Dear Friend,

I am delighted that you are beginning Facial Magic®! It is with you in mind that I developed the Facial Magic® SUCCESS PROGRAM. This is a multi-faceted regimen of facial exercises, special skin care and nutrition designed to promote a toned, younger, more vibrant facial appearance in everyone! The Facial Magic® process of rejuvenation has taken years to produce and I take great pride in sharing it with you.

This safe, effective method offers a natural way to deal with sagging muscles coupled with a skin care line that will create even more noticeable results! No surgery! No drugs! No electro-stimulation!

In just a few weeks, you’ll see positive results. I would love to hear about your experiences with this program. Each person has something unique and special to share so please email me and send pictures! www.facialmagic.com

Please nurture yourself! Laced throughout this book, you will find “daily thoughts” to enhance your efforts toward self improvement. Your healthy attention to your appearance will reflect in a positive image throughout all areas of your life.

Enjoy your new face!

Cynthia
Cynthia Rowland

Your face is your calling card.
The face is the mirror to the soul.
THE FACE:
A REFLECTION OF AGING, ATROPHY AND STRESS

Our faces give people their first impressions, an imprint that can be significant throughout our lives.

You want a face that will shine forth and reflect your attention to health and vigor of body, mind and spirit. Our faces can also blatantly shout that we are wearing the ravages of stress, gravity and facial tissue/muscular atrophy. Unfortunately, we cannot disguise this problem with a new hairdo, make-up or special creams.

Sometimes we look into the mirror and wonder what happened to that face we used to know?

How and when did the facial drooping and sagging develop? What can we do to stop it? How can we correct unwanted lines, jowls, double chins, crows feet and droopy upper eyes? Why must the aging process represent a loss in facial muscular tone when common practice in other areas of physical fitness shows that significant improvements can be achieved with exercise?

THE SOLUTION:
THE Facial Magic® SUCCESS PROGRAM

REMEMBER:
CONSULT WITH YOUR PHYSICIAN BEFORE STARTING THE Facial Magic® EXERCISE PROGRAM OR ANY OTHER EXERCISE PROGRAM.

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FEATURES AND BENEFITS

The Facial Magic® Success Program is a facial exercise program designed to strengthen and contour the underlying muscles of your face and enhance the health and vitality of your skin.

With Facial Magic®, YOU will enhance your appearance and enjoy greater confidence.

THE BENEFITS INCLUDE:

■ Strengthened facial muscles.
■ Improved skin tone.
■ Improvements for all age groups 25 and over.
■ Safe
■ Easy
■ Complete initial toning program in only 9 weeks.
■ Quick: only ten to fifteen minutes of exercise per day
■ A maintenance program requirement of only two or three days of exercise per week which, with experience, can be completed in 8 minutes.
■ Better facial posture is reflected in mannerisms.

Self-love is necessary for the successful living of each day.

Self-love takes practice. Each day find a task, favor or accomplishment that you feel good about.

Learn to hold onto that feeling. This builds confidence.

Express that praise and self-worth during interactions with others.
HOW THE Facial Magic® SUCCESS PROGRAM WORKS: THE FACIAL EXERCISE PROCESS

The Facial Magic® Success Program uses resistance training and isometric contractions to produce smoother skin and a healthier glow from increased oxygen and blood supply to the facial area. Muscles that are strengthened create a toned, contoured, lifted appearance.

The Facial Magic® exercises teach you how to create a contraction by using your fingers to anchor the muscles, which allows them to shorten over time with consistent exercise. Our facial muscles are much smaller than most muscles and they respond quickly to exercise. Most muscles in the face are attached to the skin. Facial skin and the hidden muscles underneath must be handled delicately to achieve positive results.
FACIAL MUSCLE ATROPHY: WHAT DOES IT MEAN?

Body tissues need nourishment and exercise to function at peak efficiency and achieve optimal health and appearance. When atrophy occurs symptoms may include:

- Puffiness due to edema, which is an excessive accumulation of fluid in the tissues
- Hollowness
- Loss of elasticity
- Shifts in muscle tissue, which drag our skin in ways that reveal our age or accentuate it
- Muscle elongation and sagging

While cosmetic programs and surgery treat the symptoms, they do not address the underlying problem. Although many specialized exercise programs have been developed for other parts of the body, the face and its range of movement and expression are often taken for granted.

Only time can create the beauty of character —
A beauty developed from achievement and enhanced by dignity, perseverance and courage.
Cultivate your special interests and talents.
They’ll contribute to your achievements and add depth to your true beauty.
TOOLS FOR SUCCESS

The Facial Magic® Program provides the following tools for success:

■ A comprehensive video demonstration of all exercises
■ An instructional booklet
■ An exercise schedule to chart your progress
■ A personal journal to record before and after photos along with observations to monitor results
■ DAILYLIFT FACIAL GEL MASK with natural alpha hydroxy acid complex
■ Cotton gloves for use during exercise to help prevent slippage when holding and anchoring the muscles
■ Recommendations for a comprehensive approach to skin care
■ Daily affirmations to reinforce your positive approach to growth, self-esteem and self-enrichment

Free yourself to live each moment fully. There is purpose in how our lives unfold. Accept that you have the tools to move confidently forward.
EXERCISE TIME, RELAXATION & ENVIRONMENT

Choose a time of day for performing your exercises when you are most likely to be relaxed and when you do not feel rushed. Select an atmosphere where you will not be disturbed so that you can concentrate on the program.

CONSISTENCY & REST

All exercises should be performed six (6) consecutive days a week. Exercise once a day. On the seventh day, do not perform the exercises as this is a day of rest for your face.

If your face seems tired, it may indicate that you have over exercised your facial muscles. This will not permanently harm them. A short rest will restore muscle tone. Skip your exercises for one day. If you look and feel better the following day, you may continue. If necessary, skip two or more days until your tired muscles recuperate. Note skipped days on your Progress Chart.

CLEANLINESS (HYGIENE)

Prepare for the exercise program by making sure that your face is absolutely clean and use the DAILYLIFT FACIAL GEL MASK after your exercise routine. Leave on 5-10 minutes then remove with a warm, wet washcloth.
OBSERVATION
Always perform your exercises in front of a mirror. This is necessary so you can examine your face. Make sure that you are not squinting or wrinkling any area of your face while performing your exercise.

