhances facial contour.

## How to Perform

1. Purse your lips and push them forward.
2. While maintaining this shape, slowly slide your lips to the right.
3. Hold the position for a moment, then return to the center.
4. Repeat the movement to the left and hold.
5. Continue alternating smoothly between left and right.

## Precautions

- Keep the **lip shape stable** without distorting it.
- Avoid moving your jaw—focus on sliding only the lips.



- Move smoothly without applying excessive force.

### **Recommended Repetitions**

- 5 to 10 repetitions per side, alternating left and right.



## 8. Glow Lip Circle Pose



### Muscles Used

- **Orbicularis oris (口輪筋)** – Controls lip movement and shape.
- **Buccinator muscle (頰筋)** – Supports cheek movement and facial tone.
- **Zygomaticus major (大頰骨筋)** – Lifts the mouth corners.
- **Temporalis muscle (側頭筋)** – Assists with facial lifting and movement.

### Effects & Benefits

- **Strengthens and tones the mouth muscles** – Enhances firmness around the lips.
- **Improves symmetry in mouth corners** – Balances the movement of both sides.
- **Supports facial contouring** – Helps define and sculpt the jawline.
- **Relieves facial tension and improves blood circulation** – Encourages relaxation and better oxygen flow.
- **Corrects facial expression habits** – Promotes natural and controlled movements.

### How to Perform

1. Purse your lips and push them forward.
2. While maintaining this shape, slowly draw a **circle with your lips in a clockwise direction**.
3. Once you complete one full circle, repeat the movement in a **counterclockwise direction**.
4. Move smoothly while maintaining balance on both sides.



## Precautions

- Keep the **lip shape consistent** throughout the movement.
- Avoid moving your **jaw**—engage only the muscles around the mouth.
- Do not force exaggerated movements; perform within a comfortable range.

## Recommended Repetitions

- 5 to 10 circles clockwise and 5 to 10 circles counterclockwise.



## 9. Diagonal Sky Kiss Pose



### Muscles Used

- **Sternocleidomastoid (胸鎖乳突筋, Kyousa-nyuutotsukin)** – Supports the sides of the neck and aids in head movement.
- **Platysma (広頸筋, Koukeikin)** – Helps tighten and define the jawline.
- **Orbicularis oris (口輪筋, Kourinkin)** – Controls lip movement.

### Effects & Benefits

- **Promotes lymphatic drainage** – Reduces puffiness by enhancing circulation.
- **Tightens the jawline** – Creates a more sculpted and defined facial contour.
- **Stimulates muscles around the mouth and chin** – Helps prevent sagging.
- **Improves neck and décolleté appearance** – Enhances posture and refines the neckline.

### How to Perform

1. Keep your spine straight, relax your shoulders, and maintain a comfortable posture.
2. Tilt your head diagonally, feeling a stretch along the side of your neck.
3. While holding this position, **purse your lips, say Ooh and extend them as if giving a kiss toward the ceiling.**
4. Focus on stretching your neck while performing the movement.
5. Slowly return to the starting position and repeat on the opposite side.

### Precautions



- Keep your **shoulders relaxed** to prevent tension buildup.
- Avoid putting excessive strain on your neck; perform the stretch comfortably.
- Move slowly and avoid sudden jerking motions when returning to the neutral position.

### **Recommended Repetitions**

- 5 to 10 kisses on each side, repeating 2 to 3 sets.



## 10. “O” Massage



### Muscles Used

- **Buccinator muscle (頬筋, Kyoukin)** – Supports cheek movement and helps maintain facial firmness.

### Effects & Benefits

- **Stretches the nasolabial folds** – Helps reduce the appearance of smile lines.
- **Lifts the cheeks** – Enhances a youthful and lifted appearance.
- **Boosts blood circulation** – Promotes healthier and more radiant skin.

### How to Perform

1. Shape your mouth into an "O" form.
2. Using **one hand**, gently press one corner of your mouth to support its shape.
3. With the **other hand**, use the pads of your fingers to **gently massage** upward from the bottom of the cheek to the temple.
4. Repeat the motion **5 to 10 times** before switching to the other side.

### Precautions

- **Do not perform on dry skin** – Moisturize beforehand to prevent friction and irritation.



- **Avoid excessive pressure** – Applying too much force may cause wrinkles or sagging. Keep the movement gentle.
- **Maintain the "O" shape** – Ensure your mouth stays in position while performing the massage.

### **Recommended Repetitions**

- 5 to 10 repetitions per side
- Perform 1 to 2 sets per day.



# 11. Glow Tongue Stretch



## Muscles Used

- **Tongue muscles (舌筋, Zekkin)** – Controls tongue movement and strength.
- **Orbicularis oris (口輪筋, Kourinkin)** – Supports lip and mouth movement.
- **Buccinator muscle (頬筋, Kyoukin)** – Helps with cheek firmness and facial tone.

## Effects & Benefits

- **Reduces nasolabial folds (smile lines)**
- **Lifts the cheeks** for a more youthful appearance
- **Strengthens the muscles around the mouth** for better control and definition
- **Corrects facial expression habits** to create a balanced look

## How to Perform

1. Keep your **mouth closed** and press your **tongue against the inside of your cheek**.
2. Move your **tongue up and down** along the inner cheek to stretch the muscles.
3. Repeat this **5 to 10 times**, then switch to the opposite side.

## Precautions

- Move the **tongue slowly** to avoid strain.
- Keep your **jaw and mouth relaxed** without applying unnecessary force.
- If you notice **muscle imbalance**, train the weaker side slightly more.



## **Recommended Repetitions**

- 5 to 10 repetitions per side
- Perform 1 to 2 sets per day.



## 12. Sky Cheek Lift Pose



### Muscles Used

- **Zygomaticus major (大頬骨筋, Daikyokotsukin)** – Lifts the cheeks and enhances facial expressions.
- **Lower eyelid muscle (下眼瞼筋, Kagankenkin)** – Supports the area under the eyes and helps with eye openness.

### Effects & Benefits

- **Lifts the cheeks** – Creates a more youthful and defined look.
- **Reduces nasolabial folds (smile lines)** – Helps smooth out the area around the mouth.
- **Enhances eye openness** – Makes the eyes appear brighter and more expressive.

### How to Perform

1. Lift your **cheeks toward your temples**.
2. Show your upper teeth
3. Create a small **gap** between upper and lower teeth.
4. Direct your **gaze upward**.
5. Hold this position for **10 seconds**.

### Why Look Up?



- Engaging the **lower eyelid muscles** enhances the tightening effect around the eyes.
- Keeping the **eyes open** activates surrounding muscles, improving eye openness.
- Raising the **gaze upward** helps lift the cheeks higher, further refining the facial contour.

### **Precautions**

- Keep your **forehead relaxed** to prevent wrinkles.
- Use your **fingers to feel the cheek muscles** and ensure proper activation.

### **Recommended Repetitions**

- Hold for 10 seconds × 3 sets.



## 13. Cheek Lift Lock



### Muscles Used

- **Zygomaticus major (大頬骨筋)** – Lifts the cheeks and enhances facial expressions.
- **Buccinator muscle (頬筋)** – Supports cheek firmness and facial structure.

### Effects & Benefits

**Lifts the cheeks** – Creates a youthful, lifted appearance.

**Tightens the jawline** – Helps define the facial contour.

**Reduces nasolabial folds (smile lines)** – Prevents deepening wrinkles around the mouth.

**Prevents cheek sagging** – Strengthens cheek muscles to maintain firmness.

### How to Perform

1. Open your **eyes wide**.
2. Lift your **cheeks toward your temples**.
3. Create a **small gap** between your upper and lower teeth.
4. Tuck your **lower lip inward**.
5. Hold this position for **10 seconds**.

### Why Tuck the Lower Lip?



- Increases **awareness of mouth muscles**, enhancing activation.
- Helps **correct mouth asymmetry**, improving balance.
- Enhances **jawline definition**, sharpening the lower face.

### **Precautions**

- If you tend to tense your **jaw**, avoid excessive force.
- Be mindful of **wrinkles around the eyes**—keep the forehead relaxed.
- Use your **fingers to check muscle engagement** in the cheeks.

### **Recommended Repetitions**

- Hold for 10 seconds × 3 sets.



## 14. Super Cheek Lock Pose



### Muscles Used

- **Zygomaticus major (大頬骨筋, Daikyokotsukin)** – Lifts the cheeks and enhances facial expressions.
- **Levator anguli oris (口角挙筋, Koukaku Kyokin)** – Elevates the corners of the mouth.

### Effects & Benefits

- **Tightens the lips and mouth area**
- **Lifts the cheeks** for a more youthful appearance
- **Defines the jawline** and enhances facial contour
- **Reduces nasolabial folds (smile lines)**
- **Enhances eye lift** by directing gaze upward

### How to Perform

1. Lift your **mouth corners diagonally upward toward your temples.**
2. **Tuck your lips inward**, rolling them gently inside your mouth.
3. Lift up mouth corners

### Precautions

- Relax your jaw

### Recommended Repetitions

- Repeat 10 times



## “O” Sky Pose



### Muscles Used

- **Lower eyelid lifter muscle (下眼瞼挙筋)** – Helps lift the area under the eyes.
- **Buccinator muscles (頬筋)** – Engaged subtly for posture support.

### Effects & Benefits

- **Reduces nasolabial folds (smile lines)**
- **Lifts the under-eye area** for a refreshed look
- **Improves facial symmetry** by strengthening targeted muscles

### How to Perform

1. Form an **“O” shape** with your lips, pulling the corners of your mouth inward.
2. Direct your **gaze upward**.
3. Focus on **lifting the area under your eyes** without using your forehead.
4. Repeat the movement.

### Precautions

- **Keep your forehead relaxed** to avoid creating wrinkles.
- **Engage only the area under the eyes**, avoiding unnecessary tension in other facial muscles.

### Recommended Repetitions

- 10 times x 2 ~3 sets



# Smile Lift Stretch



## Muscles Strengthened

- **Levator anguli oris** (口角挙筋) – Lifts the corners of the mouth.
- **Zygomaticus major** (大頬骨筋) – Enhances smile and cheek lift.
- **Orbicularis oris** (口輪筋) – Controls lip movement and shape.
- **Platysma** (広頸筋) – Supports the neck and jawline.

## Effects & Benefits

- **Lifts the mouth corners** for a more youthful expression.
- **Strengthens smile muscles** to enhance a beautiful, natural smile.
- **Stretches the front of the neck** to improve posture.
- **Tightens the jawline** for a more defined facial contour.

## How to Perform

1. **Gently tuck your lips inward** into your mouth.
2. While keeping your lips closed, **slowly lift the corners of your mouth** into a subtle smile.
3. **Tilt your head back slowly**, stretching the front of your neck.
4. **Hold the position for 10 seconds**, then return to the starting position.

## Precautions



- **Avoid excessive neck extension** to prevent strain.
- **Keep your jaw relaxed** and avoid unnecessary tension.
- **If you feel discomfort in your neck**, adjust the angle to a more comfortable position.

### **Recommended Repetitions**

- Hold for 10 seconds per set, aiming for 2 to 3 sets.



# Sky Tongue Extend Pose



## Muscles Strengthened

- **Tongue muscles (舌筋)** – Controls tongue movement and flexibility.
- **Platysma (広頸筋)** – Supports the neck and jawline.

## Effects & Benefits

- **Stretches the front of the neck** for improved flexibility.
- **Tightens the jawline** and helps define facial contours.
- **Boosts blood circulation** throughout the face.
- **Reduces snoring & improves sleep quality** by strengthening the tongue and throat muscles.

## How to Perform

1. Slowly **tilt your head backward**.
2. Feel a deep stretch in the **front of your neck**
3. While holding this position, **extend your tongue upward** as far as possible.
4. Shape the **tip of your tongue into a triangle** and lift it as high as you can.
5. Hold the stretch for **10 seconds**, then slowly return to the starting position.

## Precautions

- If you feel **discomfort in your neck**, adjust the angle to a more comfortable position.



- Avoid applying **excessive tension in your lower jaw** when extending your tongue.
- **Stop immediately** if you experience any pain.

### **Recommended Repetitions**

- Hold for 10 seconds × 3 sets.



