

CHAPTER

# 16

# Facial Massage

## Chapter Outline

- Why Study Facial Massage?
- The Benefits of Massage
- Incorporating Massage During the Facial Treatment
- Massage Contraindications
- Types of Massage Movements
- The Dr. Jacquet Movement
- Alternative Massage Techniques
- The Basic Facial Massage Technique
- Procedures

# Learning Objectives

After completing this chapter, you will be able to:

- L01** Describe the benefits of massage.
- L02** Understand the contraindications for massage.
- L03** Explain the different types of massage movements.
- L04** Describe alternative massage techniques.
- L05** Perform a facial massage.

# Key Terms

Page number indicates where in the chapter the term is used.

**acupressure**  
pg. 436

**chucking**  
pg. 433

**Dr. Jacquet movement**  
pg. 435

**effleurage**  
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**foot reflexology**  
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**friction**  
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**fulling**  
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**hacking**  
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**manual lymph drainage (MLD)**  
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**massage**  
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**pétrissage**  
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**rolling**  
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**shiatsu**  
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**slapping**  
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**tapotement (percussion)**  
pg. 434

**vibration**  
pg. 434

**wringing**  
pg. 434

**M**assage is one of the oldest therapeutic methods, dating back thousands of years (Figure 16–1). It has many physiological and psychological benefits. When the body senses touch, reflex receptors respond by increasing blood and lymph flow. The central nervous system is affected, resulting in a state of relaxation. **Massage** (muh-SAHZH) is defined as a manual or mechanical manipulation by rubbing, kneading, or other methods that stimulate metabolism and circulation. Massage also assists in product absorption and relieves pain. A thorough knowledge of muscles, nerves, connective tissues, and blood vessels is vital to performing a correct massage.

## Why Study Facial Massage?

Estheticians should have a thorough understanding of facial massage as it is another foundational service that enhances product effectiveness, has both mental and physical benefits, and provides relaxation.

- It is important to know the physiological and psychological benefits of massage.
- Massage is a very relaxing part of the facial that keeps clients coming back.
- Knowing the proper techniques and the contraindications for massage is important for client safety.

## The Benefits of Massage

Massage during facials benefits the client in many ways. A variety of techniques can be used to give the best massage for each client's individual needs. Massage should never be given too long or too deeply. Be mindful of the results you are trying to achieve when giving a facial massage. Stimulating muscle and nerve motor points will both contract muscles and relax the client. Massage is an enjoyable part of the facial that keeps clients coming back. It is relaxing and stress relieving. Most new clients are surprised at how relaxing a facial can be, and they enjoy the benefits of skin rejuvenation as well as an overall feeling of well-being (Figure 16–2).

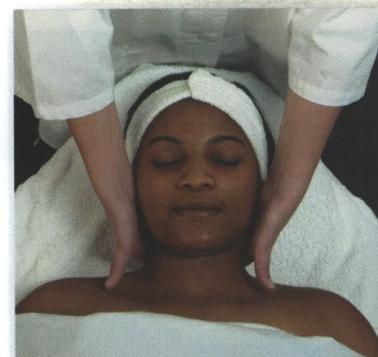
The following are benefits of massage:

- Relaxes the client and the facial muscles.
- Stimulates blood and lymph circulation.
- Improves overall metabolism and activates sluggish skin.
- Helps muscle tone.



▲ Figure 16–1  
Massage is one of the oldest therapeutic methods.

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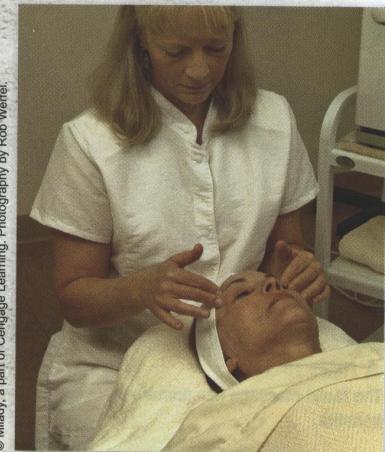
▲ Figure 16–2  
The facial massage has numerous benefits.

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- Helps cleanse the skin of impurities and softens sebum.
  - Helps slough off dead skin cells.
  - Reduces puffiness and sinus congestion.
  - Helps product absorption.
  - Relieves muscle tension and pain.
  - Provides a sense of physiological and psychological well-being.
- L01**

## fyi

To maintain soft skin, keep hands moisturized and exfoliated. Frequent washing of hands has a drying and dehydrating effect, so routinely nourish them with lotion. Keep nails short and filed smooth in order to give a good massage without scratching the skin.



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▲ Figure 16-3  
Mental focus is important when giving a massage.

## Incorporating Massage During the Facial Treatment

This chapter contains general guidelines that vary according to each specialized treatment. The massage procedure and when it is performed in the facial depends on many factors. A facial massage routine will change depending on the training or protocols established by the facility or product manufacturer. A facial massage is performed for approximately 10 to 15 minutes during a facial. Some treatments incorporate more massage, and others do not include a massage at all. Massage techniques also depend on the client's skin analysis and what you are focusing on in the treatment.

### Technical Skills

A professional facial massage is one of the major differences between a professional treatment in a spa and a home-care regimen. When performed correctly, massage is relaxing and healthy. Massage movements need to flow and be consistent. Hand movements should be smooth and glide easily from one area to the next. Mental focus is important when giving a massage (Figure 16-3). Do not let mental distractions reduce your focus on the massage and your client.

Communicate with clients, and adjust your touch according to their preferences. Remember: estheticians are not massage therapists (unless they are a licensed massage therapist: LMT) and cannot do deep tissue work. Too much pressure on the face can weaken elastin fibers and break down elasticity. Educate your clients so they understand that excessive or deep massage is too rough for facial tissue and couperose skin. Massage pressure, the direction of movements, and the duration will vary accordingly. It is helpful to explain to clients what you are trying to achieve with your facial massage techniques.