TECHNIQUE & POSITIONING
For each exercise learn the exact position of your hands by carefully watching the video demonstration.
- **Positioning is your key to success!**
- **Slow and careful movements are best!**
- **Gradually tense the muscles with steady, accurate movements as opposed to quick, jerky movements.**
  
  Faster results are achieved from slower exercise movements. The same principles apply to facial exercises as to muscular exercises in other parts of your body.

It is imperative that you focus on the particular muscle group that is being exercised at a given time. Refer to the detailed description of each exercise in this booklet.

REMINDER: BREATHE!
Between each repetition, remove your hands from your face and take a deep breath. Your muscles need the extra oxygen! Exhale through the mouth. Do not wait longer than 10-15 seconds before resuming the exercise.

Pamper Yourself!
Pampering reflects approval, caring and self-respect.
MANNERISMS AND FACIAL POSTURE

Frowning, squinting, pursing your lips and other contortions of the face will shape your face over time. Learn to be conscious of these mannerisms and relax your face with a gentle touch by your ring finger. For instance, when you feel a frown coming on, gently touch the area between your brows to relax the area.

Most vertical frown lines need special attention at night. During the course of this program, place a small piece of scotch tape over your frown lines before retiring. Believe it or not, the tape will not allow you to frown in your sleep!

Six Ways to Look Younger Now!

1. Wear office tape over the vertical lines between your brows when you’re alone and while sleeping.
2. Curb your sugar intake.
3. Drink more water.
4. Wash your face at bedtime.
5. Curl your eyelashes
6. Smile more.
INITIAL 9 WEEK PROGRAM COMPLETION AND MAINTENANCE

It takes 9 weeks to complete the Facial Magic® SUCCESS PROGRAM. In that short period of time, noticeable improvement in facial tone will be evident. Individual variables will affect the outcome.

Once the initial program is completed, maintenance requires only two to three days of exercise per week. Program results will be more significant over time...so exercise regularly!
CYNTHIA’S BEAUTY TIPS
TO OPTIMIZE YOUR COMPLEXION

COSMETICS & HYGIENE

Use the Facial Magic® natural skin care products designed to work in a comprehensive, complementary system. Always follow directions.

A clean face, especially before bedtime, is a must. I recommend the Facial Magic® skin care line for cleansing, moisturizing, exfoliation and overnight regeneration for maximum results.

WATER & YOUR COMPLEXION

Drink at least 64 ounces (8 glasses) of water per day. You can help create moist skin. Extensive dryness of the skin is usually a result of too little water intake.

Limit alcohol and caffeine to extremely moderate levels. These are dehydrates that can draw needed moisture from the skin.

THE SUN, SUNSCREEN & SUNGLASSES

Apply our Mineral Sun Cream daily to face, back of hands and neck to protect your skin from damaging rays all day long.

Wear sunglasses every time you’re in sunlight, year round, to protect the eyes from further “squint” lines and the forehead from “frown” lines. Wear a large brimmed hat.

Changing ourselves takes only a decision and is a choice always available.
NUTRITION

Research has shown eating well promotes good health and anti-aging. Daily usage of vitamin rich foods, a balanced diet and moderate fat intake are vital. A balanced diet includes chicken, fish, lots of fruit and vegetables, with a minimum of red meat. Of course, a physician should be consulted to determine what’s best in terms of your individual needs.

For optimal health, plan menus with foods that naturally contain the following important nutrients:

**Beta-Carotene:** Dark yellow and green fruits and vegetables such as apricots, kiwi, mango, papaya, broccoli, cantaloupe, carrots, pumpkin, spinach, squash and sweet potatoes.

**Vitamin C:** Asparagus, cauliflower, cabbage, grapefruit, tomatoes, green peppers, lemons, potatoes, oranges, parsley and spinach.

**Vitamin E:** Whole grains, vegetable oils, dried beans and peas and nuts.

**Food Preparation:** Raw or steamed vegetables preserve the highest nutrient level. Limit your salt intake by using herbs and spices in place of salt.

SMOKING

If you’re a smoker, place the cigarettes in the mouth as you would a sipping straw. By using this technique, you won’t create further lines in and around the upper lip.
SLEEP

Sufficient sleep is essential for restoration and stress release. Please do not sleep on your stomach. When sleeping on your side, sleep with your pillow “tucked” under your ear and back of head so that you’re not creasing your face.

If you are prone to chronic under-eye puffiness, it is usually a result of water retention. Try sleeping on your back with a thicker, firmer pillow. Remember, alcohol and salt contribute to this puffiness as well as too little water intake.

HANDLING OF SKIN

Refrain from stretching your skin. Stretching occurs when rubbing the eyes, propping your face or neck in your hands, or even stroking the chin area.

The eye area is particularly delicate and requires special attention. To properly apply an eye cream, use the ring finger of your dominant hand. Begin under the inner brow and continue until a full circle has been completed around the upper and lower eye region. Gently perform this “exercise” about 100 times around each eye making sure the area is well lubricated before you begin.
STRESS REDUCTION & BREATHING TECHNIQUES

Deep breathing techniques have proven to be very beneficial in restoring vitality and alleviating stress. Practice taking a deep breath through your nose, holding the breath for a count of 10, then slowly exhaling through your mouth. Repeat ten times. Your muscles need oxygen and deep breathing cleanses the system.

ATTITUDE & CONFIDENCE

❖ The face indicates mood, emotion and character.
❖ Keep your expression “light”. Smile More!
❖ Remember each day you fulfill the Facial Magic® Success Program you are making a contribution toward an improvement in your appearance and well-being.
❖ Your efforts build self-esteem and confidence.
❖ Celebrate your accomplishments daily!
❖ Use the healthy feelings your accomplishments generate as a focus and let this positive growth reflect in your outlook.
❖ The unique image you project makes you memorable and so very special!

ENJOY YOUR LIFE!

The influence of a beautiful, helpful, hopeful character is inspiration.
Facial Magic® EXERCISE INSTRUCTION:
BASIC PROGRAM

All scientific research conducted has demonstrated that exercise is an integral component of a Total Fitness Program.