# MODULE 07

## Face Massage

- Important notes for face massage
- 10 Facial Muscles Release Massage



Name	Target Area	Benefits
Temple Lift Massage	Temple	<ul style="list-style-type: none"><li>Relieves stress, contributing to facial relaxation.</li></ul>
Forehead Lift Massage	Forehead	<ul style="list-style-type: none"><li>Reduces forehead wrinkles by relaxing facial muscles</li></ul>
Brow & Upper Eyes Lift Massage	Upper Eyes	<ul style="list-style-type: none"><li>Alleviates eye strain and prevents eyelid sagging.</li></ul>
Eyes Lift Massage	Eyes	<ul style="list-style-type: none"><li>Reduces puffiness and dark circles.</li></ul>
Cheek Lift Massage	Under cheekbones	<ul style="list-style-type: none"><li>Aids in lifting and reducing nasolabial folds and droopy mouth</li></ul>
Chin Relax Massage	Chin	<ul style="list-style-type: none"><li>Tightens the area to prevent double chin.</li></ul>
Jawline Lift Massage	Jawline	<ul style="list-style-type: none"><li>Sharpens facial contours and promotes lifting.</li></ul>
Jaw (Masseter Muscle) Lift Massage	Jaw (Masseter)	<ul style="list-style-type: none"><li>Relieves tension in the jaw muscles, aiding in relaxation and reducing muscle tightness.</li></ul>
Ear Lift Massage	Ear	<ul style="list-style-type: none"><li>Improves overall facial blood flow and relaxation.</li></ul>
Side of Neck Massage	Side of Neck	<ul style="list-style-type: none"><li>Enhances lymphatic drainage, reducing swelling.</li></ul>
Crown Lift Massage	Scalp Head	<ul style="list-style-type: none"><li>Boosts blood circulation, enhances facial lifting effects, relieves eye strain, promotes relaxation and stress relief.</li></ul>
Nose Relax Massage	Nose	<ul style="list-style-type: none"><li>Relaxes tension, reduces nasolabial folds, defines the nose shape, boosts circulation for a refreshed look.</li></ul>
Under-Chin Slide Massage	Jawline Chin	<ul style="list-style-type: none"><li>Tightens the jawline, reduces puffiness, boosts blood circulation for enhanced skin brightness.</li></ul>



## Important Notes for Performing Massages

- **Avoid Dry Skin:** Avoid performing massages directly on dry skin. To prevent friction on the skin, it is recommended to use a suitable amount of moisturizer or oil.
- **Dealing with Tight Muscles:** If certain poses are challenging, it may be due to the surrounding muscles being tight. In such cases, use massage to loosen these muscles, making it easier to achieve the poses.
- **Use for Relaxation Post Facial Muscle Training:** These massages can also be effectively used for relaxation after facial muscle training. They help to ease muscle tension and lead to a relaxed state.

Please keep these points in mind for a safe and effective massage experience. Massage is a wonderful way to promote overall well-being and relaxation in daily life.



# Temple Lift Massage



- **Effects:** Relieves stress, lifts face, reduces eye fatigue, achieves larger-looking eyes, diminishes nasolabial folds, improves sunken cheeks.
- **Method:** Use second knuckles to gently press and circle the temples.
- **Rounds:** 2-3 times per area.
- **Pressure:** Comfortably firm.



# Forehead Lift Massage



- **Effects:** Improves forehead wrinkles and fine lines, Relieves tension in the forehead, promoting a more relaxed expression, Enhances eye openness by reducing strain in the forehead muscles, Helps lift the entire face by improving circulation, Reduces heaviness around the eyes, making them look more refreshed
- **Method:** Form fists with both hands and place the knuckles at the center of the forehead. Apply gentle pressure while gliding outward toward the temples. Focus on slowly pushing and massaging from the center to the sides, ensuring a smooth movement.
- **Rounds:** Repeat the motion 3 times, covering the entire forehead.
- **Pressure:** Use a firm yet comfortable pressure that feels slightly stimulating but not painful. If you prefer a gentler approach, apply a lighter touch while maintaining a steady rhythm.



# Upper Eyes and Brows Lift Massage



- **Effects:** Reduces eye fatigue, prevents eyelid sagging.
- **Method:** Pinch eyebrows and shake them up and down, left and right. Massage gently from the start to the end of the eyebrows in 3 spots.
- **Rounds:** 5-10 times in each direction per area.
- **Pressure:** Light.



# Eye Lift Massage



- **Effects:** Reduces puffiness and dark circles.
- **Method:** Gently massage around the eyes with the pads of your ring or middle fingers.
- **Rounds:** 1-2 times per area.
- **Pressure:** Light.



# Under Cheekbones Lift Massage



- **Effects:** Lifts, improves nasolabial folds and droopy mouth corners.
- **Method:** Use second knuckles to gently lift and massage from inside to outside under the cheekbones.
- **Rounds:** 3 times per area.
- **Pressure:** Comfortably firm.



# Chin Relax Massage



- **Effects:** Relaxes the jaw muscles.
- **Method:** Massage the mentalis muscle up and down.
- **Duration:** About 10 seconds.
- **Pressure:** Comfortably firm.



# Jawline Lift Massage



- **Effects:** Sharpens facial contours, lifts.
- **Method:** Use second knuckles to gently press and massage along the backside of the jawline.
- **Rounds:** 3 times per area.
- **Pressure:** Comfortably firm.



# Jaw (Masseter) Lift Massage



- **Effect:** Relaxes the jaw muscles.
- **Method:** Use the pads of your fingers to massage any tight areas of the masseter muscle. Keep your mouth slightly open and relaxed during the massage.
- **Duration:** About 10 seconds.
- **Pressure:** Firm but comfortable.



# Ear Lift Massage



- **Effects:** Face Line Lift, General relaxation, promotes blood circulation.
- **Method:** Gently pinch the ears, lift them diagonally upwards, and then rotate forwards and backwards, ending backwards.
- **Rounds:** 5 times forwards and backwards, 3 sets.
- **Pressure:** Gentle.



# Side of Neck Lift Massage



- **Effects:** Promotes lymphatic flow, reduces facial swelling, eliminates double chin, lifts face.
- **Method:** Use the sides of your fingers to gently sway and massage the entire side of the neck. Focus on the entire lateral area of the neck, including the sternocleidomastoid muscle.
- **Rounds:** 3 times on each side.
- **Pressure:** Comfortably firm



# Crown Lift Massage



## Effects & Benefits

- **Boosts blood circulation in the scalp** – Supports healthy hair growth.
- **Enhances facial lifting effects** – Helps create a naturally lifted appearance.
- **Relieves eye strain and heaviness in the head** – Ideal for reducing tension.
- **Promotes relaxation and stress relief** – Helps calm the mind and body.

## How to Perform

1. **Interlace your fingers**
2. **Place the base of your hands on the crown of your head**
3. **Massage by gently lifting**
4. **Move in small motions**
5. **Change positions and repeat**

## Precautions

- If your **scalp feels dry**, use a small amount of **oil** to reduce friction.
- **Avoid excessive pulling** – Apply gentle pressure without straining the scalp.
- **Do not use nails** – Massage using the **base of your fingers** rather than fingertips.

## Recommended Duration

- **30 seconds to 1 minute per session**, adjusting to a comfortable intensity.
- Best performed **in the morning to wake up refreshed** or **at night to relax before sleep**.



# Advanced Massages

## Nose Relax Massage



### Effects & Benefits

- Relaxes tension in the muscles around the nose
- Reduces the appearance of nasolabial folds (smile lines)
- Defines and refines the shape of the nose
- Boosts blood circulation for an overall refreshed appearance

### How to Perform

1. Use the **first joint of your index finger** and gently place it in the center **below your nose (philtrum area)**.
2. Glide your finger **upward along the sides of your nose**, applying gentle pressure as if lifting and smoothing the area.

### Precautions

- Avoid **rubbing the skin too harshly** to prevent irritation.
- Perform the massage **slowly and with a steady rhythm** to maximize relaxation.



- Take **deep breaths while massaging** to relieve overall facial tension.

### **Recommended Repetitions**

- Repeat 5 to 10 times per side.



# Under-Chin Slide Massage



## Effects & Benefits

- **Tightens the jawline** – Reduces sagging under the chin for a more defined contour.
- **Reduces puffiness** – Stimulates lymphatic flow to help flush out toxins.
- **Boosts blood circulation** – Improves blood flow under the chin, enhancing skin brightness.

## How to Perform

1. Use the **back of one hand** and gently place it under your chin.
2. Glide the **back of your hand** in a smooth motion **toward the area below the opposite ear**, applying gentle pressure.
3. Perform the motion **slowly and alternately on each side**.

## Precautions

- **Use a cream or oil** to prevent friction and allow smooth gliding.
- **Avoid excessive pressure** – Perform the massage gently as if "flowing" the skin.
- **Focus on loosening the under-chin area** to enhance its lifting effect.

## Recommended Repetitions

- 5 to 10 times per side



# MODULE 08

## Body Exercise

- Face Lift Yoga and body
- Body Asana for Great Postures



# Face Lift Yoga and the Body

Face Lift Yoga is not just about training the facial muscles; it is directly related to overall body health.

Particular attention to the care of the neck, shoulders, and back is crucial for facial rejuvenation and overall well-being.



## The Importance of Neck, Shoulder, and Back Care

The muscles in the neck, shoulders, and back are closely connected to those in the face.

Tension in these areas can affect facial muscles, leading to sagging and wrinkles.

Stretching and strengthening exercises for the neck, shoulders, and back have a direct impact on lifting the face.



## The Impact of Posture

Good posture is an essential element for facial rejuvenation.

Poor posture can put strain on the neck and shoulder muscles, leading to facial sagging.

Even if you exercise your facial muscles, poor posture can diminish their effects.

Maintaining an upright posture, with the spine straight, is vital for tightening facial muscles and preserving a youthful appearance.



## Advice for Improving Posture

Good posture significantly affects overall health and facial beauty. Here are some tips for improving posture in everyday life:

- **Strengthening the Pelvic Area:** The pelvis is the foundation of the body, and a stable pelvis plays a crucial role in supporting posture. Strengthening the pelvic muscles naturally extends the spine and maintains good posture.
- **Gluteal Training:** The gluteal muscles balance the back and legs and are important for supporting posture. Exercising these muscles improves overall posture.
- **Mindful Walking:** While walking, keep your spine elongated, face forward, and shoulders relaxed. Proper walking posture helps in aligning the body and balancing muscles.

## Recommended Exercises

- **Plank Pose:** Keep the body in a straight line with arms and legs extended. This pose strengthens the muscles around the pelvis and buttocks, supporting good posture.
- **Bridge Pose:** Lie on your back, bend your knees and place your feet on the floor, then lift your buttocks. This pose strengthens the gluteal muscles and enhances pelvic stability.
- **Walking Lunges:** Perform lunges while walking. This exercise evenly strengthens the lower body muscles and improves walking posture.



## Combining Body Yoga with Face Lift Yoga



Combining body yoga with Face Lift Yoga promotes harmony and balance throughout the body.

Body yoga poses strengthen and increase flexibility in the entire body, enhancing the effects of facial muscle training.

**For example**, Cat and Cow poses help to relieve tension in the neck and shoulders, relaxing the facial muscles.



# Body Asana for Great Postures

Facial lifting is not just about facial exercises; proper posture plays a crucial role as well. Poor posture can counteract the benefits of your facial workouts, potentially leading to issues like a double chin.

It's advisable to remind your students of this often overlooked aspect. In this section, we will introduce several movements that can be easily practiced at home to improve posture and enhance the effectiveness of facial lifting exercises.

Asana Name	Target Areas	Benefits
Neck rotation	<ul style="list-style-type: none"><li>• Neck</li></ul>	Increases neck flexibility and relieves tension.
Shoulder Lift	<ul style="list-style-type: none"><li>• Shoulder</li><li>• Neck</li></ul>	Improves blood circulation for a glowing complexion.
Shoulder Circles	<ul style="list-style-type: none"><li>• Shoulder</li><li>• Upper Back</li></ul>	Strengthens upper back and improves posture
Cat and Cow Pose	<ul style="list-style-type: none"><li>• Beck</li><li>• Neck</li></ul>	Enhances spinal flexibility and relieves back and neck tension.
Upper Dog Pose	<ul style="list-style-type: none"><li>• Chest</li><li>• Shoulder</li><li>• Arms</li></ul>	Strengthens the frontalis muscle for a lifted look.
Downward Dog Pose	<ul style="list-style-type: none"><li>• Full Body</li></ul>	Stretches and strengthens the body; improves digestion.



# Neck Rotation



- **Effects:** Increases neck flexibility, relieves muscle tension.
- **Target Area:** Neck muscles.
- **Method:** Slowly rotate your head in a circular motion, first clockwise, then counterclockwise.
- **Repetitions:** 5-10 rotations in each direction.



# Shoulder Lift



- **Effects:** Relieves tension in shoulders and neck, improves shoulder mobility.
- **Target Area:** Shoulders and neck.
- **Method:** Lift your shoulders up towards your ears, hold for a moment, and then release.
- **Repetitions:** 10-15 lifts.



## Shoulder Circles



- **Effects:** Strengthens upper back muscles, improves posture and shoulder mobility.
- **Target Area:** Upper back, shoulders, and shoulder blades.
- **Method:** Place your hands on your shoulders. Rotate your elbows in large circles, first forward then backward.
- **Repetitions:** 10-15 circles in each direction.



## Cat Pose (Marjaryasana) and Cow Pose



Bitilasana



Marjaryasana

- **Cat Pose:** Start on your hands and knees in a tabletop position. As you exhale, round your spine towards the ceiling, tucking your chin towards your chest. This pose helps release tension in the back and neck muscles, indirectly aiding facial lifting by promoting overall relaxation.
- **Cow Pose:** From the tabletop position, inhale and lift your head and tailbone towards the ceiling, allowing your belly to sink towards the floor. This pose encourages spinal flexibility and can improve posture, which is essential for a lifted facial appearance.