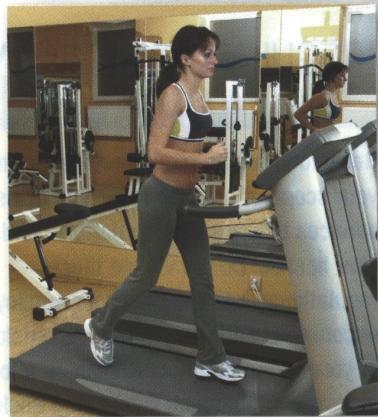
Always massage from muscle *insertion* to *origin*. The insertion is the portion of the muscle at the more movable attachment (where it is attached to another muscle or to a movable bone or joint). The origin is the portion of the muscle at the fixed attachment (to an immovable

section of the skeleton). Know the correct direction to massage to avoid breaking down tissue and potentially causing premature aging.

### **Hand Mobility**

A technician's hands need to be flexible and have a controlled and firm touch. Hands should be soft with short, well-filed nails. Hand mobility is important in maintaining a smooth rhythm and regulating the massage pressure. Both the left and right hands need to be synchronized using equal pressure on both sides. The correct balance comes with practice and being attentive to your touch.

Hand exercises can help strengthen hands and prevent repetitive motion problems, such as carpal tunnel syndrome. Therapists are susceptible to problems because of repetitive movements, muscle and tendon strain, and fatigue due to improper or poor posture. (Refer to Chapter 14, The Treatment Room, for hand-strengthening exercises.) Skin care therapists have a physical job, and stretching exercises maintain flexibility and can help alleviate aches and pains. Remember to take care of yourself with exercise and self-care maintenance, such as massage and yoga. They are necessary parts of a healthy lifestyle (**Figure 16–4**).



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## **Massage Contraindications**

Certain health problems and skin conditions contraindicate a massage. Facial massage contraindications, such as product allergies, are the same as facial contraindications in Chapter 15, Facial Treatments. If you cannot perform a massage, you can alter your service by substituting another step or leaving a mask on longer. It is appropriate to improvise in your facials. Contraindications include contagious diseases, inflamed acne, sunburn, or sensitive skin.

Other contraindications are open lesions, skin disorders, or severe redness. Additionally, clients with acne should not be massaged in any area that has breakouts. If your client has sensitive or redness-prone skin, avoid using vigorous or strong massage techniques.

Do not massage a client who has certain health problems, because massage increases circulation and may be harmful to clients with medical conditions. If a client has arthritis or other pain, be very careful to avoid vigorous massage. If a client is sick, the massage may be too stimulating and make the client feel worse. Of course, if the client has a cold and is contagious, it is not a good idea to work on them anyway.

Before performing a service that includes a facial massage, consult the client's intake or health screening form. During the consultation acknowledge and discuss any medical condition that may contraindicate a facial massage. Ask the client if he or she has discussed massage with a physician. If the client has not already sought a physician's advice as to whether or not a facial massage is advisable, encourage her to do so before you perform the service.

**▲ Figure 16–4**  
**Take care of yourself by exercising and stretching.**

## REGULATORY AGENCY ALERT

Refer to licensing regulations regarding your scope of practice regarding massage services that are legal to perform under your license. Do not violate these regulations. Just because your employer encourages additional protocols outside of your scope of practice, such as a foot massage or someone is teaching back massage at a conference, does not mean it is legal. You may be fined or lose your license. Plus you risk injuring your client.

Get an additional massage license or nail technician license if you want to add additional services to your esthetics business.

### Here's a Tip

To keep the relaxing flow and connection, do not remove your hands from the client's face once you have started the massage. Choose instrumental music with a slow, even tempo.

Traditionally contraindicated, it is now acceptable for many clients who have high blood pressure (hypertension), diabetes, cancer, or a circulatory condition to still have facial massage without concern, especially if their condition is being treated and carefully looked after by a physician. Full body massage is different, as it is much more stimulating. If your client expresses a concern about having a facial massage and has a medical condition, advise her to speak with a physician before having the service.

Facial massage is, however, contraindicated for clients with severe, uncontrolled hypertension. Excessive heat is also a concern. When in doubt, don't include massage as part of your service. Light acupressure massage is a good alternative to the stronger European style massage.  L02

### Scope of Practice

An esthetician's massage services are limited to certain areas of the body: the face, neck, shoulders, and décolleté. Therapeutic massage, such as deep tissue massage and manual lymph drainage, should be performed only by therapists who specialize in these areas. Therapeutic body massage requires special training and, in most cases, licensure. If the client wants a full body massage, refer her or him to a licensed massage therapist.

Although skin treatments such as back facials and body treatments are part of esthetics services, massage is not performed when working on these treatment areas—only the application of products. Refer to licensing regulations regarding your scope of practice and services that are legal to perform under your license. Fully licensed cosmetologists and nail technicians can perform massage and additional treatments on the arms, hands, lower legs, and feet.

One advantage estheticians have over massage therapists for performing facial massage is the understanding of the skin and products. Massage therapists are not trained in esthetics and therefore are not familiar with correctly treating the skin conditions or whether they are applying potentially irritating ingredients. Massage therapists should not be performing facial treatments. This is a common concern in the industry from an esthetician's point of view. Body treatments for the skin are generally performed by both estheticians and massage therapists, but this will depend on local license regulations.

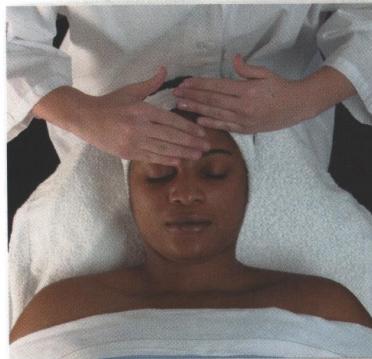
### Types of Massage Movements

Classic Swedish massage movements include effleurage, pétissage, friction, tapotement, and vibration.