WEEK ONE

Exercise One: Upper Cheeks (gloves are required)

1. Insert thumbs vertically in the mouth between the lip and upper teeth.
2. Position thumbs either under or just outside the line or fold from the nose to mouth corner.
3. Position sides of index finger (first and second knuckle) at the base of the nose and on the outside of the nostrils.
4. Clamp index finger and thumb together gently and pull straight down to fully extend the muscle.
5. Keep your upper lip straight, mouth open.
6. Smile broadly to contract the upper cheek muscle.
7. Try to minimize squinting in the eye area by relaxing the eyes and only using the upper cheek muscles.
8. Hold the first contraction five (5) seconds.
9. Remove your fingers and take a deep breath.
10. Repeat 3 times holding the contraction for ten (10) seconds.
11. Take a deep breath and rest for 15 seconds between interludes.
WEEK ONE

Exercise Two: Upper Eyes (gloves are required)

1. Relax the brow area, then place your three middle fingers directly under the eyebrow.
2. Drop the palms of your hands flat against your face.
3. With the fingertip pads directly under your eyebrows, push upward and slightly outward.
4. Hold the eyebrows in this position with your eyes open slightly.
5. Push your brows down against the fingertips for a count of 5.
6. Remove your fingers. Take a deep breath.
7. Repeat the above instructions three times for a count of 10; at the 7th contraction of the second set, gently close your eyes.

WEEK TWO

Exercise Three: Jowls (no gloves)

1. Tilt your head back until you feel tension under your chin.
2. While keeping your head tilted, turn your head to the right side and look over your shoulder, look up.
3. Slightly open your mouth and jut out your bottom teeth and jaw. Hold this position for a five (5) second count.
4. Relax your face. Bring your head down to the level point and gently back to the original position. Do not swing around your head suddenly as you could strain your neck muscles. Take a deep breath.
5. Repeat three times, holding the count to 10.
6. Repeat this exercise for the left side of your face.
WEEK TWO

*Exercise Four: Pouches (gloves required)*

1. Insert your thumb at a downward angle between your cheek and gum.
2. Compress your bottom lip to your teeth. The compression begins to contract the cheek muscles. (Make certain there is no wrinkling, if there is; remove your thumb and reposition.)
3. Allow your index finger to rest very lightly on your face. No pulling or tugging on your lower face.
4. While holding the area securely with your thumb, contract the anchored facial muscles (resistance) up and back toward your ear.
5. Hold for a count of five (5) seconds.
6. Remove your hands and take a deep breath.
7. Repeat three additional times for a count of ten.
8. Repeat this exercise for the right side of your face by inserting your left thumb at a downward angle between your cheek and gum.

WEEK THREE

*Exercise Five: Neck & Double Chin (no gloves)*

1. Lift your chin to create a taut line between your chin and the base of your neck. Keep your shoulders erect.
2. Press your back teeth together as you press the tip of your tongue against the inside of your lower gum line.
3. Tense your neck and hold it for a count of five (5).
4. Relax. Bring your head to its level position. Take a deep cleansing breath.
5. Repeat three times for ten (10) seconds each.
Involvement is a prerequisite for growth.
When we have an enthusiastic outlook, we open ourselves to all the possibilities for action.

**WEEK THREE**

*Exercise Six: Neck & Double Chin II (no gloves)*

1. Lift your chin to create a taut line between your chin and the base of your neck. Keep your shoulders erect.
2. Press the surface of your tongue firmly against the roof of your mouth. Your teeth and lips will be slightly apart. Hold this contraction for a count of five (5).
3. Relax. Bring your head to its level position. Take a deep cleansing breath.
4. Repeat three times for ten (10) seconds each.

**WEEK FOUR**

*Exercise Seven: Upper Lip (gloves required)*

1. Put the heels of your hands together. Place your thumbs in your mouth in a “V” position and push the lip muscles outward without creating any lines around the mouth or lip area. The entire upper lip surface should be smooth and oval appearing.
2. Compress the upper lip muscles against your thumbs. Hold for a count of five (5) seconds.
3. Relax. Remove your thumbs from your mouth. Take a deep breath, hold it and exhale.
4. Repeat three times for a count of 10.
WEEK FOUR
Exercise Eight: Lower Eye I (no gloves)

1. With your head level, turn your eyes upward ever so slightly and glare to tighten the lower eye muscle. It will feel like you are trying to force the muscle into the tear duct. DO NOT SQUINT! Hold the glare first for five (5) seconds.
3. Repeat three times for ten (10) seconds each.

WEEK FIVE
Exercise Nine: Vertical Forehead Lines (no gloves)

1. Massage the vertical line with your ring finger in a circular motion for a count of one hundred (100).
2. Hold your three middle fingers together, place them on each side of the vertical lines. Your ring fingers should be just below and at the top of your inner eyebrows.
3. Pull your skin taut in an outward direction.
4. While holding your skin, try to push your eyebrows together. Hold for a count of five (5) seconds.
5. Remove your hands. Breathe.
6. Reposition for three sets of contractions held for ten seconds (10) each.

I can accomplish any goal one small task at a time, one day at a time.
WEEK FIVE

Exercise Ten: Chin & Lower Lip (no gloves)

1. Hold your teeth and lips slightly apart.
2. Curve your lower lip over your bottom teeth and force your lip and chin muscles in an outward direction by slightly tilting your head upwards. This exercise is felt in the neck area, where a natural contraction occurs.
3. Hold for five (5) seconds.
5. Repeat three times for a count of ten (10) seconds.

WEEK SIX

Exercise Eleven: Horizontal Forehead Lines (gloves required)

1. Place your thumbs above the temple area to avoid accentuating the vertical lines between your brows.
2. Apply pressure with the thumbs, but do NOT pull the skin around the eye area.
3. Place your three middle fingertips of each hand horizontally as close as possible to the hairline. Fingers should be spread to cover the entire forehead area at the hairline.
4. With your fingertips, push the forehead up as high as possible and hold in position. Use your muscles to push your forehead in a downward movement.
5. Hold for a count of five (5).
7. Reposition and repeat three times for a count of ten (10).
WEEK SIX

Exercise Twelve: Neck (no gloves)

1. Tilt your head back to create a taut line from chin to clavicle.
2. Extend your lower jaw and lip to accentuate the taut line.
3. Hold for a count of five (5).
5. Repeat three times for a count of ten (10).