These poses are beneficial in releasing tension and improving posture, which are key elements in achieving and maintaining a lifted and toned facial appearance.



## Upward Facing Dog Pose (Urdhva Mukha Svanasana)



Urdhva Mukha Svanasana

### 1. How to Do It:

- Lie face down on the floor with legs extended back, tops of the feet on the floor.
- Place hands on the floor beside the waist, fingers pointing forward.
- Press into the palms, straighten the arms, lift the torso and thighs off the floor.
- Keep the shoulders away from the ears and look straight ahead.

### 2. Effects:

- Strengthens the spine, arms, and wrists.
- Stretches the chest, lungs, shoulders, and abdomen.
- Stimulates abdominal organs, helping in digestion.
- Helps relieve mild depression, fatigue, and sciatica.
- Therapeutic for asthma.



## Downward Facing Dog Pose (Adho Mukha Svanasana)



Adho Mukha Svanasana

### 1. How to Do It:

- Start on your hands and knees in a tabletop position.
- Lift your hips up and back, extending your legs and arms, forming an inverted V-shape.
- Keep hands shoulder-width apart, fingers spread wide, and heels pushing towards the floor.
- Head should be between the arms, facing towards the knees.

### 2. Effects:

- Stretches the shoulders, hamstrings, calves, arches, and hands.
- Strengthens the arms and legs.
- Helps relieve stress and mild depression.
- Energizes the body and improves digestion.
- Can be therapeutic for high blood pressure, asthma, flat feet, and sciatica. This pose is a staple in many yoga practices and is excellent for stretching and revitalizing the entire body.



# MODULE 09

## Facial Habits & Expression Awareness

- Why Your Daily Expressions Shape Your Face
- Habit & Corrective Pose Mapping
- Video Self-Analysis
- How to Smile Radiantly



# Why Your Daily Expressions Shape Your Face

## — Your 24-Hour Routine is the "Blueprint" of Your Face —

When we notice wrinkles or sagging in the mirror, we often blame "aging" or "gravity." However, the most significant impact on your facial structure comes from within—specifically, from the unconscious expressions and habits repeated thousands of times every single day.

Most of our day is spent without any awareness of how we are moving our face. Whether we are focusing on work, scrolling through a phone, or reacting to stress, we are constantly overusing certain muscles while leaving others dormant. This imbalanced muscle usage is the primary driver behind deep-set lines and the loss of firm contours.

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## What Are Facial Habits?

### — The Unseen Signals Carved into Your Muscles —

Facial habits are unconscious patterns of movement that occur regardless of your actual emotions. They act like an invisible sculptor, gradually shaping your face over time.

- Furrowing the brow while concentrating.
- Clenching the jaw or letting the mouth droop while looking at a screen.
- Favoring one side of the face when speaking or laughing.

These repetitive actions "carve" creases into the skin and shift the muscular balance of your face. Recognizing that your current appearance is a reflection of your past habits is the most powerful starting point for any real transformation.

### The Logic of Aging:

- **Wrinkle Formation:** When specific muscles stay in a state of chronic "tension" or "contraction," the skin over those muscles is forced to fold repeatedly in the same spot. Over time, this breaks down collagen fibers, and those folds become permanent creases (wrinkles).
- **Progression of Sagging:** Sagging occurs when the "lifting muscles" become



dormant, while the "pulling muscles" (depressors) become overactive, constantly dragging your facial features downward against gravity.

Facial Lift Yoga poses are the **blueprints** that retrain your brain and muscles on how to move correctly. The time you spend outside of practice is the **construction site** where those blueprints are put into action.

## Habit & Corrective Pose Mapping

### — Identify Your Patterns and Reconstruct Your Ideal Lines —

Let's examine the typical facial habits directly linked to wrinkles and sagging. As you review this table, watch your recorded "**Expression Habit Analysis Video**" to identify which patterns apply to your own face.

The Expression Habit	Overactive vs. Dormant Muscles	Visible Results (Wrinkles & Sagging)	Corrective Solution (Pose)
① <b>The Horizontal Pull</b> (Pulling mouth corners sideways)	<b>Overactive:</b> Risorius / Outer Orbicularis Oris  <b>Dormant:</b> Zygomaticus Major & Minor	Thins the lips and flattens the cheeks. Creates vertical lines or "accordion" folds at the mouth corners.	<b>Glowing cheek lift</b>  Focuses on vertical lift to build cheek volume.
② <b>Jaw Clenching</b> (Unconsciously biting down)	<b>Overactive:</b> Masseter & Temporalis  <b>Area to Release:</b> Lower Jaw	Widens the lower face (squared jaw), causes sagging under the chin, and hardens the overall facial expression.	<b>Jaw lift massage</b>  Prioritizes "releasing and letting go" over active training.
③ <b>Gummy / Nasal Strain</b> (Scrunched nose smile)	<b>Overactive:</b> Levator Labii Superioris  <b>Dormant:</b> Central Cheek Lift muscles	Deepens the nasolabial folds (smile lines) and lifts the upper lip too high, creating a strained look.	<b>Glowing Cheek Lift</b>  Teaches smiling with the inner cheeks without involving the nose.



④ <b>The Habitual Frown</b> (Downturned mouth at rest)	<b>Overactive:</b> Depressor Anguli Oris  <b>Awaken:</b> Levator Anguli Oris	Deepens marionette lines and makes the face appear tired, grumpy, or prematurely aged.	<b>Lip lift smile</b>  Retrains the "elevator" muscles to create a positive neutral face.
⑤ <b>Asymmetrical Bias</b> (Using only one side)	<b>Condition:</b> Imbalance in facial muscle output/power	Creates visible facial asymmetry and accelerates sagging on one side. Eyes and mouth look uneven.	<b>Asymmetrical Asana Practice</b>  Mindfully moving only the "weaker" side to reconnect the nerves.
⑥ <b>Brow Lifting</b> (Lifting brows to open eyes)	<b>Overactive:</b> Frontalis & Corrugator  <b>Area to Release:</b> Entire Forehead	Creates deep horizontal forehead furrows and "11" lines. Makes the face look longer and more stressed.	<b>Squint &amp; shine</b>  Teaches opening eyes using internal eye muscles instead of the brow.

## Video Self-Analysis: Observing Yourself Objectively

### — Analyzing the "Moving Face" That Mirrors Cannot Capture —

When you look into a mirror, you unconsciously strike a "pose." To find the true cause of wrinkles and sagging, it is essential to analyze the "**unprotected, moving face**" in your recorded videos.

#### [Video Analysis Checklist]

1. **Conversation Scenes:** When you speak, does your mouth skew to one side? Do your eyebrows move excessively?
2. **Chewing/Eating Scenes:** Do you notice a bias toward one side? Is there visible tension in your jaw?
3. **The "Zone Out" (Neutral):** When you aren't thinking about your face, are your mouth corners being dragged down by gravity?
4. **Genuine Smile:** Can you laugh without scrunching your nose or furrowing your forehead?



## How to Smile Radiantly

### — Masumi Method: The More You Stop "Trying," the More Beautiful You Look —

The most common mistake people make is the "Tension Smile"—forcing the mouth corners outward. This doesn't just look forced; it deeply carves wrinkles into your face.

#### **[The Mistake] The Tension Smile**

This is the habit of pulling the mouth corners toward the ears.

- **The Result:** The neck muscles strain, eye wrinkles deepen, and the face looks wider. It looks "fake" and becomes exhausting to maintain for long periods.

#### **[The Correct Way] Masumi Method: The Radiant Lift**

A true, beautiful smile is born from the **inner cheek muscles**.

1. **Return to Neutral:** First, completely release the jaw, masseter, and nasal muscles. Let your face go "blank."
2. **Activate the Inner Cheek:** Instead of thinking about your mouth, imagine the muscles right under your cheekbones "puffing up" from the inside.
3. **The Soft Lift:** Let the corners of your mouth follow the natural upward lift created by the cheeks.

#### **The Difference in Sensation:**

A "Tension Smile" freezes the face and shallows your breath. In contrast, the **Radiant Smile (Masumi Style)** feels light, makes your eyes look calm and bright, and feels effortless to maintain.

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## Masumi's Message

Facial Lift Yoga is not just about muscle training. It is a rich process of undoing the tension you have accumulated over the years and **remembering the natural, beautiful way your face was meant to move**.

If you were able to watch your video and notice your own habits, that is proof that your transformation has already begun. Don't rush. Treat your face with love and patience as you nurture your ideal smile.

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## Instructor's Guide: Addressing Student Habits

As an instructor, you may immediately notice a student's sagging or asymmetry is caused by a habit (e.g., mumbling, clenching while laughing, brow lifting).

**However, do not point everything out at once.** Most students are still "in the dark" about how to move their face. Too many corrections can make the brain perceive facial movement as "difficult or scary," causing the muscles to freeze up further.

### **[Instructional Steps]**

1. **Joy of Movement First:** Let them enjoy the sensation of muscles moving through the poses before correcting habits.
2. **Wait for Their Awareness:** The best time for advice is when a student says, "This side feels hard to move."
3. **Keep it Brief:** Provide only one key point per class.

Priority should be given to "**creating an environment where the student can notice for themselves**" rather than just "giving information." Move, feel, and notice. Please protect this process for them.



# MODULE 10

## **Fundamentals of Sagging, Swelling, and Wrinkles**

Main Causes and Approaches to Sagging  
Causes and Solutions for Puffiness

Main Causes and Solutions for Wrinkles  
Differences Between Sagging, Wrinkles, and Puffiness  
Practical Exercise: Assess Your Face



# Main Causes and Approaches to Sagging

Sagging is a common concern that many people experience with aging. The primary causes of sagging are closely related to three key factors: **muscles, fat, and skin**. Below, we will explore each cause in detail and discuss effective approaches to address them.

## 1. Sagging Caused by Muscle Weakness

The face has approximately **50 to 60 facial muscles**, but only about **30% of them are actively used in daily life**. When these muscles weaken, the foundation of the face collapses, leading to sagging.

### Characteristics of Muscle-Related Sagging

- Blurred facial contours (more noticeable double chin)
- Drooping cheeks, deepening nasolabial folds
- Weakening of the muscles around the eyes, making them appear smaller

### Approach to Improvement

- Incorporate **Facelift Yoga poses** into a daily routine
- Engage in **exercises that activate all facial muscles evenly**
- Move facial muscles consciously while vocalizing (e.g., clearly forming the mouth shapes of "A, I, U, E, O")

## 2. Sagging Caused by Fat Drooping

The face has **subcutaneous fat**, which is held in place when we are younger. However, **aging and gravity** gradually loosen the **ligaments that support fat**, causing it to shift downward and result in sagging.

### Characteristics of Fat-Related Sagging

- Loss of cheek volume, making **nasolabial folds more pronounced**
- Shadows under the eyes and **deepening of the "Gorgo line"** (hollowed areas on the cheeks)
- Distorted facial contours, leading to **drooping corners of the mouth**

### Approach to Improvement

- Strengthen **support for subcutaneous fat** with **Facelift Yoga poses**
- Incorporate **massage techniques to lift the cheeks**



- Maintain **good posture** to counteract gravity and be mindful of **keeping the corners of the mouth lifted**

### 3. Sagging Due to Loss of Skin Elasticity

The skin maintains its **firmness and elasticity** thanks to **collagen, elastin, and hyaluronic acid**. However, **aging and UV exposure** reduce these essential components, leading to a loss of skin elasticity and sagging.

#### Characteristics of Skin Elasticity-Related Sagging

- Thinning skin around the **outer corners of the eyes and cheeks**, giving a **hollowed-out appearance**
- **Enlarged, oval-shaped pores** (known as “sagging pores”)
- Rough skin texture and **loss of plumpness and firmness**

#### Approach to Improvement

- **Protect against UV damage** by using **skincare products with SPF**
- **Consume nutrients that promote collagen production**, such as **vitamin C and protein**
- **Boost blood circulation** in the face through **massage techniques**

#### Summary: 3 Steps to Improve Sagging

- 1 **Strengthen facial muscles** to provide a solid foundation
- 2 **Incorporate exercises** that help maintain proper fat positioning
- 3 **Maintain skin elasticity** through skincare and healthy lifestyle habits

By understanding the causes of sagging and consistently applying the right approaches, you can achieve a **more lifted and beautifully defined facial contour**.



# Causes and Solutions for Puffiness

## What is Puffiness?

Puffiness occurs when excess water and waste products are not properly expelled from the body and accumulate under the skin.

The face is particularly prone to puffiness because it is less affected by gravity.

## When you have puffiness...

- △ Your face may look swollen and bloated.
- △ Your eyes may appear puffy and tired.
- △ Your facial contours may become less defined, making your face look larger.

## Main Causes of Puffiness

### 1. Poor Lymphatic Flow

When blood circulation and lymphatic flow slow down, waste products tend to accumulate.

Staying in the same position for long periods can make the face more prone to puffiness.

### 2. Excessive Salt & Alcohol Intake

Consuming too much salt causes the body to retain water, making the face appear swollen.

Alcohol dilates blood vessels and temporarily impairs circulation, leading to puffiness.