## Effleurage

**Effleurage** (EF-loo-rahzh) is a soft, continuous stroking movement applied with the fingers (digital) and palms (palmar) in a slow and rhythmic manner (**Figure 16–5**). The gliding movement is soothing and relaxing. The fingers are used on smaller surfaces such as the forehead or face. The palms are used on larger surfaces such as the back or shoulders. Effleurage is often used to begin and end most massage sessions. It is used on the forehead, face, scalp, back, shoulders, neck, chest, arms, and hands.

To correctly position the fingers for stroking, slightly curve the fingers with just the cushions of the fingertips touching the skin. Do not use the ends of the fingertips, because fingertips cannot control pressure and may scratch the client. To correctly position the palms for stroking, hold the whole hand loosely. Keep the wrist and fingers flexible, and curve the fingers to conform to the shape of the area being massaged. Effleurage, the most important of the five movements, is used in conjunction with other types of massage such as shiatsu (shee-AH-tsoo), which is a form of acupressure.

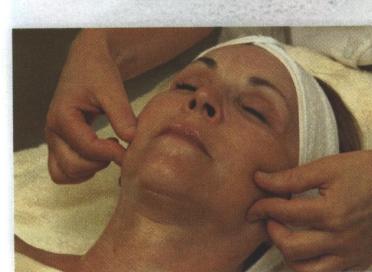


▲ Figure 16–5  
Effleurage.

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## Pétrissage

**Pétrissage** (PEH-treh-sahzh) is a kneading movement that stimulates the underlying tissues (**Figure 16–6**). The skin and flesh are grasped between the thumb and forefinger. As the tissues are lifted from their underlying structures, they are squeezed, rolled, or pinched with a light, firm pressure. Pétrissage is performed on the fleshier parts of the face, shoulders, back, and arms. The pressure should be light but firm and the movements should be rhythmic. Pétrissage can stimulate sebum production and activate circulation and sluggish skin.



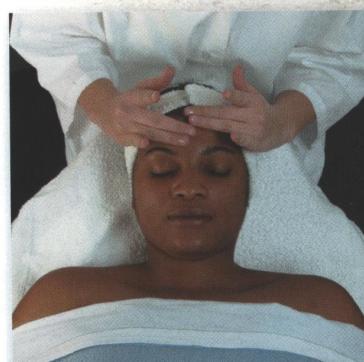
▲ Figure 16–6  
Pétrissage.

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**Pulling** is a form of pétrissage in which the tissue is grasped, gently lifted, and spread out. It is used mainly for massaging the arms. With the fingers of both hands grasping the arm, apply a kneading movement across the flesh, with light pressure on the underside of the client's forearm and between the shoulder and elbow.

## Friction

**Friction** (FRIK-shun) is a rubbing movement. Pressure is maintained on the skin while the fingers or palms are moved over the underlying structures (**Figure 16–7**). Friction stimulates the circulation and glandular activity of the skin. Circular friction movements are usually used on the scalp, arm, and hands. Lighter circular friction movements are used on the face and neck.



▲ Figure 16–7  
Friction.

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Chucking, rolling, and wringing are variations of friction movements used mainly on the arms or legs:

- **Chucking.** Grasp the flesh firmly in one hand, and move the hand up and down along the bone while the other hand keeps the arm in a steady position (**Figure 16–8** on page 434).



▲ Figure 16-10  
Wringing.



▲ Figure 16-11  
Tapotement.



▲ Figure 16-8  
Chucking. This is a sharp, quick, and rhythmic movement used to stimulate lymphatic fluid and lymph vessels to move lymph to lymph nodes.



▲ Figure 16-9  
Rolling. Used to stimulate lymphatic fluid and lymph vessels to move lymph to lymph nodes.

- **Rolling.** Used on the arms and legs to apply pressure to the tissues; press the tissues firmly against the bone, and roll your hands around the arm or leg with a rapid back-and-forth movement. Move both hands at the same time, opposite to each other, while rolling the flesh up and down the bone (**Figure 16-9**).
- **Wringing.** This is a vigorous movement with the hands placed a small distance apart on both sides of the arm. While the hands are working downward, the flesh is twisted against the bones in opposite directions (**Figure 16-10**).

## Tapotement

**Tapotement** (tah-POT-ment), also known as **percussion**, consists of fast tapping, patting, and hacking movements (**Figure 16-11**). This form of massage is the most stimulating and should be applied carefully and with discretion. It is good for toning and is beneficial to sluggish skin. Only light, digital tapping should be used on the face. The fingertips are brought down against the skin in rapid succession. This movement is sometimes referred to as a *piano movement*.

Slapping and hacking movements are used by massage therapists on the back, shoulders, and arms. In **slapping** movements, keep the wrists flexible so that the palms come in contact with the skin in light, firm, and rapid strokes. One hand follows the other. With each slapping stroke, lift the flesh slightly. **Hacking** is a chopping movement with the wrists and outer edges of the hands. Both the wrists and fingers move in fast, light, firm, flexible motions against the skin in alternate succession.

## Vibration

**Vibration** (vy-BRAY-shun) is a rapid shaking movement in which the technician uses her or his body and shoulders—not just the fingertips—to

create the movement. It is accomplished by rapid muscular contractions in the arms (**Figure 16–12**). The balls of the fingertips are pressed firmly on the point of application. Vibration is a highly stimulating movement, but it should be used sparingly and never for more than a few seconds on any one spot.

## The Dr. Jacquet Movement

Some years ago in Europe the famous dermatologist, Dr. Jacquet (zha-KETT), introduced a massage method that is especially effective in the treatment of oily skin and acne-blemished skin.