WEEK SEVEN

Exercise Thirteen: Lower Eye II (gloves optional)

1. Lay the ring finger of each hand under the lower lashes. Try to cover as much of the under eye area as possible. Allow your fingers to slightly slant upwards towards the outer eye corners.
2. With gentle pressure and the ring fingers in the proper position, look up slightly and glare. (You will feel the lower part of your eyeballs push against your fingers.)
3. Reminder: Keep your head level and do not glare excessively.
4. Hold your first contraction for a count of five.
5. Remove your fingers. Take a deep breath.
6. Repeat the exercise three times for a count of ten (10).

Develop a strong sense of self. Living in concert with our values brings peace to our soul.
WEEK SEVEN

Exercise Fourteen: Back of Cheeks I (no gloves)

1. Wash hands thoroughly with soapy water.
2. With back of hands touching, insert both index fingers into your mouth between your teeth and cheeks, all the way back until you feel a little “pad” at your fingertips.
3. Do not pull mouth corners or push out your cheeks.
4. Close your front teeth, clench your back teeth.
5. While holding the pads with the tips of your finger, flex and hold, flex and hold for a count of five (5).
7. Repeat three (3) times for a 10-count.

WEEK EIGHT

Exercise Fifteen: Back of Cheeks II (no gloves)

1. Place your forefinger and middle finger of your dominant hand on your bottom teeth.
2. Drop your jaw to extend the muscle and hold.
3. Contract the muscle by trying to keep your jaw in place. Keep your mouth open. Flex five (5) times.
5. Repeat three (3) times for a count of ten (10).

It’s our inner beauty that is most valued by others. Invite your inner beauty to shine forth. Its glow will transform your outer appearance too.
WEEK EIGHT

Exercise Sixteen: Crows Feet (gloves optional)

1. Make a fist with both hands and extend your thumbs.
2. Turn your hands upside down with your palms upward in a fist. Press the pad of your thumbs against the bone area next to the outside corner of the eyes.
3. Put gentle pressure against the bone area but do not pull your skin.
4. Turn your eyes upward and make a squinting motion until your eyes begin to flutter. Hold for a count of five (5).
5. Remove your hands. Breathe.
6. Repeat three times for ten (10) seconds.

WEEK NINE

Exercise Seventeen: Bridge of Nose (gloves optional)

1. Place the middle finger of each hand below the hairline and on the bridge of the nose. The tips of your fingers should be touching. Gently pull the skin down and hold.
2. DO NOT WRINKLE YOUR FOREHEAD. This might take a little practice.
3. Using your forehead muscles while your fingers anchor the skin, pull upward and hold for a count of five (5).
4. Remove your hands. Take a deep cleansing breath.
5. Resume the exercise three times for a count of ten (10).

Each day is an opportunity to experience the beauty of life. Look for beauty today in yourself, a friend, an event, an object. Consider their uniqueness, richness and significance. Absorb the brilliance of life.
People need joy. The gift of growth is joy. When we express gratitude for all we see, touch and feel, we find joy. Every day our experiences present the opportunity to capture joy. Joy, along with laughter, is one of nature’s greatest medicines. Give the gift of joy to yourself and everyone you meet.

WEEK NINE

Exercise Eighteen: Laugh Lines (gloves required)

LEFT SIDE:
1. Insert your right thumb in the left side of your mouth and place it under the laugh line.
2. Curve your index finger over the laugh line on the outside of your face.
3. Grip the laugh line firmly between your thumb and index finger.
4. Open your mouth wide and gently pull your mouth corner straight to make it taut.
5. Hold in place and contract your muscle by trying to pull the mouth corner towards the ear. Hold the contraction and flex for a count of five.
6. Complete the left side with three (3) repetitions to the count of ten (10).
7. Between each repetition, remove your thumb and breathe.

RIGHT SIDE:
1. Insert your left thumb into the right side of your mouth and place it under the laugh line.
2. Follow steps 2 through 7 above.
CONGRATULATIONS!

You have completed the basic exercise program to rehabilitate your face. These exercises were designed to strengthen and contour the underlying facial muscles, which will enhance and restore the tone and vitality of your appearance. Please be faithful in your endeavor to maximize your beautiful face.

MAINTENANCE PROGRAM

Some Facial Magic® users see even greater lifting and toning when they continue performing all eighteen movements for a total of 12-15 weeks. Once your face is toned, maintenance of your “new” face requires only two or three days of exercise per week.

Realize your personal power. We exercise our power through our attitudes, behavior, self-image, determination and commitment to life. We are strengthened each time we behave appropriately, choose the right course of action and take responsibility for ourselves. I will take charge of my life today, the benefits bring joy.
**PERSONAL CHART**

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<th>WEEKS:</th>
<th>PLAN SEQUENCE</th>
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<td>NECK &amp; DOUBLE CHIN</td>
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**CHART INSTRUCTIONS:** Chart your progress everyday of your program. Perform exercises in the order shown by the chart. This is correlated with the sequence shown on the book and video.
After performing each set of exercises, check the appropriate box that coincides with the day of the week. If you skip a day, note that day with a minus (-). Note your progress in your Personal Journal on the following pages.
# PERSONAL CHART

**CHART INSTRUCTIONS:** For weeks 13-24.

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<thead>
<tr>
<th>WEEKS:</th>
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<td>FOREHEAD LINES: VERTICAL</td>
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PERSONAL JOURNAL
9 Weeks: Initial Program Completion Photo

Observations __________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
Skin Condition _________________________________________________________
_______________________________________________________________________
Skin Care Used ________________________________________________________

Date __________________________________________________________________
FACIAL MUSCULATURE DIAGRAM

Each profile below shows the muscle group used in the exercise program. Simply match the exercise number with the corresponding muscle group. While exercising, refer to the diagram to refine positioning.

RIGHT SIDE  LEFT SIDE

HAPPY EXERCISING!