### 3. Dehydration

If you don't drink enough water, your body tries to retain fluids, which can result in puffiness.

### 4. Hormonal Changes

Hormonal fluctuations, such as those before menstruation or during menopause, can cause the body to retain more water.

## Ways to Reduce Puffiness

### 1. Perform Lymphatic Massage

Massage in a draining motion from under the chin, behind the ears, and down toward the collarbone.

### 2. Use Gua Sha (Facial Tool)



Helps to flush out toxins and sculpt a more defined facial contour.

3. **Stay Hydrated**

Aim to drink 1.5L–2L of water daily, especially a glass right after waking up.

4. **Engage in Regular Exercise**

Improving overall blood circulation also helps reduce facial puffiness.

5. **Limit Salt & Alcohol Intake**

Incorporate potassium-rich foods like bananas, avocados, and watermelon to balance fluid retention.

## Main Causes and Solutions for Wrinkles

Wrinkles can be categorized into "**Expression Wrinkles**," "**Dehydration Wrinkles**," and "**Sagging Wrinkles**." In Level 2, we focus on wrinkles caused by habitual facial expressions and learn effective improvement methods.

Type	Characteristics	Main Causes	Common Areas
<b>Expression Wrinkles</b>	Wrinkles that appear when smiling or frowning	Repetitive facial expressions, excessive muscle movement	Between the eyebrows, forehead, outer corners of the eyes, around the mouth
<b>Dehydration Wrinkles</b>	Fine lines on the skin's surface	Lack of moisture, disrupted skin turnover	Around the eyes, cheeks, around the mouth
<b>Sagging Wrinkles</b>	Deep folds due to skin laxity	Loss of skin elasticity, muscle weakening, fat displacement	Nasolabial folds, hollow areas on the cheeks (Gorgo lines), marionette lines



## Types of Wrinkles

- 1 **Expression Wrinkles** → Wrinkles that appear when smiling or frowning.
- 2 **Dehydration Wrinkles** → Fine lines caused by a lack of skin moisture.
- 3 **Sagging Wrinkles** → Deep wrinkles formed due to reduced skin elasticity.

## What Are Wrinkles Caused by Facial Expressions?

Wrinkles that form due to habitual facial movements, leading to uneven muscle use.

△ **Frown Lines** → Caused by the unconscious habit of furrowing the brows, stress, or overthinking.

△ **Horizontal Forehead Lines** → Formed by frequently raising the forehead to make the eyes look bigger.

△ **Crow's Feet (Wrinkles at the Corners of the Eyes)** → Appear from excessive use of the eye muscles when smiling.

### ✓ Improvement Approaches

- ✓ Be mindful of facial habits and correct them (practice using a mirror).
- ✓ Avoid squinting and practice proper eye-opening techniques.
- ✓ Use relaxation massages to release muscle tension.

## What Are Dehydration Wrinkles?

Fine lines that appear when the skin lacks moisture and loses its elasticity.

△ **Commonly found around the eyes and mouth (due to thinner skin in these areas).**

△ **Disrupted skin turnover can cause dehydration wrinkles to deepen over time.**

### ✓ Improvement Approaches

- ✓ Stay hydrated and maintain skin moisture levels (drink at least 1.5L of water daily).
- ✓ Use skincare products containing **hyaluronic acid, ceramides, and collagen** to retain moisture.
- ✓ Incorporate **facial massage** to improve overall blood circulation.



## What Are Sagging Wrinkles?

Deep-set wrinkles caused by the downward movement of skin and fat due to gravity.

- ⚠ **Becomes more noticeable from the 30s onward.**
- ⚠ **Loss of cheek volume exacerbates sagging, making wrinkles deeper.**

### 📌 **Common Types of Sagging Wrinkles**

- **Nasolabial folds (smile lines):** Formed as cheek muscles weaken and fat shifts downward.
- **Gourmand lines:** Created by the sagging of fat under the eyes, intersecting with cheek drooping.
- **Marionette lines:** Occur when the skin around the corners of the mouth sags downward.

### ✅ **Improvement Approaches**

- ✓ Strengthen **facial muscles** to support the skin and fat.
- ✓ Practice **face-lifting yoga** as part of a regular routine to target sagging.
- ✓ Use **massage techniques** to enhance circulation and restore skin elasticity.
- ✓ Maintain **proper posture** to prevent overall facial sagging.



# Differences Between Sagging, Wrinkles, and Puffiness

## Facial Concerns: Sagging, Wrinkles, and Puffiness

Facial concerns can generally be categorized into three main types: **sagging, wrinkles, and puffiness**. These issues may appear similar, but understanding which one affects you is the key to proper care.

This guide will help clarify the differences between sagging, wrinkles, and puffiness, along with their causes and effective solutions.

Condition	Main Causes	Characteristics	Common Areas	Self-Check	Solutions
<b>Sagging</b> (たるみ)	Muscle weakening, fat displacement, loss of skin elasticity	Blurred jawline, sagging cheeks	Jawline, cheeks, mouth area	Double chin, noticeable nasolabial folds	Face-lifting yoga, lift-up massage
<b>Wrinkles</b> (シワ)	Expression habits, dryness, loss of skin elasticity	Lines on the forehead, around the eyes and mouth	Forehead, eye area, mouth	Lines remain after facial movement	Correct facial expressions, skincare
<b>Puffiness</b> (むくみ)	Poor lymphatic flow, excess salt/alcohol, dehydration	Swollen face, bloated appearance	Eye area, jawline	Swollen face in the morning	Gua Sha, lymphatic massage, hydration



By identifying your specific concern and following the right approach, you can achieve a more youthful and refreshed appearance.

## What is Facial Sagging?

### Visible Characteristics

- Drooping cheeks and a less defined jawline
- Downturned mouth corners, creating an aged appearance
- More pronounced nasolabial folds, tear troughs (Gorugo line), and marionette lines

### Main Causes

- **Weakening of facial muscles** → Muscles lose their ability to support the skin and fat, leading to sagging
- **Fat displacement** → Cheek fat moves downward, accumulating around the mouth and jawline
- **Loss of skin elasticity** → Decreased collagen and elastin reduce skin firmness

### Self-Check: Signs of Sagging

- Your face appears more droopy in the evening than in the morning
- A double chin is becoming more noticeable
- The corners of your mouth naturally turn downward

### How to Improve Sagging

- ✓ Strengthen facial muscles with **face-lifting yoga** to prevent sagging
- ✓ Develop a habit of **facial massage** to lift the jawline
- ✓ **Protect against UV rays** to prevent collagen depletion





## What are Wrinkles?



### Visible Characteristics

- Lines appear on the forehead, around the eyes, and near the mouth
- Wrinkles become more prominent when making facial expressions (**expression lines**)
- Dry skin causes fine lines to increase (**dryness wrinkles**)

### Main Causes of Wrinkles

- **Facial Expressions** → Repetitive movements cause wrinkles to become permanent (e.g., habitual frowning)
- **Loss of Skin Elasticity** → Decrease in collagen and elastin leads to sagging skin
- **Dryness** → Lack of moisture in the skin results in fine lines

### Self-Check (Signs of Wrinkles)

- Deep lines on the forehead or between the brows (**expression wrinkles**)
- Fine lines around the eyes and mouth (**dryness wrinkles**)
- Pronounced nasolabial folds (**sagging wrinkles**)

### How to Improve Wrinkles

- ✓ Be mindful of facial expressions and control habitual movements (**Facelift Yoga training**)



- ✓ Use skincare products that help maintain skin elasticity and firmness
- ✓ Stay hydrated to prevent dryness-induced wrinkles

## What is Puffiness (Swelling)?

### Visible Characteristics of Puffiness

- The face looks swollen and bloated in the morning
- The eye area and facial contours appear blurred
- If puffiness persists throughout the day, the face may look larger

### Main Causes

- **Poor Lymphatic Drainage** → Waste products accumulate in the face instead of being expelled
- **Excess Salt & Alcohol Intake** → The body retains water, making the face appear puffy
- **Dehydration** → The body holds onto water when it's not getting enough, leading to puffiness

### Self-Check (Signs of Puffiness)

- Waking up with a swollen face
- Eyes feel heavy by the evening
- The face appears puffy after consuming a salty meal

### How to Reduce Puffiness

- ✓ Use Gua Sha or lymphatic massage to flush out waste and improve circulation
- ✓ Drink plenty of water (at least 1.5L per day) to support metabolism
- ✓ Incorporate regular exercise to enhance blood flow and reduce swelling



# Check Your Face in the Mirror

## Objective

This exercise involves using a mirror to examine your face and identify whether sagging, wrinkles, or puffiness is your primary concern. Understanding your actual condition allows you to select the most appropriate improvement methods and care for your skin effectively.

### Step 1: Check Your Face in the Mirror

Use the checklist below to assess your current facial condition.

#### A. Sagging Check

- Blurred facial contour
- Cheeks appear lower than before
- Nasolabial folds seem deeper
- Mouth corners tend to droop
- Double chin is more noticeable



## B. Wrinkle Check

- Deep horizontal lines on the forehead
- Frown lines appear easily between the eyebrows
- Crow's feet remain after smiling (expression wrinkles)
- Fine lines under the eyes are noticeable
- Nasolabial folds or marionette lines have deepened

## C. Puffiness Check

- Face looks swollen in the morning
- Puffy eyelids make it hard to open eyes fully
- Facial contour becomes less defined in the evening
- Eating salty food causes noticeable puffiness
- Swelling persists throughout the day

## Step 2: Identify Your Key Improvement Points

Based on your self-check results, focus on the area with the most concerns and establish targeted improvement strategies:

### 1. If Sagging is Your Main Concern:

- Strengthen **face-lifting yoga** routines
- Integrate **massage techniques** to firm the facial contours
- Maintain **proper posture** to engage and activate facial muscles

### 2. If Wrinkles are Your Main Concern:

- **Adjust facial expressions** to prevent habitual wrinkle formation
- **Enhance hydration and skincare** to preserve skin elasticity
- Perform **relaxation-based facial yoga exercises** to reduce tension

### 3. If Puffiness is Your Main Concern:

- Regularly use **Gua Sha or lymphatic massage** to stimulate drainage
- **Stay hydrated** to boost circulation and prevent fluid retention
- **Reduce salt and alcohol intake** to minimize swelling

By consistently implementing these improvements, you can achieve a more youthful and refreshed appearance.



### **Step 3: Reassess After One Week**

After one week, revisit your mirror check and go through the checklist again. Track any improvements and adjust your approach accordingly.

#### **Check for Positive Changes:**

- **Facial contours appear firmer and more defined**
- **Wrinkles appear less deep and prominent**
- **Morning puffiness has reduced, and your face looks refreshed**

By consistently following this practice, you can monitor progress, refine your skincare routine, and adopt more effective methods for long-term facial care. Keep building on your improvements for lasting results!



# MODULE 11

## Facial Asymmetry

- Causes of Facial Asymmetry
- How to Check for Facial Muscle Imbalance  
Methods to Balance the Eyes, Cheeks, Mouth, and Jawline
- Practical Exercise: Check and Balance Muscle Movements



# Causes of Facial Asymmetry

## Introduction

Facial symmetry is one of the key factors that contribute to beauty and a youthful appearance. However, most people's faces are not perfectly symmetrical, and differences between the left and right sides often develop due to daily habits and facial expressions. For example, consistently chewing on one side while eating or unconsciously smiling more on one side can lead to muscle imbalances, causing asymmetry in the height of the cheeks or the contours of the face.

In this lesson, we will explore the main causes of facial asymmetry and learn how to objectively assess our own facial balance. We will then practice specific approaches to correct these imbalances and achieve a more symmetrical appearance.

## 1. Causes of Facial Asymmetry

Facial asymmetry is not only influenced by natural bone structure but also by various external factors. Daily habits, posture, and stress can lead to an imbalance in facial muscle usage, gradually causing noticeable differences between the left and right sides of the face.

Certain habits, in particular, tend to contribute to facial asymmetry:

### Chewing on One Side

Unconsciously favoring one side while chewing can disrupt the balance of the masticatory muscles, affecting jaw alignment and cheek height.

### Posture Imbalances

Leaning to one side while working at a desk or using a smartphone can shift the position of the neck and shoulders, which in turn impacts facial muscle symmetry.

### Facial Expression Habits

Repeatedly raising one eyebrow or smiling more on one side can lead to uneven development of facial muscles, further accentuating asymmetry.

### Sleeping Position

Consistently sleeping on the same side can put pressure on one half of the face, leading to differences in the facial contour and cheek height over time.



These unconscious daily habits play a significant role in causing facial asymmetry. Recognizing and addressing them is the first step toward achieving better facial balance.

# How to Check for Facial Muscle Imbalances

Before working on correcting facial asymmetry, it is essential to objectively assess the differences between the left and right sides of your face. Try the following self-checking methods:

## Self-Check Using a Mirror

Stand in front of a mirror and carefully observe your face from the front. Pay close attention to the following points to identify any asymmetry:

- **Eye Size:** Does one eye appear smaller or more difficult to open?
- **Eyebrow Height:** Is one eyebrow consistently higher than the other?
- **Cheek Height:** Do your cheeks have different levels of volume or fullness?
- **Mouth Corner Height:** When you smile, does one corner of your mouth lift less than the other?
- **Facial Contour:** Does one side of your jaw appear more prominent or less defined than the other?