To perform this method, gather a small section of the skin between the thumb and forefinger and squeeze gently. At the same time, give the skin a slight twisting or kneading movement. This helps to empty the oil ducts. The movement is somewhat similar to squeezing the peel of an orange until a fine spray of oil is expelled, but it is much more subtle. The **Dr. Jacquet Movement** keeps the sebum moving forward and out of the follicles. When the movement is done as part of a facial treatment, it should follow the desincrustation step that softens and prepares the skin for extractions.

The following movements combine the Dr. Jacquet method with variations on the original technique, so that the client will receive the maximum benefits.

1. Start with a slight twisting or kneading movement on the chin (**Figure 16–13**).
2. Continue with a kneading movement on the cheeks moving horizontally.
3. When the skin on the forehead is too tight to twist between the thumb and forefinger, place the tips of the fingers parallel to one another approximately  $\frac{3}{4}$  inch (3.75 centimeters) apart on the forehead. Push the fingertips toward one another, so that the skin is pinched gently between the fingers. Continue this horizontal movement across the entire forehead. **L03**

### CAUTION!

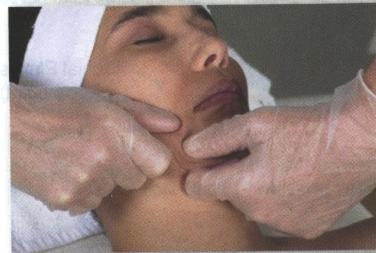
The Dr. Jacquet Movement must be done with care because the pressure of the movement can cause pain, and too much kneading can stretch the skin. Do not use the movement in the eye area. If used close to the eye area, keep pressure to a minimum. Do not perform stimulating massage on couperose areas, or the capillaries could be damaged.

Do not perform the Dr. Jacquet Movement over areas of the skin that are infected or irritated. Too much pressure will rupture follicle walls and cause tissue damage.



▲ Figure 16–12  
Vibration.

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▲ Figure 16–13  
The Dr. Jacquet massage is a form of kneading similar to pétissage.

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### Here's a Tip

Whatever movements you use, be consistent on the number of passes you make for each step. If you repeat a step three times or six times, repeat all of your steps the same number of times. Always perform the same routine on both the left and right sides of the area being massaged.

## **fyi**

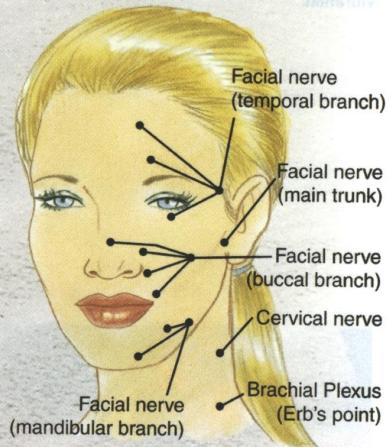
For your male clients, use downward movements in the area of beard growth. It feels uncomfortable when you massage against hair growth. Pressure point massage in the beard area works well.

## **Alternative Massage Techniques**

Different types of massage are based on body structure and energy flow within the body. Most massage techniques are based on classical, or Swedish, massage movements. There are many additional advanced techniques that stimulate and detoxify the body. Massage techniques require additional training and study. A combination of techniques can be used in various treatments. Some of these are discussed more thoroughly in Chapter 19, Advanced Topics and Treatments.

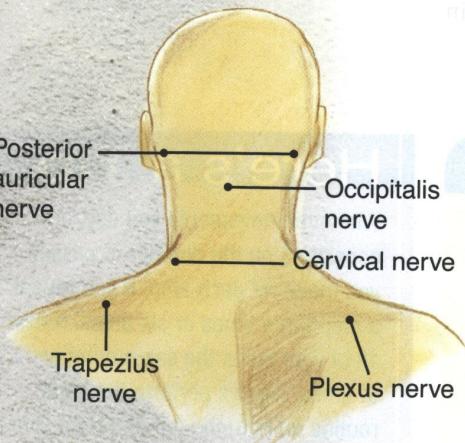
- **Acupressure** is an Oriental technique of applying pressure to specific points of the body (acupressure points) to release muscle tension, restore balance, and stimulate *chi* (CHEE) (life force; energy). These points follow the same pattern of meridians in the body as acupuncture.
- **Shiatsu** is a form of acupressure, the Japanese technique using acupressure massage points to relax and balance the body. Many of the motor points on the face and neck are acupressure points (**Figures 16–14 and 16–15**). Every muscle has a motor point which is a specific spot on the skin over the muscle where pressure or stimulation will cause contraction of that muscle, nerve stimulation, and overall relaxation. The standard pressure-point technique is to pause briefly for a few seconds over the motor points using light pressure. This technique is also used on the scalp.
- **Pressure point massage** is similar to acupressure. On each point, the movement is repeated three to six times. Pause for 3 to 6 seconds on each point, moving from either top to bottom on the face, using light inward pressure at each point and then lifting the pressure to slide to the next point. Training is necessary to perform this massage correctly. Techniques and patterns vary with different methods (**Figure 16–16**). Pressure point massage is a form of acupressure, but the technique can be incorporated into treatments without being a true acupressure massage. There are other types of pressure point massage that do not follow the body's specific acupressure meridians, such as massage on motor points.
- **Aromatherapy massage** uses essential oils applied to the skin during massage movements. These oils are often used during the facial massage to promote mental relaxation and to treat the skin in numerous ways.
- **Manual lymph drainage (MLD)** massage uses gentle, rhythmic pressure on the lymphatic system to detoxify and remove waste materials from the body more quickly. It reduces swelling and is used before and after surgery for pre- and post-op care. It is a very light touch. For example,

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▲ **Figure 16–14**  
Motor nerve points of the face.

