

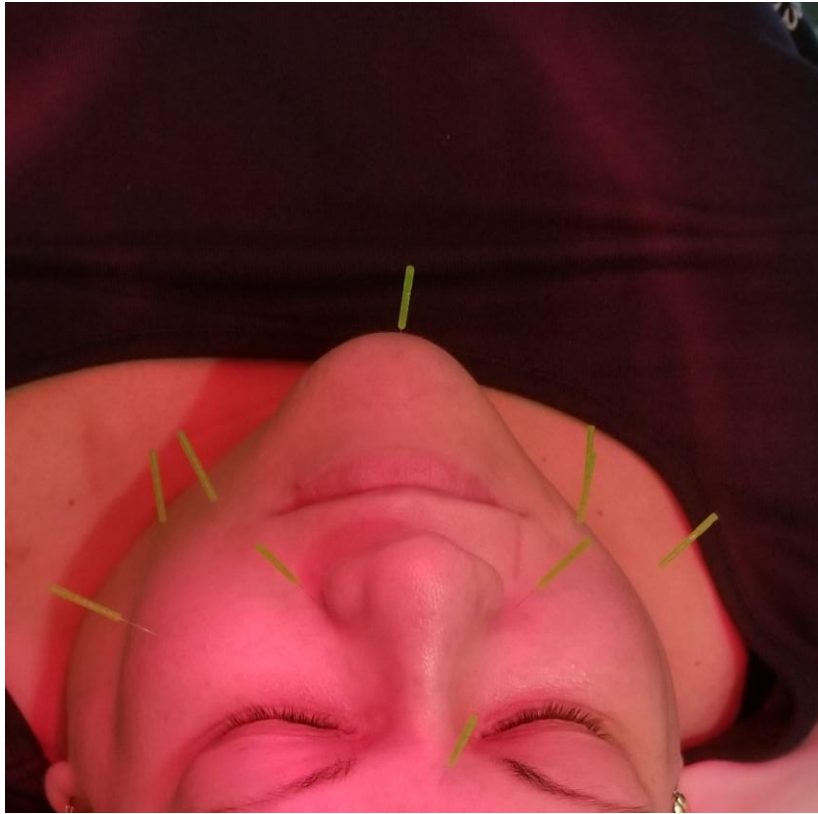
Facial Rejuvenation

Collaboration Approach

Services Provided

- Full Body Treatment w/ Acupuncture
 - Acupuncture
 - Cupping
- Facial Acupuncture
 - Micro-current Therapy
 - LED light therapy
 - Gua-Sha
 - Facial Cupping

Facial Acupuncture



- Insertion of acupuncture needle on facial muscle trigger point will reset the muscle improving elasticity and bring blood circulation to the area. Insertion of needles to trouble areas will create little “scars” to heal the area. It will force collagen production to target area and eliminate unwanted waste and toxins in that area

Facial Acupuncture: Micro-current Therapy



- Applying microcurrent to Acupuncture points on the face will trigger the body to produce amino acids and ATP(adenosine triphosphate) to promote repair and production of new cells.



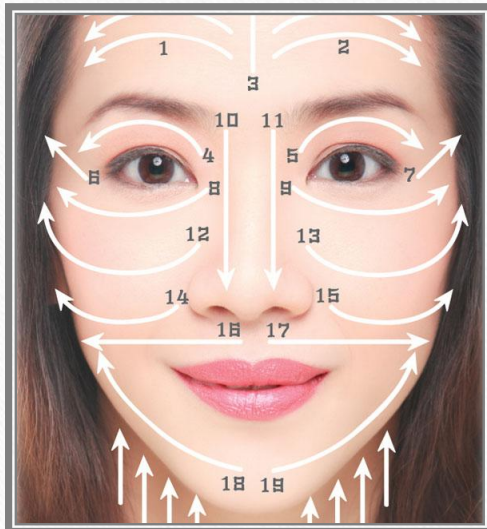
Cosmetic Acupuncture: LED Light

- Applying LED light with Acupuncture needles will accelerate the effectiveness of the needle and provide problem-focused treatment.
- We use red light to promote blood circulation