By analyzing these features, you can gain a clearer understanding of where the imbalances are and take steps to correct them.

## Self-Check Using a Smartphone

If it's difficult to notice asymmetry with a mirror, using your smartphone camera can provide a clearer perspective. Try the following method:

1. **Take a Front-Facing Photo**
  - Ensure good lighting and keep your head straight while taking a photo of your face from the front.
2. **Flip the Image Horizontally**
  - Use your phone's editing tools to mirror the image.
  - Compare the original and flipped images to spot any differences.

You may notice that a face that seemed symmetrical in the mirror appears more uneven when reversed. This method helps reveal subtle asymmetries that might not be obvious during regular observation.



## Methods to Balance the Eyes, Cheeks, Mouth, and Jawline

To achieve facial symmetry, it is essential to be mindful of how you use your facial muscles and practice appropriate exercises. However, excessively training only the weaker or lower side can sometimes lead to an imbalance in the opposite direction. Therefore, it is generally recommended to move both sides evenly while understanding your facial characteristics and making adjustments as needed.

Below are common areas where facial asymmetry occurs and how to improve them:

### Balancing Eye Asymmetry

If one eye appears smaller than the other, focus on activating the muscles around the smaller eye with targeted exercises.

- Stretch the **orbicularis oculi** (the muscle around the eyes) and practice evenly opening both eyes.
- When working on the smaller eye, consciously open it wider, but always pair this with an exercise to ensure both eyes open symmetrically.
- Observe your blinking patterns and habitual eye movements to identify and correct any behaviors contributing to asymmetry.

### Aligning Cheek Height



If one cheek appears lower than the other, strengthening the muscles in the lower cheek can help balance the overall look.

- Perform **cheek-lifting exercises** while focusing on lifting the lower cheek.
- Pay attention to **nasolabial folds (smile lines)**—if one side is deeper, review facial habits that may be causing uneven creasing.
- Avoid putting too much tension on only one side; instead, aim for balanced training across both cheeks.
- While it's important to strengthen the lower side, always maintain a holistic approach to balance the entire face.

## Correcting Mouth Asymmetry

If one corner of your mouth is lower than the other, focus on consciously lifting the weaker side.

- Practice **raising both corners of the mouth evenly** while looking in the mirror.
- When smiling, be aware of any imbalances in muscle engagement.
- If one side of your mouth moves more than the other, train your entire face to engage evenly during facial expressions.
- Mouth asymmetry is often linked to **jaw alignment and posture**, so be mindful of your daily habits that might be contributing to the imbalance.

## Defining a Symmetrical Jawline

Facial asymmetry along the jawline is often caused by imbalanced use of the chewing muscles (**masseter muscles**). To address this, a combination of relaxation techniques and strengthening exercises is key.

- If you tend to chew on one side more than the other, consciously use the opposite side to create balance.
- Perform **facial massages** to release muscle tension and encourage symmetry.
- Instead of overworking just one side, focus on **balancing both sides of the jawline**.
- Regularly check your facial movements and adjust exercises as needed.

## Conclusion

To correct facial asymmetry, it is essential to first understand your facial structure and maintain balance in your training. Avoid overworking only the weaker side; instead, focus on **moving both sides evenly** while slightly increasing the intensity for the weaker side as needed.

By being mindful of daily facial habits and consistently working on muscle control, you can achieve a more balanced and naturally symmetrical face.



# Practical Exercise: Check and Balance Muscle Movements

In this exercise, you will assess your facial asymmetry and practice exercises to improve balance. Instead of simply strengthening the muscles, it's important to incorporate manual support and improve blood circulation to help your muscles move more smoothly. First, carefully observe your current facial condition and choose the most suitable approach for your needs.

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## Step 1: Identifying Muscle Imbalances

Start by looking in the mirror and observing how your facial muscles move. Pay attention to the following:

- Does one corner of your mouth drop lower when you smile?
- Do your eyes open to different sizes when looking straight ahead?
- Is one nasolabial fold (smile line) deeper than the other?
- Does one side of your jawline appear less defined?

By checking these aspects, you can identify any imbalances in your facial expressions and determine which areas need adjustment.

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## Step 2: Exercises to Improve Facial Balance

To correct imbalances in the eyes, cheeks, mouth, and jawline, try incorporating the following techniques:

### 1. Balancing Eye Asymmetry

If one eye is harder to open, it may be due to muscle stiffness or poor circulation. Before exercising, prepare the area with gentle massage to loosen tension and enhance blood flow.

- Gently massage around the eyes to improve circulation.
- Relax the orbicularis oculi muscle (the muscle around the eyes) before starting the exercise.
- If opening one eye feels difficult, lightly lift your temple with your fingers to assist and observe the movement.
- Train with a focus on evenly opening both eyes, ensuring symmetrical engagement.



## 2. Aligning Cheek Height

If one cheek is lower than the other, combining massage and lifting exercises can help restore balance.

- Before performing lifting exercises, massage the lower cheek more extensively to encourage upward movement.
- After massaging, practice cheek-lifting poses to activate the facial muscles.
- Use a mirror to ensure both cheeks are moving symmetrically and adjust as needed.

## 3. Correcting Mouth Asymmetry

If one side of your mouth lifts less than the other, use gentle support techniques while training.

- Massage the area around the lower mouth corner to release muscle tension.
- Place a light touch of your finger under the weaker corner to provide support while lifting it.
- Practice smiling evenly in front of a mirror, checking for balance.
- Avoid putting excessive force on just one side—aim for full-mouth engagement to develop balanced movement.

## 4. Defining Jawline Symmetry

Jawline asymmetry is often influenced by tight neck muscles and chewing habits. A balanced approach of stretching, massage, and mindful habits can help.

- Stretch the tighter side of your neck more frequently to promote relaxation.
- Perform jawline-lifting massages to reduce puffiness and sculpt a balanced shape.
- Observe your chewing habits—if you favor one side, consciously engage the other to prevent further imbalance.

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## Conclusion

Improving facial symmetry requires more than just training—it's equally important to maintain muscle flexibility and good circulation. Rather than excessively strengthening only the weaker side, focus on balancing movements on both sides while adding targeted support where needed.

Through this exercise, develop a deeper awareness of your facial characteristics and establish a habit of training with symmetry in mind.



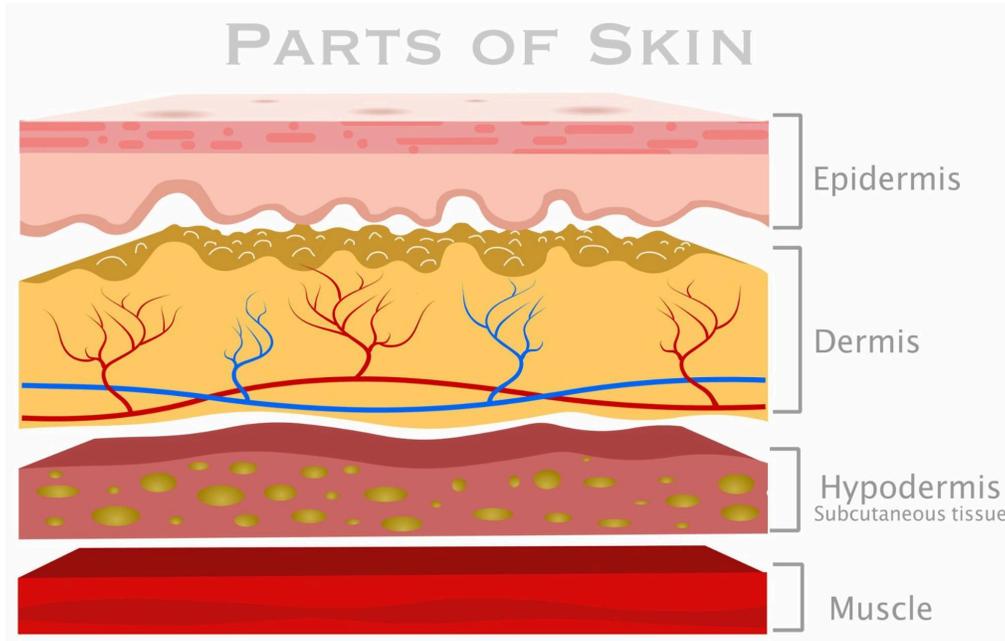
# MODULE 12

## About Skin and Food

- Understanding Your Skin Layers
- Face Lift Yoga and Nutrition



# Understanding Your Skin Layers



## Three Layers of Skin:

### 1. Epidermis:

- Composed of many layers of cells.
- The outermost layer of the skin.

### 2. Dermis:

- Composed of nerve endings and connective tissue.
- Made up of collagen and elastin.
- Positioned between the epidermis and subcutaneous tissue (muscle layer).

### 3. Subcutaneous Tissue:

- Mainly composed of muscle and fatty tissue.
- The deepest layer of the skin.



## The Importance of Harmony:

- The epidermis (outer layer) is connected to the subcutaneous tissue (muscle layer) by the dermis (middle tissue layer).
- These three layers need to cooperate for maintaining a healthy and youthful appearance.

## Approach of Face Lift Yoga (Masumi's Method)



- Face Lift Yoga, based on Masumi's approach, synchronizes the movement of the outer skin and the underlying muscles.
- This synchronized movement strengthens the tissue in the middle layer (dermis).
- Moving only the outer layer may potentially break down the connective tissue in the middle layer and weaken the muscles in the bottom layer.

## Results of Face Lift Yoga (Masumi's Method)

- Tension and expressions can lead to the formation of lines and wrinkles.
- Masumi's Face Lift Yoga method, also known as Face Lift Yoga, reduces and prevents the formation of lines and wrinkles by maintaining harmony and cooperation among the three skin layers.



# Face Lift Yoga and Nutrition

Face Lift Yoga combined with a nutritious diet are key complementary elements for maintaining beautiful skin and youthfulness.

The right diet enhances the effects of Face Lift Yoga and contributes to skin health and anti-aging.

## Nutrition and Diet for Healthy Skin

- **Proteins:** Fundamental for skin structure, essential for new cell generation and repair. They promote the production of collagen and elastin, maintaining skin elasticity. Good protein sources include meat, fish, eggs, and dairy products.
- **Quality Fats:** Healthy fats, like omega-3 fatty acids, enhance skin's moisture retention and prevent dryness. Foods like salmon, avocado, and nuts are recommended.
- **Hydration:** Vital for maintaining skin's moisture balance and detoxifying the body. Aim for 2 liters of water daily.
- **Fiber:** Aids in digestion and facilitates the elimination of toxins from the body. Green leafy vegetables and whole grains are rich fiber sources.

## Recommended Foods for Different Skin Types

- **Dry Skin:** Foods that enhance moisture retention are beneficial. Avocado, salmon, and olive oil, rich in healthy fats, help maintain skin hydration.
- **Oily Skin:** Vitamin C-rich fruits and vegetables are suitable. Tomatoes, citrus fruits, and strawberries help balance skin oil and maintain its glow.
- **Sensitive Skin:** Anti-inflammatory foods are recommended. Salmon and walnuts, rich in omega-3 fatty acids, and antioxidants-rich blueberries and green tea are good choices.

## Recommended Recipes for Beautiful Skin

- **Avocado and Spinach Green Smoothie:** Blend fresh avocado, spinach, banana, and almond milk. A nutrient-rich smoothie that hydrates the skin.



- **Baked Salmon with Walnuts:** Marinate salmon in olive oil and lemon, bake, and top with walnuts. Rich in omega-3 fatty acids.
- **Berry and Yogurt Parfait:** Layer fresh berries with low-fat yogurt. Rich in vitamin C and antioxidants, protecting the skin.

## **Nutrition and Skin Health: Impact on Aging**

Proteins, quality fats, hydration, and fiber directly impact skin rejuvenation and maintenance. These nutrients aid in skin moisture retention, enhance metabolism, facilitate cell repair and regeneration, and mitigate the aging process.

The combination of Face Lift Yoga and a nutritious diet is an effective approach to maintaining beautiful skin and ensuring its health and vitality as we age. A balanced diet and proper practice of Face Lift Yoga support beauty and youthfulness from within.



# MODULE 13

## How to Teach Class

- How to Teach Class
- A Guide to Enhancing the Quality of Face Lift Yoga Classes Through Understanding Your Students
- Lesson Plan
- Creating Lesson Plans
- Enhancing Class Satisfaction
- Understanding Students' Concern
- Effective Cueing and Instruction



# How to Teach Class

Welcome to the next phase of your journey!

Having mastered the Asanas, you're now poised to learn how to conduct your classes effectively.

Remember, the satisfaction and interest of your clients are pivotal.

A satisfied client is more likely to return to your classes, so always keep their experience in mind.

In this module, we will explore several recommended strategies to enhance your classes and ensure your clients leave feeling fulfilled and eager for more.

Let's dive into creating engaging and satisfying face lift yoga experiences together!