Each day brings challenges. Consider each challenge a lesson to learn. Within every problem lies the solution. Each struggle is an opportunity and gift for growth.
AGING...WHAT TO EXPECT
WITHOUT Facial Magic®

Mid 20's to mid 30's
- Frown lines begin to form between the brows.

Mid 30's to mid 40's
- Upper eyelids begin to gradually fall and hood the eye.
- Puffiness under the eye becomes apparent.
- Fine wrinkling shows around the eyes.
- The frown lines between the brows deepen.
- Lips begin to develop wrinkles and lose fullness.
- Folds and creases develop between nose and mouth.

Mid 40's to mid 50's
- Eyebrows sagging and eyes hooded.
- The chin begins to lose its firmness and may result in a double chin appearance.
- The vertical neck cords become apparent.
- The upper cheeks begin to slide downward.
- Jowls begin their development and the mouth corners begin to turn downward.
- The tip of the nose begins to droop.
- Lips are definitely thinner.

Age 60 & over
- More of all of the above including more, wrinkles and creases.
The FACTS
Answers to your questions about facial rejuvenation

■ How does Facial Magic® work?
   Facial Magic® is a comprehensive exercise program that goes much deeper than just skin care.

   Resistance exercise has proven to tone and lift muscles in the body. Facial Magic® is an isometric program that teaches resistance training for the face. The nine week program introduces two exercises per week and you learn eighteen exercises that target fifteen areas of the face and neck.

   This highly effective exercise program targets the upper eyelids, the brow, upper cheeks, double chins, jaw line, turkey neck and much, much more.

   This safe, effective method offers a natural way to deal with sagging facial muscles. The program teaches the user how to restore youthful vitality to the face.

■ Is it safe?
   Both Facial Magic® and Luscious Lips® are 100% natural processes. Many physicians endorse our products and user testimonials praise the efficacy of the Facial Magic® exercises and the Luscious Lips® device.

   Many thousands of people have enjoyed the benefits of the Facial Magic® program. Learning the program is easy and the results are evident almost immediately.
What distinguishes Facial Magic® from other exercise programs?

Facial Magic® is outstanding because the exercises work. The special anchoring technique, performed with white cotton gloves, targets the atrophied muscles quickly and temporary results are usually seen immediately. As muscles become stronger, the results last longer and longer.

Facial Magic® works for everyone! It is a safer, faster and more effective way to look 10-15 years younger without surgery, drugs or electrical devices.

The process is easy and the results are astonishing! A natural face lift in just minutes a day.

How much time is required to execute the exercises?
Facial Magic® teaches you two exercises per week. Each movement is held for 35 seconds so you're finished in just minutes a day.

Are the results permanent?
Yes, as long as you are faithful to the exercise regimen, your results will be long lasting.
The FACTS
Answers to your questions about Luscious Lips

■ How does the Luscious Lips® device work?

Luscious Lips® can increase your lip size by 50% when the specially designed vacuum engages the lips. Increasing the circulation to this area dramatically increases the lip size and enhances the entire mouth area by plumping up small lines that invade the lip line in mature women.

It's the perfect complement for your new face. No needles, no pain, no surgery. Just full, pouty lips that keep you looking younger.
What you need to know about Luscious Lips®

- Lips become full and smooth, no lumps or bumps.
- Small hand held device.
- Increases lip size quickly & easily.
- Safe and affordable alternative to collagen injections.
- Can save collagen users $$$$.
- Reduces appearance of fine lines and wrinkles.
- Natural looking results.
- Reduces lipstick bleed lines. No more drawing "outside the lines."
- Takes just seconds, your lips stay plump for hours.
- Improves lip definition and your SMILE.
- Easy, fast, painless and affordable.
- Recommended by plastic surgeons and dermatologists.

Luscious Lips® Use & Care

- Before you begin, lubricate your Luscious Lips® device. For smooth operation of your Luscious Lips® device, we recommend that you occasionally lubricate the inside of the tube connected to the mouthpiece. It’s easy to do. Simply pull the device apart and apply a small amount of facial moisturizing cream up INSIDE the tube connected to the mouth piece. Reassemble the device and pump it a few times to create a smooth, easy pull. Now you’re ready to begin conditioning your lips.
Luscious Lips® Use & Care

■ How It Works.
The Luscious Lips® device creates a vacuum to draw fluid into the lips from the tissues surrounding the lips and mouth area. In the beginning, the tissue in your lips is not accustomed to holding the additional fluid, so it is necessary to gradually build up the tissue in the lips by using the device gently and sparingly, especially in the critical first few days.

Beginners: Condition your lips with the Luscious Lips® device for the first 10-14 days.

Tilt head back slightly and place the Luscious Lips® device over your mouth, ensuring that the device is covering the entire mouth. Hold the device firmly in place and create an airtight seal by placing your thumb and forefinger on each side of the mouthpiece. To create an initial vacuum in the mouthpiece, suck the air out of the mouthpiece. You should feel the mouthpiece snug up to your face.

(If you have a narrow face, it may be necessary to turn the device upside down to create an airtight seal.)
Luscious Lips® Use & Care

Pull the outer cylinder slowly with the opposite hand and allow the device to pull the lips gently into the cylinder. It is not necessary to pull the cylinder all the way out. Hold this position for TWO SECONDS and release the vacuum by returning the outer cylinder to its original position. Repeat this process four additional times for a total of five times each day for the first ten to 14 days.

Intermediate Level: Creating Plump, Full Lips.

Following the initial conditioning period, increase the duration of the "pull" gradually each day, beginning with three five-second pulls for two or three days and increasing to three 10 second pulls by the end of the first week following the initial conditioning period. You will see your lips plump before your very eyes! Three 10-second plumps will create a light plump. Five 10-second plumps will create a moderate plump that lasts a few hours. You may choose to re-plump two or three times a day.
Luscious Lips® Use & Care

Advanced Level: Create the Luscious Lips YOU want.

As an intermediate user, you know how effective the Luscious Lips® device can be, so use your own good judgment when creating the plumpness you desire in your lips. Most users seek to achieve a moderate plump with three or four 15-second plumps which lasts for a few hours. Then, they re-plump their lips two or three times a day to maintain the moderate plump. You can create a full Hollywood plump with longer "pulls." Use three 30-second pulls to get large, full lips. Please be certain that your lips are well conditioned before attempting the Hollywood plump. Do not exceed 120 seconds of use per session.

