

# Case Study: Facial Rejuvenation with Acupuncture

Enhancing Natural Beauty through  
Traditional Methods



NEATZ ACU

Objective

Evaluate the effectiveness of acupuncture and ancillary treatments in facial rejuvenation with correlation to TCM Pathologies occurring within the body.



# Patient Profile



## Demographics:

Age: 39

Education: Completed studies at Pacific College of Health and Sciences

Occupation: Acupuncture assistant and bartender

Height: 5'3", Weight: 130 lbs



## Lifestyle:

Stress Level: 8/10 due to board exam preparation and financial concerns

Caffeine Intake: 2-3 cups/day for energy, affecting appetite and sleep

Sleep: Inconsistent due to work schedule; experiencing gradual hair loss

Exercise: 3-4 times/week

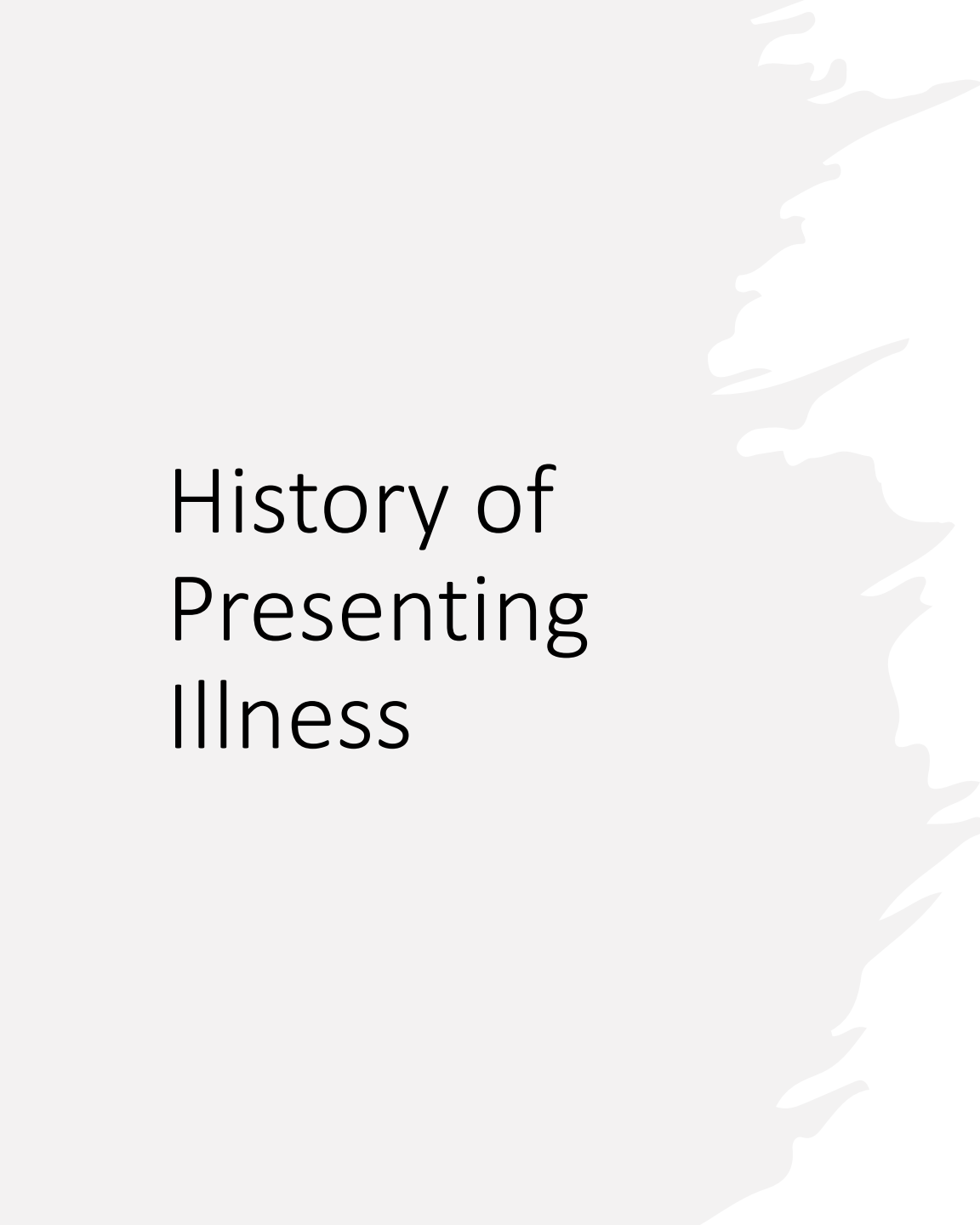
Social Commitments: Postponing board exam for summer freedom



## Skincare Approach:

Minimalist approach due to sensitive skin; uses moisturizer and nightly serum

Washes Face at night



# History of Presenting Illness

- **Graduate School Experience:**
  - Stress from balancing work, studies, and bartending
  - Impact of COVID-19 on personal life and emotional well-being
  - Relationship stress contributing to emotional and physical toll
- **Current Symptoms:**
  - Overwhelmed and lack of motivation
  - Memory issues (short-term and long-term)
  - Sleep disturbances and hair loss
  - Chronic constipation exacerbated by caffeine intake
  - Increased alcohol consumption and menstrual pain

# The Patient Concern and Treatment Goals



- **Patient Concerns:**
- Skin Issues:
  - Dryness
  - Dull complexion
  - Enlarged pores
  - Left eyelid drooping
  - Crow's feet
  - Under-eye lines
  - Forehead lines
  - Nasolabial fold
  - Sunspots
  - Sagging jawline and chin area
  - Facial asymmetry (right side slightly puffier)
- Emotional Impact:
  - Loss of confidence
  - Desire for improvement in overall health and appearance
  - Excitement to prioritize self-care and healing journey
- **Treatment Goals:**
- Enhance skin texture and tone
- Reduce lines and wrinkles
- Improve facial symmetry
- Boost self-confidence and emotional well-being
- Prioritize holistic health and self-care