## Teaching Rules:

- Explain each pose carefully and in detail.
- Check and adjust students' poses thoroughly.
- Use students' names as much as possible to create a personal connection.
- Ensure to give attention to each student individually.

## Teaching Face Lift Yoga Sessions

### 1. Group Class (45 minutes) :

- Introducing about 4~5 Face Lift Yoga Asanas.
- Spend approximately 8-10 minutes on each pose.
- Focus on leading exercises for both the upper and lower face.
- Provide general wellbeing tips within the available time frame

### 2. One-on-One Session (60 minutes) :

- Introduce about 5~7 Face Lift Yoga Asanas.
- Allocate approximately 10~12 minutes for each pose.
- Begin with an in-depth explanation and consultation.
- Include personalized acupressure, massage, and face exercises.



## Integrating Face Lift Yoga Asanas

- If you're incorporating Face Lift Yoga Asanas into your yoga classes, it's recommended to include them either in the first half or the latter part of the class.
- This approach allows for a seamless integration, enhancing the overall yoga experience with the benefits of Face Lift Yoga.

# A Guide to Enhancing the Quality of Face Lift Yoga Classes Through Understanding Your Students

In Face Lift Yoga sessions, tailoring your instruction to meet the individual needs and goals of each student is vitally important.

By focusing more specifically and excluding the collection of information on medication intake and allergies, follow these steps to plan an approach that addresses each student's unique situation.

- **Skincare:** Understand the skin type and existing skin issues of your students, providing advice based on these insights. For instance, recommend the use of oils for students with dry skin, offering specific suggestions that can help.
- **Lifestyle and Stress:** Gain an understanding of regular exercise habits, the quality of sleep, and stress levels to incorporate lessons that support the overall well-being of students. Incorporating stress reduction techniques and lifestyle improvement suggestions can be beneficial.
- **Previous Experience:** Check whether students have previously experienced Face Lift Yoga, face massage, or relaxation techniques, and adjust your lesson plan based on this information.



- **Session Goals:** Clarify what students wish to achieve from the session and plan customized lessons aimed at reaching those specific goals.
- **Facial Assessment Checklist:** Observe and evaluate the forehead, brow area, eyelids, under-eye area, crow's feet, cheeks, lines around the mouth, jawline, overall facial sagging, neck condition, and signs of tension or stress to understand each client's specific needs.

# Lesson Plan

## Class Opening

### 1. Greeting

- Start with a warm greeting to welcome the class.

### 2. Self-Introduction

- Introduce yourself briefly to the class.

### 3. What is Face Lift Yoga?

- Explain the concept and purpose of Face Lift Yoga.

### 4. Explanation of Facial Muscles

- Discuss the role of facial muscles and their importance in Face Lift Yoga.

### 5. Show Before and After Photos

- Present before and after photos of other students or instructors to demonstrate the effects.

### 6. Precautions Before Starting Face Lift Yoga

- Share important safety tips to ensure the practice is done correctly.

### 7. Meeting the face of your future self in 10 years

- Check Future Face with a mirror.



- Check Before Face with a mirror.

## 8. Taking Before Photos

- Take before photos to observe the current state of one's face.

# Asana Flow

## 1. Pose Name

- Begin each pose by clearly announcing its name.
- The name of the pose should be easy for students to remember and reflect the purpose and effects of the pose.

## 2. Muscle Targeted

- Explain the muscle groups targeted by the pose.
- Understanding which muscles are involved and how they work allows students to practice the pose more effectively.

## 3. Effect and Benefits

- Describe the specific benefits and effects of each pose.
- This information helps students understand the importance of the pose and enhances their motivation.

## 4. Demonstration

- Perform a demonstration of the pose to provide a visual example.
- Showing the correct form and flow of the pose visually helps students to accurately replicate it.

## 5. Points and Method Explanation

- Detail the key points and correct methods of each pose.
- This step is crucial for ensuring safety and preventing injuries.

## 6. Practice Together

- Practice the pose with the students.
- Observe each student's form and movement carefully and provide feedback or guidance as needed.



## 7. Completion

- Aim to practice the pose to its completion.
- At this stage, the goal is for students to practice the pose independently and internalize the sensation.

Through this flow, students will learn how to perform each pose of Face Lift Yoga correctly and safely.

As an instructor, it is important to provide clear explanations and practical guidance at each step.

# Class Ending

## 1. Taking After Photo

- Capture after photos at the end of the session.

## 2. Comparing Before and After Photos

- Review and compare the before and after photos to observe the changes.

## 3. Closing Greetings

- Conclude the class with a warm farewell.

# Create Lesson Plans

We offer lesson plans tailored to address specific facial concerns.

Each class is set for 45-60 minutes, but feel free to adjust by adding extra massage and stretch poses before, after, or in between if you have extra time.

Conversely, if time is running short, you can reduce the massage and stretching time to fit. It's recommended to incorporate these poses as much as possible!

This approach can be applied to any class type.



# Full Face Lift Class

(Focus on lifting the entire face for a rejuvenating experience.)

## 1. Menu :

Surprise Pose + Squint & Shine Pose + Neck Opener Pose + Lip Lift Smile Pose + Kiss Tone Pose

## 2. Option :

Neck Rotation, Shoulder Lift, Side Neck Lift Massage

## 3. Keypoints :

This class focuses on lifting the entire face. It activates facial muscles as a whole, providing rejuvenating effects.

---

# Forehead Wrinkle and Eye Rejuvenation

(Target forehead wrinkles and improve the appearance of the eye area)

## 1. Menu :

Surprise Pose + Zen Forehead + Squint & Shine Pose + Glowing Cheek Lift Pose + O Stretch Pose + Full Face Lift Pose

## 2. Option :

Shoulder Rotation, Eye Lift Massage, Temple Lift Massage

## 3. Keypoints :

In this class, we primarily use the muscles around the forehead and the eye area, but we also pay attention to the muscles in the cheeks and the entire face. Additionally, focusing on the neck and shoulder areas can help relax and alleviate eye fatigue.

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## **Nasolabial Line Reduction and Cheek Lift Class**

(Address laugh lines and lift the cheeks for a youthful look)

### **1. Menu :**

Surprise Pose + Glowing Cheek Lift Pose + Kiss Tone Pose + O Stretch Pose + Full Face Lift Pose

### **2. Option :**

Shoulder Rotation, Cheekbone Lift Massage, Temple Lift Massage

### **3. Keypoints :**

In this class, we strengthen the muscles around the cheeks and mouth, with a special focus on the area just above the cheeks and around the eyes. It's essential to pay attention to the temple muscles, as their weakening can lead to sagging cheeks.

---

## **Posture Enhancement and Double Chin Reduction Class**

(Improve posture and work on reducing double chin)

### **1. Menu :**

Neck Opener + Tongue Extend + Lip Lift Smile Pose + Sky Kiss Pose + Full Face Lift Pose

### **2. Option :**

Chin Relax Massage, Jawline Lift Massage, Masseter Muscle Massage, Temple Lift Massage, Cat & Cow

### **3. Keypoints :**

This class emphasizes improving posture. While we work on toning the chin and facial muscles, incorporating the Cat-Cow pose while seated is recommended. Good posture is crucial to prevent sagging even after facial exercises

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# Relaxation and Positivity Class

(Promote relaxation and a positive mindset through Face Lift Yoga)

## 1. Menu :

Surprise Pose + Zen Forehead + Squint & Shine Pose + Glowing Cheek Lift Pose + Glowing Balloon Pose

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## 2. Option :

Neck Rotation, Eye Lift Massage, Forehead Lift Massage, Ear Lift Massage

## 3. Keypoints :

By engaging the muscles around the eyes and temples, you can achieve deep relaxation. Incorporating breathing techniques before the class is also recommended. It will help create a positive mindset.

## Advanced Lesson Plan

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### Eye Symmetry & Balance Class

(Balance asymmetry in eyelids and eyebrows while improving forehead and temple muscle tone)

**1. Menu :** Squeeze & Shine Pose + Zen Forehead + Star Gaze Pose + Glow Lip Circle Pose + “O” Sky Pose + Full Face Lift

**2. Option :** Eye Lift Massage, Temple Lift Massage, Shoulder Circles, Neck Rotation

**3. Keypoints :** This class focuses on balancing asymmetry in eyelid and eyebrow height by targeting the forehead and temporal muscles. By releasing tension in the neck and shoulders, the movement of the muscles responsible for eye-opening becomes smoother. This comprehensive approach helps create a more symmetrical and balanced appearance of the eyes.

---



## Smile Lines Reduction Class

(Correct nasolabial fold asymmetry and lift the cheeks for a youthful expression)

**1. Menu :** Glow Lip Slide Pose + Glow Lip Circle Pose + Cheek Lift Lock Pose + Super Cheek Lock Pose + Glow Tongue Stretch

**2. Option :** Shoulder Lift, Cheek Lift Massage, Nose Lift Massage, Temple Lift Massage

**3. Keypoints :** The focus is on balancing the muscles around the mouth and cheeks to correct uneven nasolabial folds. By adjusting the height of the mouth corners and cheek positioning, we aim for a more harmonious look. Since smile lines are also affected by posture, this class includes exercises for the jawline and neck to enhance overall facial firmness.

---

## Defined Jawline & Puffiness Reduction Class

(Reduce puffiness and refine facial contours through jaw and neck alignment)

**1. Menu :** Surprise Pose + Diagonal Sky Kiss Pose + Sky Tongue Extend Pose + “O” Massage + Glow Smile Shift Pose

**2. Option :** Under-Chin Slide Massage, Jaw (Masseter) Lift Massage, Crown Lift Massage

**3. Keypoints :** This class aims to balance facial symmetry and reduce puffiness by strengthening the jawline and cheek muscles evenly. Since puffiness is often caused by lymphatic congestion and tension in the masseter muscles, we also work on the neck and shoulders. This approach tightens the jawline while promoting habits that prevent puffiness in the long term.

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## Mouth Corner Balance Class

(Correct mouth corner asymmetry and improve lip positioning for a beautiful smile)

**1. Menu :** Surprise Pose + Glow Suction Pose + Glow Lip Slide Pose + Glow Half Smile Pose + Smile Lift Stretch

**2. Option :** Cheek Lift Massage, Temple Lift Massage, Shoulder Circles

**3. Keypoints :** This class focuses on correcting asymmetry in the corners of the mouth and lip positioning while targeting the cheek and temporal muscles. Releasing tension in the neck and



shoulders enhances the function of the muscles involved in mouth movement. This results in a more symmetrical, natural, and beautiful smile.

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## Deep Relaxation & Face Lift Class

(Release facial tension and improve circulation for a lifted, radiant complexion)

**1. Menu :** Neck Rotation + Shoulder Circles + Eye Lift Massage + Zen Forehead + Temple Lift Massage + Cheek Lift Massage + Nose Relax Massage + "O" Massage + "O" Sky Pose

**2. Option :** Squeeze & Shine Pose, Full Face Lift Pose

**3. Keypoints :** This class focuses on releasing deep-seated facial tension and guiding students into relaxation. By combining massage and Face Yoga, we soften the muscles, improve circulation, and reduce fatigue. Incorporating neck and shoulder stretches alleviates tightness caused by stress, while the optional use of Gua Sha can enhance detoxification and promote a radiant look.

## Enhancing Class Satisfaction

Ensuring high student satisfaction is essential in a Face Lift Yoga class. To keep students engaged and motivated to continue, focus on the following three key points:

1. Understand students' concerns and goals
2. Provide effective lessons where results can be felt
3. Prioritize post-lesson follow-up

In this section, we will explore these points in detail and provide useful tips for creating a more fulfilling and impactful class experience.

### Three Key Points to Enhance Lesson Satisfaction

- ❖ Selecting the Right Poses
  - Choose poses that align with students' concerns and focus on targeted instruction.
  - For students worried about sagging, incorporate lifting poses; for those concerned about puffiness, include massage techniques.
- ❖ Providing Effective Instruction for Visible Results
  - Explain the purpose and benefits of each pose during the lesson.
  - Encourage students to take before-and-after photos so they can visually track their progress and feel motivated.
- ❖ Creating a Comfortable and Supportive Class Atmosphere
  - Call students by their names and provide personalized feedback.



- Maintain positive encouragement to help students stay motivated, even if they don't see immediate results.

## Understanding Students' Concerns

Before conducting a lesson, it is essential to clarify students' concerns and goals. Through proper consultation, identify what they seek to achieve.

### ✓ Main Categories of Concerns

- **Sagging** – Loose jawline, nasolabial folds, under-eye sagging
- **Swelling** – Overall facial puffiness, morning bloating
- **Wrinkles** – Expression lines (forehead, between eyebrows, crow's feet), dryness-related wrinkles (around the mouth and eyes)
- **Asymmetry** – Uneven facial balance
- **Relaxation** – Releasing stress and facial tension

### ✓ Sample Questions to Identify Student Concerns

- What kind of changes are you hoping to see?
- Which facial area concerns you the most?
- What is your lifestyle like? (Diet, sleep, stress levels, etc.)
- Have you tried Face Lift Yoga before?

By clarifying students' concerns, you can provide **more effective and personalized instruction** tailored to their needs.