Cosmetic Acupuncture: LED Color Chart

Red 625-700 nm	Anti-Aging: Combats wrinkles and increases collagen production for smoother, younger-looking skin.
Purple 400-420 nm	Cell Rejuvenation: Increases cell regeneration and renewal.
Blue 440-500 nm	Anti-Acne & Teeth Whitening: Eliminates acne-causing bacteria, reduce acnes, and whitens teeth.
Cyan 500-520 nm	Skin Soother: Calms and soothes irritated skin. Supports in reducing the size of swollen capillaries.
Green 520-565 nm	Skin Balancer: Helps even skin complexion for naturally beautiful skin.
Yellow 565-590 nm	Redness Reducer: Alleviates redness from inflammation, sunburn and rosacea.
Orange 590-625 nm	Revitalizer: Promotes a brighter glow for more radiant skin. Adds vitality to dull, lifeless complexions.
Infrared 750-1000 nm	Results Booster™: Penetrates deeper into the skin for amplified results.

Cosmetic Acupuncture: Facial Guasha



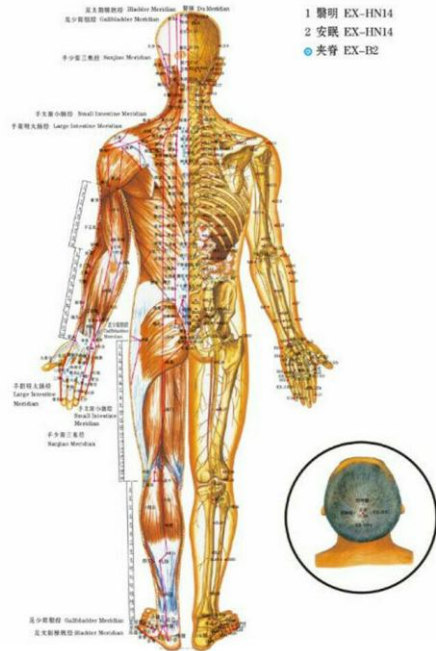
- Facial guasha can be provided after acupuncture treatment or on its own. Jade or rose quartz guasha tools are used to manually work on the muscles of the face. With gentle pressure, the face will be red at first but will glow after.
- Herb infused oil or any oil based serum/essence can be used



Cosmetic Acupuncture: Facial Cupping

- Basically like Guasha but different tool.
- Promotes blood circulation to the targeted area. Also can be done with acupuncture treatment or on its own.

人体经络穴位挂图 Meridians and Acu-points Chart



Full Body Acupuncture/ Cupping

- Pain Management
- Weight Loss
- OBGYN
- Stress
- Digestive Disorders

Shellie Goldstein

hamptonsacupuncture.com

The screenshot displays the website for Shellie Goldstein, a practitioner of acupuncture in the Hamptons. The browser window shows the URL hamptonsacupuncture.com/services/. The website's navigation menu includes links for HOME, ABOUT US, SERVICES, TOUCH+GLOW™, SHOP, GALLERY, MEDIA, COURSES, and CONTACT US. The main content area is divided into three sections:

- Cosmetic Acupuncture:** This section features a close-up image of a woman's face with red laser lines indicating treatment points. The text describes a nonsurgical Acupuncture facelift designed to improve facial appearance by reducing fine lines and wrinkles, toning sagging face muscles, and rejuvenating dull, lifeless, or aging skin. Visible results can be seen after the first treatment, and dramatic and long-lasting changes generally occur with a series of sessions. The service leaves the patient looking and feeling their best.
- AcuFacial® Facelift:** This section includes a collage of images showing a woman undergoing various facial treatments. The text compares the experience to a gym workout, highlighting a highly recommended signature AcuFacial® Facelift created by Shellie Goldstein. This treatment enhances the cosmetic acupuncture experience with a combination of facial cupping, microcurrent, oxygen, LED light therapy, microdermabrasion, topical vitamin infusion, or dermarolling. It is noted that not all add-on services are right for every individual, and the treatment is customized to suit individual needs.
- Acupuncture for Health and Wellbeing:** This section shows a practitioner in a white lab coat performing acupuncture on a patient. The text explains that acupuncture is a process that naturally improves health and wellbeing by inserting thin, disposable needles into the surface of the skin. This process can help repair muscle, tendon, ligament, and nerve pain; improve digestion; regulate breathing problems; adjust menstrual and reproductive imbalances; and reduce mental and physical problems, among other benefits. It is noted that in the Hamptons, this service is only performed by Shellie Goldstein, and travel fees for home calls are not included.