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▲ **Figure 16–15**  
Motor nerve points of the neck and shoulders.

moving down the side of the neck towards the collar bone helps drain fluid from the face to the lymph drainage channel in that area.

- **Foot Reflexology** (re-fleks-AHL-uh-jee) is the technique of applying pressure to the feet based on a system of zones and areas on the feet that directly correspond to the anatomy of the body. It causes relaxation, increased circulation, and balance to the entire body. Estheticians are not usually trained in reflexology, so be aware of your scope of practice and licensing regulations. There is a reflexology chart in Chapter 19, Advanced Topics and Treatments.  L04

## The Basic Facial Massage Technique

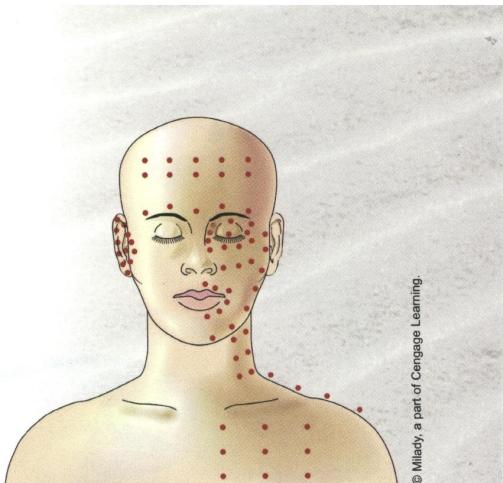
Different massage movements may be used on the various parts of the face, chest, and shoulders. Massage may be started on the chin, décolleté, or forehead. Most movements are repeated three to six times before moving on to the next one. Use both hands at the same time or alternate hands with a flowing rhythm, depending on the steps. Slide the hands back down to each starting point to repeat the movements in each step.

When performing facial massage, keep in mind that an even tempo, or rhythmic flow, promotes relaxation. Do not remove the hands from the client's face once you have started the massage. Should it become necessary to lift the hands from the client's face, feather them off (slowing down the movement is often called *feathering*), then gently replace them with feather-like movements. When coming back to the face, gently make contact on the side of the face or top of the head to avoid startling the client.

Keep one hand on the client's body at all times if it is necessary to take one hand away (if you need to apply more product, for example). The sequence of massage movements is designed for a smooth and graceful flow from one movement into another.

Remember that to avoid damage to muscular tissues, massage movements are generally directed from the insertion toward the origin of a muscle (**Figure 16–17**). Massage movements are also focused on using pressure so that the direction of blood flow is moved toward the heart from the extremities (legs, arms). For example, use more pressure when moving up the legs and arms than when moving towards the feet or hands.

One type of massage is a cleansing massage. The main purpose of a cleansing massage is to continue the cleansing process, help remove dead surface cells, and stimulate the skin to help increase blood circulation. These "massage" movements are more vigorous than those used for a slower, relaxing massage. Massage or cleansing cream that is not formulated to penetrate the skin is used for this cleansing massage technique. Deep-



▲ **Figure 16–16**  
Pressure point massage is very relaxing and therapeutic.



▲ **Figure 16–17**  
Massage from muscle insertion to origin.

## FOCUS ON

### Relaxation

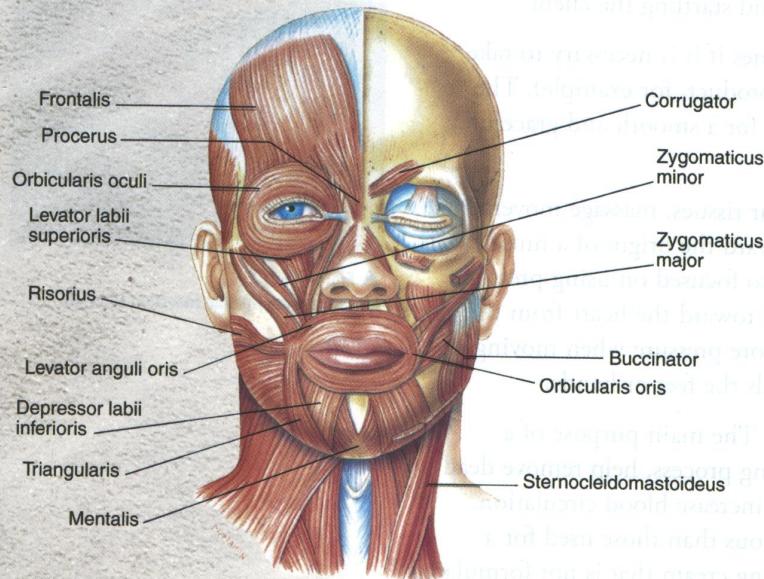
Do not talk to clients when performing massage. Talking eliminates the relaxation therapy of the massage. If the client is talking, invite them to relax and enjoy the massage and don't continue the conversation. Speak in a quiet voice and only when necessary during the facial.

Put aside all distractions during a service. A technician's mood and mental disposition will affect the service and the client. Take a minute to clear your mind and forget about everything except giving a relaxing service. Many technicians close their eyes and take a few deep breaths before working on a client. The close contact in a massage is very personal and intimate. It is a service that can be calming to the technician as well as the client.

Check-in with the client about their comfort. Ask about the pressure of your touch and whether it should be more or less firm. Remember that the facial massage should be lighter than a body massage and let the client know that the skin on the face should be treated more carefully. We are not massage therapists, so it is important to educate clients about the reasons that we do not perform stronger deeper tissue massage on the face, so they are not disappointed if they expected a stronger touch. A light firm touch, when performed well, is more relaxing than a heavier one.

Ambience is another important part of creating a relaxing space. Soft music and a warm, comfortable room are essential for facial services.