## How to Structure Lessons Based on Students' Concerns

Adjust the selection of poses and teaching methods according to each student's concerns.

### ✓ Key Focus Areas by Concern

- **For Students Concerned About Sagging** → Poses that **tighten the jawline and lift the cheeks**
- **For Students Concerned About Puffiness** → Lymphatic drainage **massage and detoxifying poses**
- **For Students Concerned About Wrinkles** → Poses that **balance facial muscles**, along with **hydration-focused** and circulation-boosting care
- **For Students Concerned About Facial Asymmetry** → Exercises that **evenly strengthen both sides of the face**



- **For Students Seeking Relaxation** → **Breathing techniques** and deeply relaxing massages

### ✓ **Tips for Effective Instruction**

- **Adjust poses** based on each student's specific concerns
- **Provide variations** of each pose to accommodate different needs
- **Observe students' facial conditions** and focus on key areas during instruction

## **Effective Cueing and Instruction**

The way an instructor provides verbal guidance and feedback greatly impacts student satisfaction.

### ✓ **Motivational Cueing Examples**

- By continuing this pose, you'll start to see improvements in [specific concern]!
- Focus on engaging your facial muscles and lifting them properly!
- Great form! Keep going just like that.

### ✓ **Reassuring Cueing Examples**

- It might feel challenging at first, but with practice, it will become natural.
- Avoid applying too much force—relax and enjoy the movement.
- Take your time and move at your own pace. No need to rush.

### ✓ **Helping Students Recognize Their Progress**

- Take before-and-after photos to make visible changes clear.
- Have students compare how their face feels at the start and end of the lesson.
- Encourage them to notice differences not only in appearance but also in facial expressions and skin sensations.



# MODULE 14

## How to Set Up Your Business

- How to Set Up Your Business
- Unleashing Your Unique Potential: *A Self-Analysis Guide for Face Lift Yoga Teachers*
- Business Plan for Face Lift Yoga
- Deciding on the Types of Classes to Offer
- Face Lift Yoga Pricing Strategy
- Expanding Your Classes Strategically.
- Encouraging the Next Lesson
- Reviewing Progress & Next Steps



# How to Set Up Your Business

Up to this point, you have learned about practicing poses and studying how to conduct classes.

Now, let's leverage your acquired knowledge and take the first step towards success in your business.

## Unleashing Your Unique Potential: A Self-Analysis Guide for Face Lift Yoga Teachers

In the crowded field of face lift yoga and facial muscle training, standing out requires a unique approach.

A self-analysis sheet can be a crucial tool for instructors to pinpoint their strengths, interests, and unique services. By tapping into personal expertise, such as skincare knowledge or community-building skills, and integrating these into your teaching, you create additional value for your classes.

This could mean adding skin assessments for those with skincare background or organizing tea sessions for sociable instructors aiming to foster a community. Emphasizing empathetic listening and mental well-being can also carve out a niche.

Utilizing self-analysis helps tailor a distinctive face yoga practice that not only resonates with your students but also addresses their holistic well-being. This streamlined approach ensures your offerings are not just unique, but also memorable and impactful.



## Self-Analysis Sheet for Face Lift Yoga (Personal Information)

- Name : .....
- Date : .....

### Section 1: Skills and Expertise (Professional Skills)

- List your professional qualifications and skills related to yoga and wellness:  
.....  
.....
- How many years of experience do you have in teaching Face Lift Yoga?  
.....  
.....

#### (Additional Skills)

- Do you have any skills outside of Face Lift Yoga that could enhance your classes? (e.g., skincare expertise, nutrition, psychology)  
.....  
.....

### Section 2: Passions and Interests

#### 1. What aspects of teaching bring you the most joy?

*(Examples: seeing progress in students, creating a community, sharing knowledge)*

.....  
.....



**2. What are your personal interests related to wellness and health?**

*(Examples: holistic health, mental well-being, beauty routines)*

.....  
.....

**Section 3: Unique Offerings**

**(Based on Your Skills and Interests, Describe a Unique Class or Offering You Could Create)**

- 1. Consider how your passions can translate into a special class feature**  
(e.g., incorporating skincare assessments, group discussions, private sessions for mental well-being).

.....  
.....

**Section 4: Goals and Aspirations**

**1. What are your short-term goals for your Face Lift Yoga practice?**

*(Examples: Increase student numbers, introduce a new class type, obtain additional certification)*

.....  
.....

**2. What are your long-term goals?**

*(Examples: Establish a wellness community, become a recognized expert in a specific area of Face Lift Yoga)*

.....  
.....



### (Closing Thoughts)

- **Reflect on your unique qualities and how they can make your Face Lift Yoga classes stand out.**

.....

.....

- **Any additional notes or ideas for future development:**

.....

.....

# Business Plan for Face Lift Yoga

## 1. Setting Goals

- Start by clarifying what you aim to achieve and begin with small goals. For example, aim to host 3 classes in the first month or gain 10 students.

## 2. Fundamentals of Marketing

- **Identifying Your Target Market:** Determine who your customers are and plan your marketing efforts to meet their needs.
- **Promotion Strategy:** Utilize friends, family, and social media to gain initial students. Offering open classes or low-cost trial sessions can also be effective.

## 3. Venue Selection and Online Presence

- **Choosing a Venue:** Decide whether to host classes at home, in a rented space, or online (e.g., Zoom), considering cost and accessibility.
- **Building an Online Presence:** Create a simple website or social media accounts to share class schedules, content, and booking information.





## 4. Customer Engagement and Retention

- **Offers to Attract Customers:** Consider attractive offers such as discounts for first-time students or benefits for repeat customers.
- **Pursuing Client Satisfaction:** Actively seek feedback after classes and use it to make improvements.

## 5. Financial Management Basics

- **Budget Planning:** Understand the funds needed to start and keep track of income and expenses.

## 6. Continuous Growth and Networking

- **Keep Learning:** Expand your repertoire of poses by attending advanced courses in Face Lift Yoga, staying updated with new trends and techniques to enhance your skills.
- **Networking:** Build relationships with other instructors and professionals for mutual learning and growth.

# Deciding on the Types of Classes

Approaches to conducting classes can vary among instructors. Once you've set your goals, the next step is to explore what type of classes align best with your style.

Let's delve into these considerations in the following text.

## One-on-One Lessons

These personalized sessions are highly effective, offering tailored guidance that meets the individual needs of each student. This format facilitates a deeper understanding of the student's skill level, physical condition, and specific Face Lift Yoga goals.

It's ideal for students seeking focused attention and personalized improvement strategies that may not be adequately addressed in group settings.



One-on-One lessons allow for flexibility in scheduling and a curriculum adapted to the pace and progress of the individual, making it a valuable offering for those looking to achieve specific results from their Face Lift Yoa practice.

## **Regular Group Lessons**

Group lessons are scheduled classes that cater to a set number of participants, providing a structured environment for learning Face Lift Yoga's basic poses and techniques.

These sessions aim to improve overall health and wellness, with a group setting that encourages interaction and motivation among participants. This format is particularly suited to beginners who are keen to learn the fundamentals of Face Lift Yoga in a supportive and communal atmosphere.

Regular group lessons can also help build a sense of community and belonging among participants, enhancing their commitment to the practice and to their personal wellness journey.

## **Workshop**

Workshops are designed as intensive sessions focusing on specific themes or techniques, offering a deep dive into areas such as lifting specific parts of the face or achieving targeted effects like stress relief or enhanced sleep quality.

Workshops are particularly beneficial for instructors fresh from foundational courses, as they provide an opportunity to deepen their expertise in specific aspects of Face Lift Yoga and share this advanced knowledge with participants.

These sessions can range from a few hours to a full day, providing an immersive learning experience that allows for concentrated focus on particular topics or techniques. Workshops can serve as a valuable addition to regular class offerings, attracting both new and existing students interested in expanding their practice beyond the basics.

## **Collaborative Events and Themed**

Expanding on the concept of workshops, consider hosting collaborative events or themed sessions that combine Face Lift Yoga with complementary activities such as healthy eating gatherings, coffee or tea socials, body massage, sound healing, book clubs, or philosophical discussions.



These events can create unique, holistic experiences that appeal to a wider audience, providing additional value to your students by addressing their wellness needs from multiple angles.

Collaborative events can also foster a stronger community, encouraging participants to engage with Face Lift Yoga and each other in more meaningful ways.

# Face Lift Yoga Pricing Strategy

## 1. Comparison with Existing Service Charges

- If your clients are accustomed to the rates you charge for other sessions or therapies, it is recommended to set the price for Face Lift Yoga sessions within a similar range. However, considering Face Lift Yoga offers a unique service compared to other therapies or sessions, you might want to consider setting a slightly higher price.

## 2. Market Research

- For those not offering other sessions or therapies, research the rates your ideal clients are paying for similar sessions, such as Yoga, facials, etc. Given the special nature of Face Lift Yoga, consider setting your prices higher than those of regular Yoga classes.

## 3. Intuition-Based Pricing

- After considering your time, expenses, and conducting market research, decide on a price that feels right for you. Ensure you're not undercharging and that the income reflects the value you provide.

## 4. Comparison with High-End Spa or Facial Salon Prices

- Face Lift Yoga can offer clients the same uplifting effects as a high-end spa or facial salon treatment. Therefore, it's advisable to set your prices comparable to one session of such treatments.

## 5. Offering Bonuses

- If possible, include bonuses such as skincare products or massages in your class fees to differentiate your service. Providing these bonuses can enhance the value of your classes, making them more attractive to clients.



## 6. Selling Package Deals for Group Sessions

- Offering package deals for group sessions at a lower price per session is recommended. This approach allows more clients to experience Face Lift Yoga, offering a cost-effective option and potentially increasing client retention

# Expanding Your Classes Strategically

## Strategies for Growing Your Class

To run a successful class, it's essential to clearly define **“What kind of students do I want to attract?”** and choose the right **marketing methods** accordingly.

### Defining Your Ideal Student

- ✓ **Who do you want to reach with your lessons?**
- ✓ **What are their concerns and goals?**
- ✓ **Where can you connect with them?**

#### Examples:

- **Busy women in their 30s** → Short lessons / Social media marketing
- **Women in their 40s concerned about sagging** → YouTube / Trial lessons
- **Health-conscious women in their 50s** → Live events / Collaboration projects

## Effective Marketing Strategies

Utilize platforms that your target audience frequently uses to attract students efficiently.

- ✓ **Take Action: Set Your Goals for This Month and Start Step by Step!**

## 2. Decide on Your Class Format

### Group Class (45 minutes)

- ✓ **Benefits:** Teach multiple students at once, making the price more affordable.
- ✓ **Best for:** Beginners who want to learn casually, budget-conscious students.
- ✓ **Teaching Focus:** 4-5 Face Yoga exercises + wellness advice.



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## One-on-One Lesson (60 minutes)

- ✓ **Benefits:** Higher pricing, personalized instruction.
  - ✓ **Best for:** Those who want to address specific concerns or commit to long-term learning.
  - ✓ **Teaching Focus:** 5-7 Face Yoga exercises + in-depth consultation.
- 

## 3. Tips for Effective Class Management

- ✓ **Combining both class types ensures stable income.**
- ✓ **Offer beginner-friendly classes at an affordable price and charge higher for advanced lessons.**
- ✓ **Follow-up is key!**
- **Group Classes** → Build a community for ongoing engagement.
- **One-on-One Lessons** → Provide personalized follow-ups to increase retention.

# Encouraging the Next Lesson

To ensure students don't just think, "That was fun!" and move on, effective follow-up is key. This increases retention rates and allows for sustainable class operations.

## Key Points for Effective Follow-Up

### ✓ Send a message immediately after the lesson

While students still feel the excitement from the session, send a message to guide them toward the next lesson.

#### **Example:**

*"Great job in today's lesson! The [specific pose] was especially effective. Try practicing it at home and see how it feels!"*

### ✓ Clearly outline the next lesson

Let students know what to expect next, making it easier for them to continue.

**Example:** *"Next time, we'll focus on [specific technique]! Looking forward to seeing you again!"*

### ✓ Emphasize the benefits of consistency

Highlight that regular attendance will help them experience noticeable results.



## Key Takeaway:

Keep follow-up **simple and engaging** to create an environment where students naturally feel **excited to come back!**

# Reviewing Progress & Next Steps

You've developed strategies to expand your class, utilized **social media and word-of-mouth**, and strengthened follow-ups to build deeper connections with students. However, to ensure continuous growth, it's crucial to **regularly reflect on your progress and set clear next steps**.

## 1. Assess Your Current Situation

Start by **analyzing your class performance objectively**.

- ✓ Is the number of students increasing?
- ✓ What is the student retention rate?
- ✓ How effective have social media and word-of-mouth marketing been?
- ✓ Which marketing strategies have worked best?

➔ **Key Point:** Identifying both **successes** and **areas for improvement** will help you determine your next course of action.

## 2. Review Achievements and Set New Goals

Organize your **results** and define your **next steps**.