The Windows taskbar at the bottom of the screenshot shows the search bar with the text "Type here to search", the system tray with icons for network, volume, and power, and the system clock displaying "11:34 AM 1/8/2020".

Ameliorative Therapies



Research

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3745857/>

The screenshot shows a web browser window with multiple tabs. The active tab is displaying the article "Effect of Facial Cosmetic Acupuncture on Facial Elasticity: An Open-Label, Single-Arm Pilot Study" by Younghee Yun, Sehyun Kim, and Inhwa Choi. The page layout includes a header with the PubMed Central logo and a search bar. The main content area is divided into several sections: a title section with a "PMCID" badge, an abstract section, and a main text area with sub-sections for Introduction, Participants and Methods, and Study Protocol. The browser's address bar shows the URL <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3745857/>. The Windows taskbar at the bottom shows the time as 11:45 AM on 1/8/2020.

Evidence-Based Complementary and Alternative Medicine
PMCID: PMC3745857

Effect of Facial Cosmetic Acupuncture on Facial Elasticity: An Open-Label, Single-Arm Pilot Study

Younghee Yun, Sehyun Kim, [...] and Inhwa Choi

Additional article information

Abstract

Background. The use of acupuncture for cosmetic purposes has gained popularity worldwide. Facial cosmetic acupuncture (FCA) is applied to the head, face, and neck. However, little evidence supports the efficacy and safety of FCA. We hypothesized that FCA affects facial elasticity by restoring resting mimetic muscle tone through the insertion of needles into the muscles of the head, face, and neck. **Methods.** This open-label, single-arm pilot study was implemented at Kyung Hee University Hospital at Gangdong from August through September 2011. Participants were women aged 40 to 59 years with a Glogau photoaging scale III. Participants received five treatment sessions over three weeks. Participants were

measured before and after FCA. The primary outcome was the Moire topography criteria. The secondary outcome was a patient-oriented self-assessment scale of facial elasticity. **Results.** Among 50 women screened, 28 were eligible and 27 completed the five FCA treatment sessions. A significant improvement after FCA treatment was evident according to mean change in Moire topography criteria (from 1.70 ± 0.724 to 2.26 ± 1.059 , $P < 0.0001$). The most common adverse event was mild bruising at the needle site. **Conclusions.** In this pilot study, FCA showed promising results as a therapy for facial elasticity. However, further large-scale trials with a controlled design and objective measurements are needed.

1. Introduction

With extended life expectancy, beauty and skin health are important factors in perceived quality of life. Currently, numerous interventions are offered for skin rejuvenation and anti-skin aging including treatments for facial wrinkles, facial muscle tone, and elasticity. Recently, cosmetic acupuncture has been introduced as an intervention for skin rejuvenation [1].

Facial cosmetic acupuncture (FCA) is the use of acupuncture on the head, face, and neck for cosmetic

purposes. Several different types of FCA are currently practiced, and many possible mechanisms underlying these techniques have been proposed, including increasing or balancing qi, balancing internal Zang Fu organs, increasing blood flow by inserting needles at certain acupoints [2], and increasing muscle tone [3].

However, little evidence addresses the efficacy and safety of FCA. A recent case report describes the increased water and oil content of facial skin after FCA [4]; otherwise, there is only an introductory [1, 2] or non-English article [3]. To explore whether FCA has effects on facial elasticity, we designed an open-label, single-arm pilot study using the most frequently practiced FCA technique in Korea.

2. Participants and Methods

2.1. Ethics Approval

This study was performed in accordance with the International Committee on Harmonization Good Clinical Practice guidelines and the revised version of the Declaration of Helsinki. The trial protocol was approved by the Institutional Review Board of Kyung Hee University Hospital at Gangdong (KHNMC-OH-IRB 2011-007). Written informed consent was

obtained from all participants prior to enrollment, and participants were given ample time to decide about participating before signing the consent form.