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▲ Figure 16–18  
Facial structure and muscles.

penetrating creams should not be used in this cleansing procedure, because they can act as vehicles to carry dirt and makeup deeper into the follicles. Other massage products are designed to penetrate into the skin and are applied to clean skin. These products range from serums to oils, lotions, and creams.

Massage is the most relaxing part of the facial and has many benefits. Various massage techniques can be incorporated into facial treatments. Appropriate massage movements are based on the anatomy of the facial structure, nerves, and muscles

(Figure 16–18). Using the proper techniques is important. It is also necessary to know the contraindications for massage. Once the basic massage flows smoothly, other movements can be added to the routine.

Many estheticians find that giving a facial massage is also relaxing to them and one of the most enjoyable parts of their job.

**PROCEDURE**  
**16-1** **The Facial  
Massage**

PAGE 440

### Chest, Shoulder, and Neck Manipulations (Optional)

Some therapists prefer to treat these areas first before starting the regular facial massage. There are variations on this standard technique. Apply massage cream and perform the following manipulations:

- Chest and upper back movement—Use a rotary circular movement outward across the chest to the shoulders, and then inwards across the shoulders down to the spine. Slide your fingers up to the sides of the base of the neck. Rotate three times.
- Shoulders and upper back movement—Rotate on top of the shoulders three times. Glide your fingers in towards the spine and then to the base of the neck. Apply circular movement up to the back of the ear, and then slide your fingers to the front of the earlobe. Rotate three times. Slide down the neck to the shoulders and repeat three times.
- Shoulder massage—Use your thumbs and bent index fingers to grasp the tissue on top of the shoulders in a kneading-type movement. Rotate six times. Slide up to the neck and continue with the massage.

### ACTIVITY

Briefly outline the massage steps on index cards to use when practicing and learning the massage. This will help you to remember the steps and to feel comfortable while practicing the massage until it is memorized.

### Web Resources

[www.acupressure.com](http://www.acupressure.com)  
[www.amtassage.org](http://www.amtassage.org)  
[www.ayurveda.com](http://www.ayurveda.com)  
[www.massagetherapy101.com](http://www.massagetherapy101.com)

### FOCUS ON

#### Sharpening Your Professionalism

If a client seems dissatisfied with a facial treatment, it could be due to the following reasons:

- Offensive breath or body odor.
- Rough, cold hands or ragged nails that may have scratched the client's skin.
- Allowing cream or other substances to get into the client's eyes, mouth, nostrils, or hairline.
- Towels that are too hot or too cold.
- Talking too much.
- Manipulating the skin roughly or in the wrong direction.
- Being disorganized and interrupting the facial to get supplies.
- Sloppy product application or movements.
- Noise or distractions during the service.

# PROCEDURE 16-1

## IMPLEMENTS AND MATERIALS

- Client intake form
- Disinfectant
- Hand towels
- Soap
- Covered waste container
- Bowls
- Spatulas
- Fan brush
- Bolster
- Clean linens
- Blanket
- Headband
- Client gown or wrap

## Single-use Items

- Paper towels
- Cotton swabs
- Gloves/finger cots
- Cotton pads/4" × 4" pads (10 cm × 10 cm)
- Tissues
- Cotton rounds
- Plastic bag (for waste disposal)

## Products

- Cleanser
- Massage lotion
- Toner
- Moisturizer
- Sunscreen for daytime
- Additional facial products if performing an entire facial

## Equipment

- Facial bed/table
- Towel warmer as needed

# The Facial Massage

## Preparation

### PROCEDURE 14-1 Pre-Service Procedure

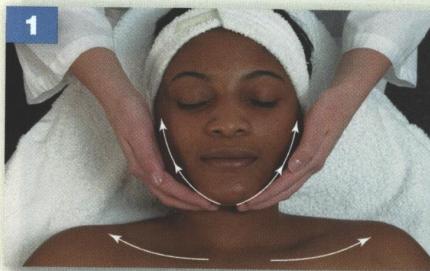
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It is recommended that you first practice the facial massage steps on a mannequin and write out the massage steps on an index card before doing the massage. By this point in your studies you will already have experience with the set up procedures, client consultation, and decontamination procedures.

## Procedure

The following procedure is a standard relaxing massage.

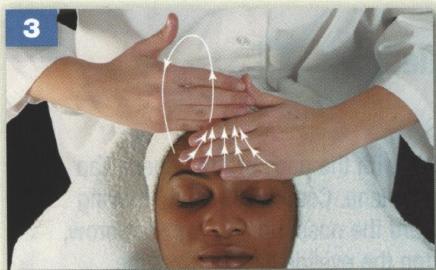
- Use a product that will easily glide across the skin. Warm the product before applying.
- Start out with a light touch, gradually using firmer pressure where applicable.
- A good rule of thumb is to repeat each of the movements (each pass) consecutively three to six times.
- The number of movements to perform for each step may vary—these are only suggestions.
- Each instructor may have developed her own routine. Follow your instructor's lead.



**1** With clean, warm hands, evenly apply the warmed massage product to the décolleté, neck, and face by using the hands or a soft brush. One teaspoon (5 milliliters) should be enough product for the facial area.



**2** Start with hands on the décolleté. Move slowly up the sides of the neck and face to the forehead. Slide to each of the next steps without breaking contact or lifting fingers off the face.



**3** With the middle and ring fingers of each hand, start upward strokes in the middle of the forehead at the brow line. Working upward toward the hairline, one hand follows the other as the hands move over toward the right temple, then move back across the forehead to the left temple, and then move back to the center of the forehead. Repeat the movements three to six times.



**4** With the middle or index finger of each hand, start a circular movement in the middle of the forehead along the brow line. Continue this circular movement while working toward the temples. Bring the fingers back to the center of the forehead at a point between the brow line and the hairline. Move up on the forehead towards the hairline for the final movements. Each time the fingers reach the temple, pause for a moment and apply slight pressure to the temple. Repeat three to six times.