### ◆ 1-Month Goal:

Example: Acquire **X new students** / Hold **X trial classes**

### ◆ 2-Month Goal:

Example: Launch a **regular class** / Improve student retention by **X%**

## Action Plan: Reflect and Plan for Growth

1. What was the most effective marketing method recently?
2. What can you do to increase student numbers and retention?
3. What new strategies would you like to try moving forward?



# MODULE 15

## About Marketing

- About Marketing
- Marketing Strategies for Beginner Face Lift Yoga Instructor
- Shorts Video Content Creation Plan
- Approach to Engage with Your Audience
- Let's Post Face Lift Yoga Videos!



# About Marketing

Having perfected your poses and set your goals, the next challenge you face is acquiring customers.

Let's delve into effective marketing strategies to captivate potential clients and build a loyal customer base.

## Marketing Strategies for Beginner Face Lift Yoga Instructors

### 1. Social Media Presence:

- Create and maintain active social media profiles on platforms like Instagram, Facebook, and YouTube.
- Share regular updates, instructional videos, and client testimonials to engage with your audience.

### 2. Website and Blog:

- Launch a professional website with a blog.
- Post articles about Face Lift Yoga benefits, techniques, and success stories to improve your SEO rankings and attract organic traffic.

### 3. Free Workshops or Classes:

- Offer free introductory classes or workshops online or in your local community.
- Give potential clients a taste of what they can expect from your full sessions.

### 4. Email Marketing:

- Collect email addresses from your website visitors and social media followers.
- Send out newsletters with valuable content, class schedules, and special offers to keep your audience engaged.

### 5. Networking:

- Attend or participate in relevant wellness and fitness events, workshops, and seminars.
- Network with potential clients and other professionals in the industry.



## 6. Referral Programs:

- Encourage your existing clients to refer new clients by offering them incentives, such as discounts on future classes or free private sessions.

## 7. Collaborations:

- Partner with local businesses, wellness blogs, or other instructors to offer joint packages or content.
- Introduce your services to a wider audience.

## 8. Client Reviews:

- Encourage satisfied clients to leave positive reviews on your website, social media profiles, or Google My Business listing.
- Positive reviews can significantly boost your credibility and attract new clients.

## 9. Content Marketing:

- Create and share valuable content related to Face Lift Yoga.
- Cover topics such as the science behind it, benefits, client stories, and practical tips.
- Establish yourself as an authority in the field.

# Shorts Video Contents Creation Plan

Creating short video content is the key to capturing your audience's attention and effectively conveying your Face Lift Yoga.

In this plan, we will explore practical strategies to use Instagram to build a deep connection with your audience and enhance your presence in the digital realm.

Let's take a closer look at the steps to take from start to success.

## Account Setup and Initial Configuration

**1. Account Creation:** Start by creating an Instagram account and selecting a profile picture that represents Face Lift Yoga. It's recommended to use a high-quality photo where your face is easily recognizable. Photos capturing Face Lift Yoga poses or your face with hands gently placed are ideal.



**2. Account Name:** Set your account name in the format of “**faceliftyoga\_ (your name)**.” Using the keyword “**Facelift**” can attract more viewers, as it is a popular term on platforms like Instagram and YouTube.

**3. Profile Description:** Craft an engaging profile description that resonates with your audience. Clearly mention your motto, the services you offer, and any upcoming events.

**4. Link Utilization:** Include a direct link to your products or services in your profile, making it easy for viewers to access them.

## Marketing Strategy

**1. Initial Investment:** Invest in necessary equipment like cameras and lighting to prepare for creating high-quality content.

**2. Competitor Analysis:** Conduct detailed research on other professionals in the health and beauty industry, especially those specializing in facial and skincare, to understand successful cases and the latest trends.

**3. Persona Setting:** Clearly define your target audience and consider what kind of students you want to attract.

**4. Algorithm Mastery:** Comprehending Algorithms Research when your target audience in specific countries is most active on Instagram. Use surveys and other tools to identify the optimal timing for your posts.

**5. Utilizing Hashtags:** It is highly recommended to include the following hashtags in your posts: #faceliftyoga #facelift #facial #selfcare #antiaging. These hashtags are very effective in attracting viewers.

**6. Captivating Captions:** Develop engaging captions using a storytelling format to grab the audience’s attention.



# Content Creation and Distribution

- 1. Posting Frequency:** Aim for a minimum of three posts per week, adjusting based on your motivation and lifestyle. Regular posting helps increase followers.
- 2. Content Variety:** Produce and share high-quality photos and short reel videos related to Face Lift Yoga.
- 3. Editing and Creativity:** Initially, you may not need to hire a professional editor. Edit your content yourself, choose readable fonts, and add subtitles if necessary. Use popular music approved for Instagram and TikTok, keeping in mind that YouTube has strict rules regarding popular music.

## Keys to Success

- 1. Empathy with Viewers:** Always prioritize the needs of your viewers and provide the information they seek.
- 2. Differentiation:** Utilize your unique strengths found through self-analysis to differentiate yourself from other instructors.
- 3. Flexibility:** If you're not seeing the desired effects, view it as an opportunity to reassess and improve your strategy

## Beginner-Friendly Reels Video Plan

- 1. Video Quality :** Always strive for high-quality videos. Ensure your face is centered in the frame, and choose angles that are either head-on or slightly from above. Shoot in well-lit environments rather than dim settings.
- 2. Smiles and Approachability :** Maintain a friendly and approachable demeanor with a constant smile. Encourage viewers to find you amiable, piquing their interest and keeping them engaged.
- 3. Clear Titles :** Include keywords in the titles of each video to ensure viewers understand the content immediately. Clarity from the start can captivate their interest.



**4. Utilize Before-and-After Images:** Incorporate before-and-after images of yourself or clients in your posts to enhance credibility and showcase the transformations.

**5. Simple Fonts and Beginner-Friendly Content:** Use easily readable fonts and convey your content in a beginner-friendly manner. Avoid complex language or concepts to appeal to a wide audience.

**6. Music and Movement:** Consider syncing your exercises with music, but ensure that lessons proceed at a slow and steady pace. Maintain clarity in your captions about this.

**7. Titles and Thumbnails:** Provide clear titles for each video and set custom thumbnails that instantly convey the content to viewers.

**8. Consistency:** Maintain consistency by using the same background colors and fonts across all your videos. This helps viewers quickly understand the focus of your account.

**9. Post:** Finally, share your content! Prioritize communication with your audience and foster growth

## Approach to Engage with Your Audience:

Engaging with your audience effectively on social media, especially as a Face Lift Yoga teacher, involves a thoughtful approach and a keen understanding of your viewers' needs and preferences.

In this guide, we will explore practical strategies for building a strong online presence, fostering genuine connections, and differentiating yourself in the digital landscape.

Whether you're just starting or looking to enhance your engagement, these insights will help you create a meaningful and lasting relationship with your audience.

### Prioritizing Communication

- **How to Engage with Your Audience:** Actively respond to comments and messages, fostering dialogue with your audience.



- **Considerations:** Address questions and feedback sincerely, expressing gratitude for engagement

## Projecting Approachability

- **How to Engage with Your Audience:** Maintain a natural and approachable demeanor, bridging the gap with your viewers.
- **Considerations:** Suppress Ego - Avoid self-promotion or showcasing ego; instead, focus on the needs and interests of your viewers. Prioritize the audience's interests.

## Utilizing User-Generated Content

- **How to Engage with Your Audience:** Actively share posts and experiences from your viewers, enhancing a sense of community.
- **Considerations:** Building a Community - Nurture a sense of community by engaging with your followers. Respect their opinions and experiences, fostering empathy.

## Hosting Live Streaming and Q&A Sessions

- **How to Engage with Your Audience:** Conduct regular live events to deepen direct communication.
- **Considerations:** Individualized Approach - Address individual viewer needs and questions, offering personalized care and support. Personalized interactions and customized services enhance customer satisfaction.

## Respecting Privacy and Building Trust

- **How to Engage with Your Audience:** Safeguard personal information and privacy, emphasizing trustworthiness.
- **Considerations:** Transparency and Authenticity - Maintain honesty and transparency when sharing information about your services or content. Clear information prevents misunderstandings



## Valuing Follower Input

- **How to Engage with Your Audience:** Incorporate feedback and suggestions, striving for content and service improvement.
- **Considerations:** Fair Pricing - Set prices for paid content or services within a competitive range, aiming to provide viewers with fair value

## Long-Term Perspective

- **How to Engage with Your Audience:** Focus on building long-term relationships rather than solely pursuing rapid growth or immediate profits. Emphasize sustainable value delivery.
- **Considerations:** Accepting Feedback - Welcome feedback from viewers and use it for improving your content and services. Display a commitment to growth and evolution.

# Let's Post Face Lift Yoga Videos!

Ready to apply what you've learned about Face Lift Yoga videos?

It's time to put your knowledge into action by posting the following videos.

You can even challenge yourself with live streaming! When viewers see you in action, they'll connect with you even more. Here are the proposed video contents:

### Video Title: "What is Face Lift Yoga?"

- What is Face Lift Yoga? Deliver a brief explanation highlighting the fact that there are approximately 60 facial muscles that can change and need care!
- Declare your intention to post various related content in the future.

### Video Title: "Glowing Cheek Lift Pose"

- Demonstrate a pose aimed at lifting your cheeks.
- Provide a concise explanation of the pose's benefits and how to practice it.

### Video Title: "Banish Under-Eye Bags Pose"



- Demonstrate a pose that helps reduce under-eye bags.
- Explain the specific steps and key points of the pose.
- Share information about the effectiveness of reducing under-eye bags.

### **Video Title: “Top 5 Key Points of Face Lift Yoga”**

- Introduce the 5 essential key points for successful Face Lift Yoga.
- Provide explanations for each key point and why they are crucial

### **Video Title: “Glowing Balloon Pose”**

- Demonstrate the ‘Glowing Balloon Pose,’ which enhances skin radiance.
- Explain the pose’s features and its effects on the skin

### **Video Title: “How to Perform Temple Massage”**

- Perform a demonstration of temple massage techniques.
- Share information about the impact of temple massage on facial lift

### **LIVE Title: “15mins Live: Eliminate Double Chin!”**

- Introduce a method to eliminate double chin in a short time.
- Demonstrate the “**Sky Kiss**”, “**Chin Massage**” and “**Tongue Extend**” exercises and explain their effects.



# MODULE 16

Ending



# Final Message: The Light Within You

## *The Beginning of Your Journey to Radiate Your Face and Illuminate Your Life*

Congratulations from the bottom of my heart on completing this journey. 🌸

The path you have walked until today was not merely about acquiring techniques. It was a profound journey of self-discovery—a time to look deep within, face yourself with kindness, and rediscover the dormant beauty that has always lived inside you. The poses you learned in this program may not be many in number, but the true essence does not lie in "how many" you can do. It lies in **how much soul and intention you breathe into every single movement.**

For me, it took years of dedicated practice to truly embody these movements and feel them resonate within my soul. Please, do not rush. There is no need for haste. The "time" you spent in front of the mirror, cherishing yourself and practicing with patience, is exactly what will give your words weight and transform your presence into a powerful energy that moves the hearts of your future students.

---

### 1. The Mirror as a Reflection of the Soul

In the practice of mindfulness, we learn that our expressions are mirrors reflecting the state of our inner world. As an instructor, when you stand before a class, **you and your students become mirrors for one another.**

When you teach with genuine joy and a heart full of passion, that light will naturally ripple out to your students, filling them with positive energy and hope. More than any technique you could teach, your own state of being—your "presence" in the here and now—is the most beautiful and convincing method you possess.

### 2. The Courage to Forgive and Cherish Yourself

There may be days when you feel exhausted, when you feel you aren't changing fast enough, or when you find yourself comparing your progress to others. In those moments, I ask you: please, be gentle with yourself.

#### **Value "consistency" over "perfection."**

If something takes time to master, it is simply proof that you are gaining a deeper, more meaningful understanding. By honoring your own pace, you provide a sanctuary of "safety" and "acceptance" for your students, showing them that it is okay to be exactly who they are. When you are tired, pause. Breathe deeply. Join someone else's class and allow yourself to be nurtured. As long as you keep a heart that is willing to learn,



you are always evolving.

### **3. Face Lift Yoga as a Way of Life**

What we share is not just a beauty regimen. It is a philosophy for living—a way to love yourself, reclaim your confidence, and color your life with vibrancy.

By moving the facial muscles and awakening the flow of energy, we aren't just lifting skin; we are releasing the burdens we have carried in our hearts and returning to our truest selves. Now that you have found this inner radiance, I encourage you to share this magic with those who need it. Every time you bring a smile to someone's face, that joy will travel in a circle and inevitably find its way back to you.

---

### **Closing Thoughts**

You already possess a magnificent light. And please, never forget: **you deserve to be happy.**

The completion of this course is not an ending, but a beautiful prologue to the next chapter of your life. Go forth and use your smile to weave a bit of magic into the lives of everyone you meet. Though our paths may take different forms, we are forever connected through this journey of Face Lift Yoga.

Let us continue to grow, learn, and spread light together. May your path ahead be overflowing with love, peace, and boundless joy.

**With deepest love and gratitude,**

**Masumi Hasegawa**