2.2. Participant Recruitment and Inclusion/Exclusion Criteria

Participants were recruited by advertisements on bulletin boards at Kyung Hee University Hospital at Gangdong. Included were (a) women; (b) aged 40 to 59 years; (c) with a Glogau photoaging scale III [5]. We excluded individuals who (a) had dermabrasion, deep skin peels, laser resurfacing (ablative or nonablative), botulinum toxin, filler injection, or topical steroid treatment within the 6 months immediately prior to study entry; (b) had obvious skin disease or a history of chronic skin disease; (c) had a keloidal or hypertrophic scar tendency; or (d) were pregnant or breastfeeding. No other treatment for facial elasticity was permitted during the study period.

2.3. Study Protocol

This study was an open-label, single-arm pilot study at Kyung Hee University Hospital at Gangdong from August through September 2011. Five sessions of FCA treatment were given over three weeks. All

Research-continued

https://www.researchgate.net/publication/330729970_Acupuncture_for_cosmetic_use_a_systematic_review_of_prospective_studies

The screenshot shows a web browser displaying a ResearchGate publication page. The browser's address bar shows the URL: https://www.researchgate.net/publication/330729970_Acupuncture_for_cosmetic_use_a_systematic_review_of_prospective_studies. The page features a header with navigation options like 'Download citation', 'Share', and 'Download full-text PDF'. The main content area displays the title 'Acupuncture for cosmetic use: a systematic review of prospective studies' by Byung-Cheul Shin, KMD, PhD^{1,2} and Kyeong-Tae Lim, KMD². Below the title, the authors' affiliations are listed: 'Division of Clinical Medicine, School of Korean Medicine, Pusan National University, Yongsan, Rep. of Korea' and 'Department of Korean Rehabilitation Medicine, Pusan National University Korean Medicine Hospital, Yongsan, Rep. of Korea'. A pink highlighted box contains the abstract text, including background, objectives, methods, results, conclusion, and keywords. The background text states: 'Background: Despite the use of cosmetic acupuncture in clinical fields, there is little evidence regarding its effects and safety for cosmetic use. Objective: Objectives of this article are to review the literature and systematically evaluate the effects and current use of acupuncture for cosmetic purposes. Methods: We searched 15 English, Chinese, Japanese, and Korean databases by using relevant keywords. All prospective studies on acupuncture for cosmetic use were considered; we conducted literature analyses to determine the current status of cosmetic acupuncture use and extracted data related to its effects. Results: Two randomized controlled trials and 5 single-armed prospective trials with 216 participants (150 from randomized controlled trials, 66 from single-armed studies) were included. All 7 studies reported positive results for at least one of the following: total effective rate (n=2), squares and counts of wrinkles (n=3), facial blood circulation (n=1), facial size reduction and improvement of skin condition (n=1), anti-aging by a patient-oriented self-assessment of facial elasticity scale (n=1), and water and oil content of facial skin (n=1). Four studies reported itching, dry desquamation, bruising, bleeding, pain, and swelling as adverse events. Six of 7 trials reported statistical flaws, and specific information regarding acupuncture rationale (42.9%), other components of treatment (57.1%), and practitioner background (0%) were rarely reported. However, details regarding patient indications for treatment, treatment regimen, and control interventions were consistently reported (100%) in the Standards for Reporting Interventions in Clinical Trials of Acupuncture (STRICTA) reporting guideline. Conclusion: This systematic review suggests that a few trials regarding acupuncture for cosmetic use have incorporated rigorous designs. Although the studies reported generally positive results with tolerable safety, the methodology of the trials should be updated in a rigorous manner, including the use of randomized, sham-controlled studies with standardized interventions, in order to provide sufficient evidence regarding the effects of cosmetic acupuncture. Keywords: acupuncture; cosmetic use; miso facial acupuncture; prospective study; systematic review'. The page also includes a 'References' section with '24 References' and a 'Figures' section with '1 Figures'. There are advertisements for 'Bare Natural Apple Chips' and 'LICOV' on the page. The Windows taskbar at the bottom shows the search bar and system tray with the date and time '1:47 AM 1/8/2020'.