Cleaning Instructions.

Please do not immerse the Luscious Lips® device in water. To clean, wipe with a tissue or soft cloth dampened, if necessary, with alcohol or a mild detergent.
The Luscious Lips® Device

Q. How does Luscious Lips® work?
A. Luscious Lips uses a natural vacuum process to gently coax fluid into the lips, plumping the lips while increasing circulation in the lip and mouth area.

Q. What is the two-week conditioning period?
A. In the beginning, the lip tissue must be gradually enhanced by using the device sparingly for the first two weeks. We recommend five two-second “pulls” per day for the first two weeks. After the initial two-week conditioning period, you may increase the duration of the “pulls” to five five seconds pulls for a few days. By following this conditioning routine your lips will stay plump longer and you will minimize bruising or discoloration of the lips that can result from over zealous users.

Q. What should I do if I get a bruise on my lips?
A. Bruising should not occur if the conditioning process is carefully followed. If you experience bruising or discoloration, stop using the device until the bruise goes away. Then, begin the conditioning process again to gradually build up fluid in the lip tissue.
LUSCIOUS LIPS®
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Q. How long does it last?
A. Results will vary with each individual. The duration of the plump will depend on your personal metabolism and the duration of the “pulls.” For example, three twenty-second pulls will create fuller lips for a longer period of time than three ten-second pulls. Most women report that a medium plump will last from 4-8 hours. We recommend that you create a “medium” plump in the morning and plump again during the day as needed.

Q. How long does it take each day?
A. Following the initial conditioning period, Luscious Lips® works in just a few seconds each time. Experienced users can achieve a “Hollywood” plump with 3 thirty-second pulls, a total of 90 seconds. In general, we recommend that pulls do not exceed twenty seconds and that total time does not exceed 120 seconds.

Q. Can I use Luscious Lips® more than once a day?
A. YES! Most women find that using the Luscious Lips device several times a day keeps their lips plump and full. We recommend several medium plumps each day rather than one prolonged plump. Exceeding 120 seconds in total (4 thirty-second pulls) is not recommended.
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Q. I’ve always wanted fuller lips but have been afraid of collagen injections. Will Luscious Lips® create the fuller lips I desire?
A. YES! Luscious Lips® is an effective alternative to injections or surgical procedures. The device will create fuller, natural looking lips for women who have smaller lips and for women who have lost volume in their lips, you will see your lips regain refinement and fullness. The effects are under the control of the user and are temporary. You choose the desired plumpness that is best for you.

Q. Is it safe?
A. YES. Doctor supervised studies have determined that Luscious Lips® is safe and effective when used as directed. Because the results are temporary, there are no long-term effects from using Luscious Lips®.

Q. Am I too old to use Luscious Lips®?
A. NO. Many women in their 70’s and 80’s have found Luscious Lips® to be effective in counteracting the shrinking in the lips that naturally occur with loss of volume in the face due to aging.
LUSCIOUS LIPS®
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Q. Will Luscious Lips® help reduce the appearance of fine lines on and around my lips?
A. Most women report that fine lines around the lips are diminished with continued use of the Luscious Lips® device and the Therapeutic Lip Crème.

Q. Does it hurt?
A. NO! The process should never be painful. When using the Luscious Lips® device, allow the device to gently coax the lips into the mouthpiece, hold for a few seconds, and release the vacuum. It is not necessary to pull the vacuum to its maximum power to achieve the desired results.

Q. I have a narrow face. Will Luscious Lips® work for me?
A. The mouthpiece of the Luscious Lips® device has been designed to accommodate the facial shape of most women. Women with narrow faces sometimes have difficulty in achieving the airtight seal around the mouthpiece which is necessary to create the vacuum. Usually this situation can be remedied by turning the device upside down and positioning the “bottom” of the mouthpiece just under the nose.
LUSCIOUS LIPS®
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Q. Can I use Luscious Lips® if I have dental work (bridges, plates, etc.)?
A. Using the Luscious Lips device will have no effect on dental work.

Q. I have had collagen injections in the past. Can I still use Luscious Lips®?
A. Luscious Lips® is ideal for women who have had collagen injections in the past. Even women who are currently receiving collagen injections find that the use of Luscious Lips® helps to smooth the lumps caused from collagen injections.

Q. I have had thin lips all my life. Will Luscious Lips® work for me?
A. Luscious Lips® works to increase the size and plumpness of lips of all sizes. You should expect to achieve up to 50% increase in volume of your lips.

Q. I am a mature person and am taking blood thinning medication. Should I use Luscious Lips®?
A. Check with your doctor. Blood thinning medication can make you more susceptible to bruising and Luscious Lips® may not be for you. Also, if you are prone to cold sores or bruise easily, you may not be able to use Luscious Lips®.
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Therapeutic Lip Crème

Q. What makes the Therapeutic Lip Crème so special?
A. Vitamin C, Vitamin E, Macadamia Nut Oil and Collagen. The Vitamin C and Vitamin E are highly effective anti-oxidants which attack Oxidants, also known as Free Radicals. Free Radicals are very damaging to skin cells and are considered one of the leading causes of premature aging. The Macadamia Nut Oil was chosen for its exceptional emollient qualities. It is very rich in Essential Fatty Acids that help to combat dry skin conditions. Collagen adds structure to the Intercellular Matrix of the skin and helps replace natural Collagen lost due to aging. The combination of these ingredients penetrates the sensitive skin of the lips and mouth area to hydrate the tissue, firming the skin and reducing the appearance of the fine vertical lines. Now with SepiLifta DPHP

Q. When should I use the Therapeutic Lip Crème?
A. Apply TLC to clean skin in the morning under make up and again at bedtime.
LUSCIOUS LIPS®
Frequently Asked Questions
Finally, fuller lips without pain, needles or surgery!

