



*Age-Defying Facial™*  
*with Lisa Dodge-Johnson*

*Located in the cottage of  
Admiral Healing Arts*

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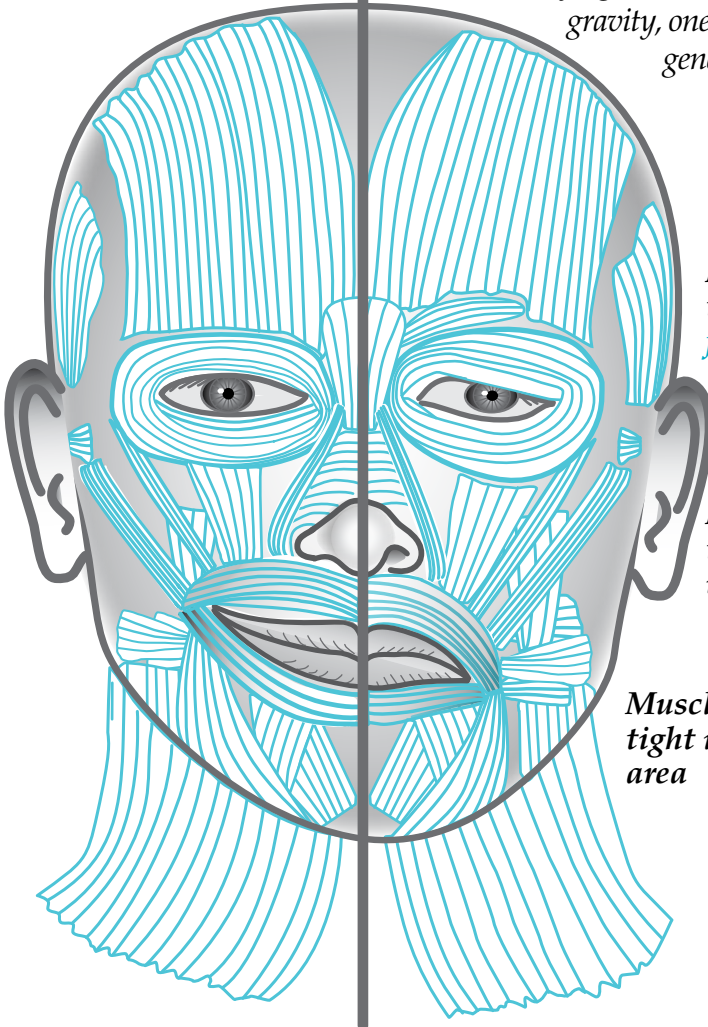
# Facial Muscles

Good  
Muscle Tone

Lack of  
Muscle Tone

## Effects of Age

*Underlying muscles shift due to gravity, one's habits and genetic factors—*



*Muscles too tight in forehead area*

*Muscles too relaxed in cheek area*

*Muscles too tight in chin area*

# Lisa Dodge-Johnson

*answers your questions*

## **What is a Non-surgical “Age-Defying Facial™”?**

The Age-Defying Facial™ is a complete esthetic system that aids in reducing the signs of aging with specialized products and specially sequenced micro-current technology.

The Age-Defying Facial™ along with specifically formulated Bio-Therapeutic Clinical Skin Care products and/or Dermalogica Skin Care products, is effectively used for the following:

- 1) *Skin Firming*—reducing appearance of fine lines & wrinkles
- 2) *Product Penetration*—enhancing nourishment to the skin cells
- 3) *Healthy Circulation*—increasing Elastin, Collagen and ATP to mitochondria
- 4) *Diminished Expression Aging*—achieved by Muscle Re-Education

Skin is re-hydrated, circulation of blood and lymph is improved, and a revitalized appearance is achieved offering an outstanding age-defying face lift even after the first application. This is why the

Age-Defying Facial™ is one of the fastest growing services in the esthetic anti-aging industry today.

## **How does an Age-Defying Facial™ feel?**

My clients report that an Age-Defying Facial™ session feels very relaxing. After receiving toning and lifting microcurrent from a beautiful ballet of cooling wands your skin feels effervescent and energized while your face and neck muscles become visibly firmer. This new procedure uses a low level electrical current to lift, tone, and revitalize the skin. It is simply a painless, non-invasive, highly effective alternative to surgery.

## **How does the Age-Defying Facial™ work?**

The body’s ability to maintain skin tone and elasticity is controlled by chemical reactions within and between the cells of

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“*Lisa, so many people remark that I am radiant. I look and feel younger and I look natural. Best of all, no scars!*” —Sally W.

the skin. These reactions are triggered by electrical impulses. As the body ages, these reactions slow down and the skin loses elasticity and suppleness. The Age-Defying Face Lift™ utilizes tiny microcurrent impulses that stimulate the body's natural electrical currents, which in turn trigger positive chemical reactions at a cellular level. At the same time during the average microcurrent skin treatment there are 32 different muscles of the face that are manipulated, being re-educated by lengthening or shortening, to sit more attractively on the bones. These good responses become cumulative and continue to generate healthy skin response even after the treatment. The result is a subtle lifting of the face and neck, smoothing of the skin, and visible firming. Many clients comment that they even see additional improvement overnight.

