

neolifting®

ELEVATING FROM INSIDE OUT

NON-INVASIVE AESTHETICS OF THE FACE
THE FOUNDATION COURSE



PRESENTED BY

PRO-AGE AESTHETICS ACADEMY (LONDON)

A close-up photograph of a woman with dark hair, eyes closed, and a joyful smile. She is wearing a white towel. A person's hand, wearing a white glove, is gently touching her face. A stethoscope is visible on the left side of the frame, suggesting a medical or therapeutic context.

WELCOME

**“THERE IS NOTHING
MORE RARE, NOR MORE
BEAUTIFUL, THAN A
WOMAN BEING
UNAPOLOGETICALLY
HERSELF...”**

Steve Maraboli

The philosophy behind NEOLIFTING® is that no amount of makeup or skincare products, no amount of perfume, jewellery or designer clothes will make a woman beautiful as when she feels beautiful from the inside. When she is content and comfortable in her own skin, when she feels happy and grounded - she is irresistible and her presence is magnetic. It affects everyone around her and that is her greatest gift to the world!

As a therapist learning NEOLIFTING®, you are embarking on a journey to not only master the subtleties of the craft, but how to ethically and gently address psycho-emotional states of your clients by skilful manipulations with the soft tissues of the face, neck and cranium, gentle skeletal adjustments, and breathwork. You will learn how to create a safe healing space and serve from a humble place of non-judgement.



The procedure of NEOLIFTING® sets to transform the traditional approach to beauty in the industry which is dominated by invasive techniques, plastic surgeries, injectables, and the use of various toxic substances to delay the aging process. Being at the forefront of holistic approach in the field of modern beauty, it aims to prove that there is a way to beauty without pain. This treatment gives the prolonged lifting effect to face, neck, and décolleté without side effects and the risks of complications.

NEOLIFTING® propels the internal resources of the body for natural rejuvenation and recovery. It improves blood circulation and lymphatic drainage, increases the microcirculation in the subcutaneous adipose tissue, normalizes cellular respiration, activates metabolism and tissue nourishment improving the skin trophic.

The secret to the success of the technique lies in the deep understanding of how the facial muscles work and applying this fundamental knowledge to practice - our therapists work both superficially on the face and inside the oral cavity.

As a result, muscles come back to their healthy tonus, facial posture improves and skin becomes smooth, returning the face to its natural shape.



PROTOCOL OVERVIEW



WHY NEOLIFTING®?

Due to its holistic approach, NEOLIFTING® views the relationship between lymphatic, circulatory, immune, and nervous systems as an essential component to health and maintaining longevity. It's not about anti-aging. It's all about better aging and the quality of YOUR life!

Overall, NEOLIFTING® produces such positive results:

- facial muscles relax and muscle tone returns to normal;
- helps muscle recovery, restores facial posture by balancing three horizontal lines – menton, glabella and trichion;
- eliminates spasms and blockages;
- enables metabolism and tissue nourishment;
- appearance and elasticity of the skin improves via stimulation of skin cell regeneration and prevention of wrinkles;
- influences client's psycho-emotional well-being and results in positive emotional response and encourages self-acceptance.



WHAT TO EXPECT

The training program is addressed for the professionals in the beauty and spa industry, massage therapy, aesthetics, holistic health and wellness professionals. Bespoke practical module in NEOLIFTING® will also be supported by strong theory base including:

- **Comprehensive Overview of the Facial Anatomy**
- **Presentation on Anatomy of Facial Expressions**
- **Presentation on Structural Ageing of the Face**
- **Classification of Various Types of the Face and Their Ageing Patterns**

The Academy vision is to empower new generation of beauty leaders. We strive to create educators. As such, your training includes two BONUS modules:

Your Business Toolbox

- Market your business successfully
- Handle Social Media strategically
- Create the best treatment protocols and customer programmes
- Address Emotional concerns of your clients
- Improve your inter-personal skills
- Boost your confidence

Beauty Meets Wellness

- Benefits of Breathwork
- Benefits of Meditation
- PRO-AGE Nutrition

During these 5 days with us, you will embark on a personal transformational journey which will include techniques on addressing Therapist's Fatigue, Burn out etc. By the time you finish training with us, we want you to have a solid understanding not only about the technique itself but your next steps for the future.



NEOLIFTING© PROTOCOL

During **5 days of intensive training**, you will learn all the subtleties of NEOLIFTING® protocol which is comprised of four complimentary techniques:

- **Breathwork and Manual Lymphatic Drainage for Facial Aesthetics;**
- **Face Sculpting and Modelling;**
- **Intraoral (Buccal) Technique;**
- **Head Massage**

- **Breathwork and Manual Lymphatic Drainage**

Learn the importance of client-therapist integration as well as effective lymphatic drainage techniques to not only relax the client and calm down their nervous system, but enhance activity of the lymphatic nodes, prepare the face, neck, scalp, and décolletage area and improves the efficiency of the subsequent movements.