Q. Do I use TLC at the same time as the Luscious Lips® device?
A. TLC complements the plumping effects of the Luscious Lips device, but is used independently. Use TLC in the morning under makeup and again at bedtime. Use the Luscious Lips® device at least once a day to maintain the condition of the lip tissue.
Maintenance and Troubleshooting

Q. The Luscious Lips® device is sticking and is hard to pull.
A. The Luscious Lips® device is manufactured to strict tolerances to provide the maximum benefit with the least effort. To maximize efficiency, the device should slide easily. Lubricating the device periodically will help maintain its function and extend its life. Its easy to do. Simply pull the device apart and apply a small amount of facial moisturizer into the tube connected to the mouthpiece. Then re-assemble the device and pump it a few times. The plunger will slide easily and smoothly and will create an excellent vacuum.

Q. I have lubricated my Luscious Lips® device, but it is still sticky and hard to pull.
A. Make sure that you are lubricating the inside of the tube connected to the mouthpiece. Lubricating the outside of the tube will have no effect. To be sure you are lubricating the proper surface, spread moisturizer down through the mouthpiece. If you continue to have problems, call Customer Service.

Q. How do I clean my Luscious Lips® device.
A. Do not immerse the device in water. Simply wipe the device with a paper towel or wash cloth lightly dampened with water.
Medical Endorsements

Regarding Facial Magic®, Dr. Berman says, "I've seen the results and they're really quite impressive. And actually if you think about it, it makes sense medically. After all, when you exercise your body, you're going to tone and tighten the muscles in your body. So why not apply the same principles to your face. If you stay with the program, it should work indefinitely."

Whether you're 30 or 70, you're going to see a definite change from using Facial Magic®. I've seen the results, and it works!"

Mark Berman, M.D.
President of the California Academy of Cosmetic Surgeons
Santa Monica, CA

Dr. Carolyn Doherty participated in the Berman study. She says, “Luscious Lips® worked for me and I would highly recommend it to anyone who is interested in having fuller, younger looking lips. I find the Luscious Lips® device to be easy to use... it’s painless and the results are much better than I had initially anticipated.”

Carolyn Doherty. M.D.
Beverly Hills, CA
Medical Endorsements

“Cynthia Rowland has produced a video called "Facial Magic®", demonstrating various facial exercises, because many people want to improve their appearance but do not want to have to go through surgery and so we are finding that facial exercises can really make a difference in toning muscles and making them stronger. Such as in people with droopy necks.”

Dr. Margaret Olsen M.D.
Los Angeles, CA
What our Clients say ...

■ "I am living proof that the Facial Magic® exercises have helped me feel better about myself and they do work."
  -Patti

■ "Facial Magic® is the greatest thing ever! It's better than plastic surgery!"
  -Thelma

■ "Luscious Lips® has made my lips beautiful and definitely made fine lines around the mouth disappear."
  -Helen

■ "For anyone who has ever been self conscious of their lips, Luscious Lips gives you confidence."
  -Kelly

■ "My hanging chin is gone! Thanks for bringing Facial Magic to me."
  -Bernice

■ "I feel a lot better about myself - a lot more attractive and I recommend Luscious Lips® to ANY woman who would like fuller lips."
  -Barbara

■ "The results I see in my face from Facial Magic® are firmness and texture. Facial Magic® has truly given me a more youthful appearance."
  -Nancy
Watch with amazement as you and Facial Magic® erase years off your face. By combining a regime of facial exercises with the Facial Magic® Skin Care System you not only lift and firm sagging skin, you breathe new life into tired looking skin by transforming it into skin that glows with youth and vitality.

For best results we recommend the use of Facial Magic® products in your daily skin care regime since they have been specifically designed to work together to give you the highest level of synergistic action.

**IN THE MORNING**

**STEP 1: DEEP CLEANSING GEL**
Pour a dime size amount into palm of hand and add a few drops of water. Lather and gently massage over face and neck in a circular motion. Rinse thoroughly with warm water. Pat dry. If time allows, let Deep Cleansing Gel remain on face and neck for one minute then rinse.

**STEP 2: UNDER EYE NOURISHER**
Apply a small amount under eye, on crow’s feet, and upper lid. Pat gently until absorbed. (NOTE: Do not pull or stretch the skin around the eye area. Avoid contact with eyes.)
STEP 3: VITAMIN C-SERUM
Dot a small amount of Vitamin C Serum on your face and neck. Massage gently with upward strokes until C-Serum disappears. Wait approximately one minute before applying the Daytime Skin Nutrition Wrinkle Defense.

STEP 4: DAYTIME SKIN NUTRITION
Apply to the face and neck. Massage gently in upward strokes until absorbed. Follow with Mineral Sun Block
AT BEDTIME

STEP 1: DEEP CLEANSING GEL
Pour a dime size amount into palm of hand and add a few drops of water. Lather and gently massage over face and neck in a circular motion. Rinse thoroughly with warm water. Pat dry. If time allows, let Deep Cleansing Gel remain on face and neck for one minute then rinse and pat dry.

STEP 2: RETINOL 40 ANTI-WRINKLE CREAM
Apply to face and neck with gentle, upward strokes until absorbed. NOTE: Due to the inherent nature of Retinol, it is advised that a good moisturizer like Overnight Sensation Nighttime Hydration be applied.

STEP 3: OVERNIGHT SENSATION NIGHTIME HYDRATION
Wait one minute after applying Retinol 40 AntiWrinkle Cream before massaging Overnight Sensation into skin.
Facial Magic® - Best Selling Skin Care Products

■ Facial Magic® Daily Lift

A completely unique skin care product that revolutionizes mask treatments. The purified gel contains a proprietary natural complex Alpha Hydroxy Acid and natural protease extract that has a calming effect on your skin. The formula has a special dual action: Daily Lift gently removes environmentally damaged skin cells while it helps your skin to look and feel smooth and tightened. You'll want to use it every-day.

Daily Lift - 2 one oz. jars
US $34.95

■ Facial Magic® Deep Cleansing Gel

Bathe your face in our gentle foaming gel with lipoprotein that purifies the skin as it deep cleans and retains a natural moisture balance. This cleanser is effective in removing makeup and impurities.

4 oz Deep Cleansing Gel
$14.95
Facial Magic® - Best Selling Skin Care Products

■ Facial Magic® UnderEye Nourisher

Enjoy a moist and hydrated under eye with our superb product that nourishes and protects this very delicate area. Remember, use your ring finger when applying. Apply before Daytime Skin Nutrition.