### *What is Microcurrent?*

Microcurrent: a low level of

electricity that mirrors the body's own natural electrical impulses. As with all good esthetics equipment microcurrent technology was “born” in the medical field helping stimulate paralyzed muscles. As this technology developed from a class 3 medical device to a class 1 medical device for aestheticians it was seen as a “miracle” in the anti-aging industry. Its proven and accepted properties have a range of applications—from wound healing, muscle rehabilitation to macular degeneration and lymphodema. Most microcurrent applications and results, whether medical or esthetic, rely on the same action. True microcurrent uses less than 500 microamperes. Because of its low intensity, it is typically sub-sensory and cannot cause a physical or visual manipulation of the muscle via the electric current.

It is important to know why you want to use a “micro” current. If a delicate facial muscle is over stimulated with too high

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*“What a sweet surprise! My facial was simply wonderful! It left me feeling thoroughly relaxed and sooo pampered. My face looks beautiful and plump.” —Elizabeth*

a voltage (i.e. non-microcurrent) it can go into a “freeze mode” to self protect. For example, have you ever worked out too vigorously and strained a muscle that became rigid or frozen in response? Using currents higher than 500 microamperes can initially appear to have good results, unfortunately, the ATP and other important cellular processes are basically frozen in trauma by inappropriate equipment. With continued over-stimulation the muscle can begin to atrophy and lose it’s health, shape and suppleness.

### *What Do Scientists Say?*

Recent microcurrent studies performed at the University of Washington indicate a 14% increase in the production of natural collagen, a 48% increase in natural elastin production, and a 38% increase in blood circulation over the course of 20 days. Both collagen and elastin are essential in younger-looking skin.

No other esthetic service can come close to these proven results!

### *How Long Does it Last?*

Remember we work together as a team against gravity. Even the best most expensive traditional surgical face lift can “fall” due to gravity or habitual holding patterns in the face. If a person is holding their face in a position due to possible influences such as grief, fear, or anger there isn’t a procedure in the world that will “erase all trace” completely or for good against habitual muscle patterning.

### *What Do You Suggest?*

Consider looking at the microcurrent Age-Defying Facial™ as a fitness program for your face. It’s best to give your face a workout on a weekly basis until you gain enough reconditioning that you can rely on maintenance sessions. Relax and remember, the largest organ of your body—your skin—and your muscles respond

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*“Lisa, we just finished a series of 12 non-surgical face lifts. I definitely see and feel a difference. My skin overall feels younger and brighter and my cheek bones seem to have lifted giving me a more youthful appearance!” —Mary D.*

according to your general health, genetics and age. Together, you and I can assess determining factors for attaining the ultimate results and success.

The Age-Defying Facial™ is preventative for younger clients and rejuvenating for more mature clients. It is a popular non-invasive service that gives you the freedom to attain anti-aging goals without the recovery, downtime, and expense of surgeries and other aggressive services. (This breakthrough in anti-aging technology is a well kept celebrity secret, and was recently featured on *Queer Eye For The Straight Guy* and *Oprah*.)

1) *Make an appointment* at Inner & Outer Beauty for a free consultation.

2) *Experience your first session.* Since this is a more natural non-invasive procedure it takes time and commitment. A trial run can give you a lot of feedback on how your skin will respond. (Please arrive at the first session 15 minutes early to complete the intake

form and photo—used specifically to document your personal progress)

3) *Choose your optimal series*—I'll help you review the series suggestions on page seven. The optimal number of sessions is dependant on age, sun damage and desired results.

4) *Consider adding a specialized microcurrent mask*—A symphony of microcurrent combined with specially formulated cosmeceuticals.

Masks available are:

- brightening mask
- vitamin C mask
- seaweed purifying mask
- oxygen replenishing mask
- collagen mask

5) *Use clinical skin care products at home* to support healthy regeneration of skin tissue.

6) *Enjoy the response.*

*Check Web site for  
Current Specials*

[www.InnerOuterBeauty.com](http://www.InnerOuterBeauty.com)

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“From the moment I step foot in your magical garden to the last wave ‘goodbye’ I feel cared for. Your expertise with skin care is reflected in my skin’s renewed health.” —Ba

## Age-Defying Facial™

# Recommended Service Series

~ **age 20-30** ~

*once every 6 - 8 weeks*

~ **age 30-35** ~

Initial series of 4-6:

(1x per week)

*Maintenance: every 6 - 8 weeks*

~ **age 35-40** ~

Initial series of 6-10:

(2x per week)

*Maintenance: every 6 - 8 weeks*

~ **age 40-50** ~

Initial series of 8-12:

(3x per week for 1 week;

2x per week thereafter)

*Maintenance: every 4-8 weeks*

~ **age 50-60** ~

Initial series of 12-15:

(3x per week for 2 weeks;

2x per week thereafter)

*Maintenance: every 3-6 weeks*

~ **age 60+** ~

Initial series of 15:

(3x per week)

*Maintenance: every 3 weeks*



*May you walk in beauty this very day.*

*Ask about other skin services, such as  
Quasar Light Facials  
Microdermabrasion  
Signature Facials  
Waxing*

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