**5** With the middle and ring fingers of each hand, start a crisscross stroking movement at the middle of the forehead, starting at the brow line and moving upward toward the hairline. Move toward the right temple and back to the center of the forehead. Now move toward the left temple and back to the center of the forehead. Repeat three to six times.



**6** Place the ring fingers under the inside corners of the eyebrows and the middle fingers over the brows. Slide the fingers to the outer corner of the eye, lifting the brow at the same time. This movement continues with the next step.



**7** Start a circular movement with the middle finger at the outside corner of the eye. Continue the circular movement on the cheekbone to the point under the center of the eye, and then slide the fingers back to the starting point. Repeat six to eight times. The left hand moves clockwise, and the right hand moves counterclockwise.

## PROCEDURE

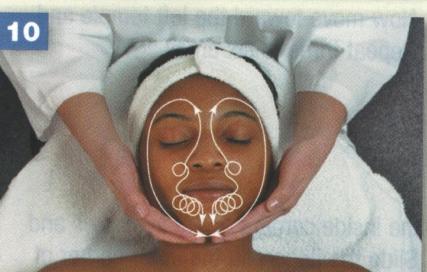
# 16-1 The Facial Massage (continued)



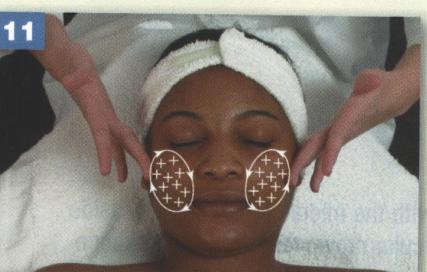
**8** Start a light tapping movement with the pads of the fingers. Tap lightly around the eyes as if playing a piano. Continue tapping, moving from the temple, under the eye, toward the nose, up and over the brow, and outward to the temple. Do not tap the eyelids directly over the eyeball. Repeat six times.



**9** With the middle or index finger of each hand, start a circular movement down the nose and continuing across the cheeks to the temples. Slide the fingers under the eyes and back to the bridge of the nose. Repeat the movements six times.



**10** With the middle and ring fingers of each hand, slide the fingers from the bridge of the nose, over the brow (lifting the brow), and down to the chin. Start a firm circular movement on the chin with the thumbs. Change to the middle fingers at the corner of the mouth. Rotate the fingers five times, and slide the fingers up the sides of the nose, over the brow, and then stop for a moment at the temple. Apply slight pressure on the temple. Slide the fingers down to the chin, and repeat the movements six times. The downward movement on the side of the face should have a very light touch to avoid dragging the skin downward.



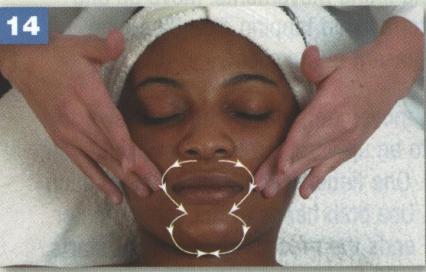
**11** With the pads of the fingertips, start a light tapping movement (piano playing) on the cheeks, working in a circle around the cheeks. Repeat the movements six to eight times.



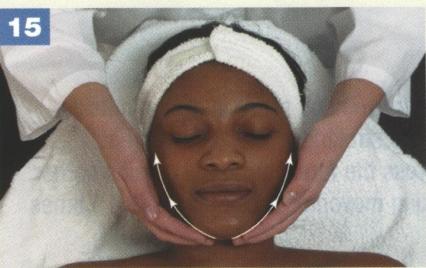
**12** Slide to the center of the chin. Using a finger of each hand, start a circular movement at the center of the chin and move up to the earlobes. Slide the middle fingers to the corner of the mouth and then continue the circular movements to the middle of the ears. Return the middle fingers to the nose and continue the circular movements outward across the cheeks to the top of the ear. Repeat each of the three passes three to six times. Slide down to the mouth.



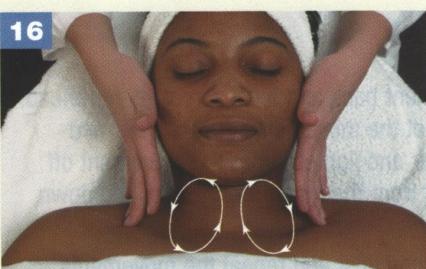
**13** Place one finger above the mouth and one finger below the mouth. With the index and middle fingers of each hand, start the "scissor" movement, gliding from the center of the mouth, upward over the cheekbone, and stopping at the top of the cheekbone. Alternate the movement from one side of the face to the other, using the right hand on the right side of the face and then the left hand on the left side. As one hand reaches the cheekbone, start the other at the center of the mouth. Repeat eight to ten times.



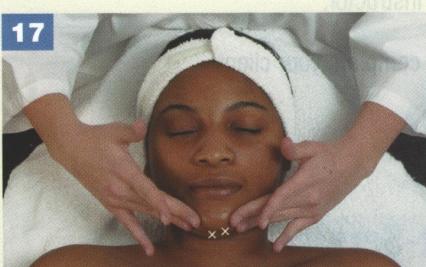
**14** With the middle finger of both hands, draw the fingers from the center of the upper lip, around the mouth, under the lower lip, and then continue a circle under the chin. Repeat six to eight times.



**15** With the index finger above the chin and jawline (the middle, ring, and little fingers should be under the chin and jaw), start a scissor movement from the center of the chin and then slide the fingers along the jawline to the earlobe. Alternate one hand after the other, using the right hand on the right side of the face and the left hand on the left side of the face. Repeat eight to ten times on each side of the face. Slide down to the neck.