.5 oz Under Eye Nourisher
$24.95

■ Facial Magic® Daytime Skin Nutrition

Our wonderful daytime moisturizer acts as a wrinkle defense under makeup or alone. This deep penetrating formula reduces the appearance of lines and wrinkles on contact. It contains alphahydroxyethanoic acid which helps smooth and hold the moisture balance of your skin. It boosts the performance of the Daily Lift. Follow with the Mineral Sun Block.

2 oz. Daytime Skin Nutrition
$44.95
Facial Magic® - Best Selling Skin Care Products

- Facial Magic® Overnight Sensation
  Our overnight tissue regenerator contains live yeast cells and super oxide dimutase that supplies oxygen to the tissues for enriched skin nutrition and moisture. While helping the skin to "breathe" and look healthy, Overnight Sensation retards "free radicals" that can cause aging and wrinkles. The result is super hydrated skin that regains its youthful appearance.

- Facial Magic® Vitamin C Serum
  Apply this anti-aging serum morning and night to clean skin. Enjoy it on your face, neck, back of neck, chest and back of hands to lighten and brighten your skin. Follow with the Daytime Skin Nutrition.
Facial Magic® - Best Selling Skin Care Products

■ Facial Magic® Retinol 40 Anti-Wrinkle

Our formula helps smooth wrinkles, correct pigmentation, reduce oiliness and acne, eliminate roughness and stimulates collagen production. Retinol is the most potent derivative of Vitamin A. For use only at night. Follow with our Overnight Sensation.

2 oz. Retinol 40 Anti-Wrinkle $39.95

■ Facial Magic® Mineral Sun Block

Mineral Sun Block protects your skin with Titanium Dioxide, Aloe Vera and Zinc Oxide. The mineral pigments in this formula have been found to be more effective than organic sunscreens in blocking out the sun's harmful rays. There is no SPF because this is a block. Apply freely before sun exposure for hours of protection. Use it daily on your face, neck, chest and back of hands so that harmful office light rays will be deflected.

4 oz. Mineral Sun Block $15.95
The Tellurian Intercellular Skin Care collection consists of five products:

Cleansing Gel, Hand & Body Moisturizer, Day Cream, Night Cream and Eye Treatment.

■ NIGHT CREAM

Has an intense combination of "intercellular" nutrients to replenish and revitalize the skin throughout the night. A powerful treatment for maintaining the optimum health and appearance of the skin.

2 oz. Night Cream
$19.95

■ EYE TREATMENT

Is a truly effective eye treatment. This extraordinary formula protects and nourishes the particularly sensitive skin surrounding the eyes. It contains a unique complex of "light diffusing" minerals that dramatically reduces the appearance of fine lines and wrinkles.

1 oz. Eye Treatment
$29.95
The Tellurian® Skin Care Collection

■ DAY CREAM

Moisturizes and protects throughout the day. A potent combination of antioxidants fight "free-radical" damage. This natural formula is designed to replenish and restore intercellular lipids with "intercellular" nutrients that are vitally important to promoting the health and proper functioning of the skin. Your skin will feel soft and silky smooth all day long.
The Tellurian® Skin Care Collection

■ CLEANSING GEL

Is a natural, gentle and effective cleanser as it thoroughly removes impurities, baths the skin with the soothing toning and conditioning complex of herbal extracts. This soluble formula is PH balanced (5%) and does not require use of a toner. Leaves your skin feeling clean and refreshed.

6 oz. Cleansing Gel $12.95

■ HAND AND BODY MOISTURIZER

For silky smooth skin and long lasting protection. More than a moisturizer, this remarkable formula restores those vital, natural, "intercellular" nutrients essential for the optimum health of the skin.

8 oz. Hand and Body Moisturizer $12.95
Tellurian Treatment Collection consists of SIX products:

Skin Soothing Scrub, Clarifying Facial Mask, Ultra Antioxidant Complex, Soothing Serum, Retinol Treatment, and Vitamin C Serum

■ SKIN SOOTHING SCRUB

Is a great way to exfoliate with its natural and non-chemical, non-acid formula. It removes dry, lifeless skin cells. Leaves the skin feeling remarkably soft, smooth and invigorated.

4 oz. Skin Soothing Scrub
$12.95

■ CLARIFYING FACIAL MASK

Is an all natural, purifying treatment that draws impurities from deep within the pores, and creates a deep moisture reserve within the skin. The abundance of moisture plumps the skin. Diminishing the appearance of fine lines and wrinkles, and leaves the skin feeling incredibly soft, smooth and radiant.

4 oz. Clarifying Facial Mask
$12.95
Tellurian Treatment Collection

■ ULTRA ANTIOXIDANT COMPLEX

Is the ultimate in "free-radical" protection. Scientific studies have shown free radicals to be the leading cause of cell damage and premature aging of the skin. The advance formula contains the most complete and potent combination of "free-radical" fighters available.

1 oz. Ultra Antioxidant Complex
$29.95

■ SOOTHING SERUM

Is the perfect antidote for sensitive/irritated skin. An exceptionally potent combination of natural active ingredients work instantly to soothe and prevent skin irritation, inflammation, redness and stinging that results from UV exposure, chemical irritants, and environmental pollutants and allergens. Specially recommended for anyone using Alphydroxy acid treatment.

1 oz. Soothing Serum
$29.95
Is a potent age-defying treatment as it is remarkably effective in combating and reversing the effects of sun damage. Retinol, the most active form of vitamin A has been proven to be exceptionally effective in reducing the visible signs of aging. This naturally advanced technology delivers the purest form of bio-available Retinol deep within the skin. Increases the skin firmness and promotes natural cell functioning as it visibly reduces irregular pigmentation, fine lines and wrinkles.
C-ing is believing! Magnesium Ascorbyl Phosphate, the potent and stable form of Vitamin C in this "state-of-the-art" formulation stimulates skin cell regeneration and the production of collagen, elastin and other important components of the "intercellular matrix." It plumps the skin to reduce the appearance of fine lines and wrinkles, as it lightens skin and age spots.
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