- **Face Sculpting and Modelling**

Learn all the skills you need to perform thorough and targeted facial manipulations to combat the age-related facial changes and to perform aesthetic correction of those changes by improving the facial posture and balancing out the facial symmetry including the three horizontal proportion sections - Menton, Glabella and Trichion. Muscle sculpting is achieved by kneading the whole face, neck and décolletage area superficially – the therapist works like a sculptor moulding the face – strengthening the hypotonic muscles and relaxing the hypertonic ones.

- **Intraoral (Buccal) Technique**

This part of the treatment allows the therapist to do deeper work on mimic and masticatory muscles along the entire length from origin to insertion point of muscle's attachment simultaneously from the outer and inner sides of the face through the oral cavity. It is a safe and effective approach to address muscle tension and alleviate emotional residue left in the muscle tissue. It also helps to gently affect facial posture by light manipulations with certain bones of the skull. This part is performed by the practitioner wearing sterile gloves inside the oral cavity.

- **Head Massage**

As a logical conclusion to your treatment, the head massage melts away the stress, tension and helps to improve the blood circulation to the scalp, face and the neck, and promote the hair growth.

DAY 1



GETTING THE FOUNDATIONS RIGHT

9AM - 1PM

Meet & Greet. Introductions
Meditation practice
What is NEOLIFTING®
Benefits and Contraindications
Creating Meaningful Client Intake Form
Facial Anatomy Overview

1PM - 2PM

LUNCH BREAK

2PM - 5PM

Client Positioning
Therapist's Working Position & Ergonomics

PRACTICUM:
NEOLIFTING® Manual Lymphatic Drainage Massage



DAY 2

NEOLIFTING® - PRACTICE BEAUTY MEETS WELLNESS

9AM - 1PM

Meditation practice
Benefits of Breathwork
Benefits of Meditation

PRACTICUM:

NEOLIFTING® Manual Lymphatic
Drainage Massage

PRACTICUM:

NEOLIFTING® Face Sculpting &
Modelling Techniques

1PM - 2PM

LUNCH BREAK

2PM - 5PM

Anatomy of Emotions & Facial
Expressions

PRACTICUM:

NEOLIFTING® Face Sculpting &
Modelling Techniques



DAY 3

NEOLIFTING® - PRACTICE HOW EMOTIONS & FACIAL EXPRESSIONS IMPACT AGEING

9AM - 1PM

Meditation practice
Presentation on Pillars of Wellness

PRACTICUM:
NEOLIFTING® Face Sculpting &
Modelling Techniques

1PM - 2PM

LUNCH BREAK

2PM - 5PM

Structural Ageing of the Face
Classification of Facial Types &
Creating Customised Treatment
Protocols

PRACTICUM:
NEOLIFTING® Face Sculpting &
Modelling Techniques

PRACTICUM:
NEOLIFTING® Intraoral (Buccal)
Massage

DAY 4



NEOLIFTING® - PRACTICE HOW FACE AGES CLASSIFICATION OF FACIAL TYPES & THEIR AGEING PATTERNS

9AM - 1PM

Meditation practice

PRACTICUM:

NEOLIFTING® Intraoral (Buccal)
Massage

PRACTICUM:

NEOLIFTING® Head Massage

1PM - 2PM

LUNCH BREAK

2PM - 5PM

PRACTICUM:

NEOLIFTING® Complete Protocol
Review



DAY 5

NEOLIFTING® - ASSESSMENT YOUR BUSINESS TOOLBOX

9AM - 1PM

Meditation practice
PRACTICAL ASSESSMENT:
NEOLIFTING®

1PM - 2PM

LUNCH BREAK

2PM - 4.30PM

Your Business Toolbox - all things
marketing & social media

Building Confidence & Overcoming
Imposter Syndrome

Starting your path as NEOLIFTING®
practitioner

4.30PM - 5PM

Graduation & Photos



THANK YOU

We applaud your decision to learn the art of NEOLIFTING® and become certified NEOLIFTING® practitioner.

By offering your clients this exclusive treatment, you'll help them rediscover their inner peace, beauty and authenticity whilst melting away fine lines and wrinkles and improving age-related visual concerns.

Our goal is to hear your clients say: "My age is my advantage!" and be comfortable in their own skin.

**"WHEN YOU ARE
BALANCED AND WHEN
YOU LISTEN AND ATTEND
TO THE NEEDS OF YOUR
BODY, MIND AND SPIRIT,
YOUR NATURAL BEAUTY
COMES OUT"**

Christy Turlington