**16** Apply light upward strokes over the front of the neck with both hands. Circle down and then back up, using firmer downward pressure on the outer sides of the neck. Repeat 10 times. Do not press down on the center of the neck.



**17** With the middle and ring fingers of the right hand, give two quick taps under the chin, followed with one quick tap with the middle and ring fingers of the left hand. The taps should be done in a continuous movement, keeping a steady rhythm. The taps should be done with a light touch, but with enough pressure so that a soft tapping sound can be heard. Continue the tapping movement while moving the hands slightly to the right and then to the left, so as to cover the complete underside of the chin. Without stopping or breaking the rhythm of the tapping, move to the right cheek.

## PROCEDURE

# 16-1 The Facial Massage (continued)

**fyi**

Blood returning to the heart from the head, face, and neck flows down the jugular veins on each side of the neck. All massage movements on the side of the neck are done with a downward (never upward) motion. Always slide gently upward in the center of the neck and circle out and then down on the sides. This also assists with fluid and lymph drainage.

**18** Continue the tapping on the right cheek in the same manner as under the chin, except the tapping with the left hand will have a lifting movement. The rhythm will be tap, tap, lift, tap, tap, lift, tap, tap, lift. Repeat this rhythmic movement 15 to 20 times. Without stopping the tapping movement, move the fingers back under the chin and over the left cheek, repeating the tapping and lifting movements. Move up and out on the area in a consistent pattern. Avoid tapping directly on the jawbone because this will feel unpleasant to the client.

**19** Without stopping the tapping movement, move the hands over to the corners of the mouth. Break into an upward, stroking movement with the first three fingers of each hand. One finger follows the other as each finger lifts the corner of the mouth. Use both hands at the same time or alternate each hand—as one hand ends the movement, the other starts. Repeat the stroking movement 15 to 20 times.

**20** Without stopping the stroking movement, move up to the outside corner of the left eye and continue the stroking, upward movement. Continue the stroking movement across the forehead to the outside corner of the right eye. Continue this stroking movement back and forth 10 times in each direction.

**21** Continue the stroking movement back and forth across the forehead, gradually slowing the movement. Let the movements grow slower and slower as the touch becomes lighter and lighter. Taper the movement off until the fingers are gradually lifted from the forehead. This slowing down of movement is often called *feathering*.

**Optional:** Glide down to the neck and chest and repeat the movements on these areas as directed by your instructor.

**22** Finish the facial service, and complete your client consultation.  L05

## Post-Service

PROCEDURE  
**14-2 Post-Service Procedure**

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# Review Questions

1. What are five benefits of massage?
2. What are five of the massage contraindications?
3. How do you find out what the licensing regulations for massage are in your area?
4. List the five main types of classical massage movements, and briefly describe each of the movements.
5. What is the Dr. Jacquet Movement used for?
6. Define acupressure.
7. What is manual lymph drainage?
8. In what direction do you massage on the muscles?

# Glossary

|                              |  |
|------------------------------|--|
| <b>acupressure</b>           | Oriental technique of applying pressure to specific points of the body (acupressure points) to release muscle tension, restore balance, and stimulate <i>chi</i> (CHEE) (life force; energy).                          |
| <b>chucking</b>              | Massage movement accomplished by grasping the flesh firmly in one hand up and down along the bone while the other hand keeps the arm or leg in a steady position.  |
| <b>Dr. Jacquet Movement</b>  | Beneficial for oily skin; it helps move sebum out of the follicles and up to the skin's surface by kneading.   |
| <b>effleurage</b>            | Light, continuous stroking movement applied with the fingers (digital) or the palms (palmar) in a slow, rhythmic manner.   |
| <b>foot reflexology</b>      | The technique of applying pressure to the feet based on a system of zones and areas on the feet that directly correspond to the anatomy of the body. Reflexology is also performed on the hands and ears.              |
| <b>friction</b>              | Deep rubbing movement requiring pressure on the skin with the fingers or palm while moving them under a underlying structure. Chucking, rolling, and wringing are variations of friction.                              |
| <b>fulling</b>               | Form of pétrissage in which the tissue is grasped, gently lifted, and spread out. Used mainly for massaging on the arms.   |
| <b>hacking</b>               | Chopping movement performed with the edges of the hands in massage.  |
| <b>manual lymph drainage</b> | Abbreviated MLD; gentle, rhythmic pressure on the lymphatic system to detoxify and remove waste materials from the body more quickly; reduces swelling and is used before and after surgery for pre- and post-op care. |
| <b>massage</b>               | Manual or mechanical manipulation of the body by rubbing, gently pinching, kneading, tapping, and other movements to increase metabolism and circulation, promote absorption, and relieve pain.                        |
| <b>pétrissage</b>            | Kneading movement that stimulates the underlying tissues; performed by lifting, squeezing, and pressing the tissue with a light, firm pressure.  |

# Glossary

|                   |  |
|-------------------|--|
| <b>rolling</b>    | Massage movement in which the tissues are pressed and twisted using a fast back-and-forth movement.  |
| <b>shiatsu</b>    | The application of pressure on acupuncture points found throughout the body to balance the body's energy flow and to promote health. It originated as a form of physical therapy in Japan.                                     |
| <b>slapping</b>   | Massage movement in which the wrists are kept flexible so that the palms come in contact with the skin in light, firm, and rapid strokes; one hand follows the other; with each slapping stroke, the flesh is lifted slightly. |
| <b>tapotement</b> | Also known as <i>percussion</i> ; movements consisting of short, quick tapping, slapping, and hacking movements.   |
| <b>vibration</b>  | In massage, the rapid shaking movement in which the technician uses the body and shoulders, not just the fingertips, to create the movement.   |
| <b>wringing</b>   | Vigorous movement in which the hands, placed a little distance apart on both sides of the client's arm or leg, working downward apply a twisting motion against the bones in the opposite direction.                           |