# Traditional Chinese Medicine (TCM) Facial Analysis of Patient LC

- **Liver Blood Deficiency:**
  - Forehead lines, 11 lines, overall dry skin, crow's feet
- **Kidney Deficiency with Blood Stagnation:**
  - Under-eye lines with light purple pigmentation, exacerbated by lack of sleep and hydration
- **Lung Qi Deficiency:**
  - Puffiness on the right side of the face, enlarged pores (Wei Qi Deficiency)
- **Spleen Qi Deficiency:**
  - Drooping left eyelid, folding of nasolabial area, sagging cheeks and jawline; correlates with caffeine intake and diet
- **Heart Qi Deficiency:**
  - Dull complexion; desire for joy and happiness, while balancing board exam and acupuncture license goals



# Pulse and Tongue

- Pulse:**

Left:	Right:
Cun: Wiry	Rapid
Guan: Scattered	Weak and Slow
Chi: Deep and Weak	Deep and Weak
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- Tongue:**

- Color: Pink with under tone of light purple
- Shape: Round, Slightly Puffy
- Marks: Crack down the middle and scattered
- Coating: Thin White



# Methodology/Treatment

- **Treatment Approach:** Focus on strengthening Qi and Blood, addressing organ function, and improving overall circulation. This approach aims to address both root causes (internal imbalances affecting health) and branch issues (symptoms manifested on the face).



# Treatment Components

**Body Points:** Insertion of acupuncture needles at specific points to influence overall health and circulation.

**Ancillary Services:** Includes ultrasonic cleansing, facial acupuncture, cupping, gua sha, microcurrent, moisturizer, and SPF application.

**Duration:** Facial needles were retained for 30 minutes, while body points were retained for the remaining time during which ancillary services were performed.

\*During certain treatments the body points were removed the same time as the facial points because patient had to use the bathroom.



# Treatment Schedule

- **Treatments 1-7:** Included insertion of body points along with ancillary services. There was an interruption due to a 1.5-week break because of the patient's trip.
- **Treatments 8-10:** Conducted in a shorter period due to time constraints. Ancillary services were omitted due to pain from a recent dental bone graft. Microcurrent treatment was also avoided to prevent any potential interference with the bone graft healing process.



# Special Considerations

- **Patient's Condition:** Patient had undergone an emergency dental procedure involving a bone graft, which required special attention and adjustment of treatment protocols.
- **Microcurrent:** Concerns were raised about the potential impact of microcurrent treatment on the recent bone graft, leading to its exclusion from the treatment plan.



# Week 1

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# Treatments 1-2 (Body Points)

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Points	Placement	Function
LV3	B	Softens Wrinkles, Lightens sunspots
KI3	B	Decrease Facial Swelling
SP6	B	Nourish Yin
LV8	B	Tonify Blood
LU9	B	Decrease Puffiness of the face

# Treatments 1-2 (Face Points)

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Points	Placement	Function
<b>Threading of Clavicular area and platysma</b>	Bilateral	Decrease Appearance of Lines.
<b>Threading GB20- BL10</b>	Bilateral	Increase Flow of Qi and Blood
<b>SJ17</b>	Bilateral	Reduce facial puffiness and improves lymph drainage.
<b>CV23</b>	Unilateral	Lift under the Chin Area
<b>CV24</b>	Unilateral	Lift muscles of face around the mouth
<b>ST3, ST4, SI18</b>	Bilateral	Mid Face Lift
<b>ST8</b>	Bilateral	Loosening of the frontalis muscle
<b>GB 17, GB18</b>	Bilateral	Memory improvement
<b>DU20</b>	Unilateral	Lift Facial Muscles and Clears the Mind.
<b>GB1</b>	Bilateral	Softens Crowfeet of the eyes
<b>SI19</b>	Bilateral	Loosening of the Jaw area
<b>Yu Yao</b>	Left Side	Lift the left eyelid
<b>Yin Tang</b>	Unilateral	Relax the Mind

# Treatment 3

- Same body point protocol was utilized from Tx 1 and 2 plus one additional point was added

## **POINTS**

**CV17**

## **PLACEMENT**

**Unilateral**

## **FUNCTION**

**Influential Point of Qi**

# Treatment 3 (Face Points)

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Points	Placement	Function
Threading of Clavicular area and platysma	Bilateral	Decrease Appearance of Lines.
SJ17	Bilateral	Reduce facial puffiness and improves lymph drainage.
CV23	Unilateral	Lift under the Chin Area
CV24	Unilateral	Lift muscles of face around the mouth
ST3, ST4, SI18	Bilateral	Mid Face Lift
ST8	Bilateral	Loosening of the frontalis muscle
GB 17, GB18	Bilateral	Memory improvement
GB21	Bilateral	Improve Flow of Qi
DU20, DU24	Unilateral	Lift Facial Muscles and Clears the Mind.
GB13	Left	Help lift the eye lid area
GB1	Bilateral	Softens Crowfeet of the eyes
SI19	Bilateral	Loosening of the Jaw area
Yu Yao	Left Side	Lift the left eyelid
Yin Tang	Unilateral	Relax the Mind
Si Shen Cong	Unilateral and Bilateral	Improvement for memory retention

# Treatment 4

- Facial Point Protocol Remained the same
- Body Point Protocol was improved

<b>Points</b>	<b>Placement</b>	<b>Function</b>
<b>KI3</b>	B	Decrease Facial Swelling
<b>SP3</b>	B	Lifts Sagging Cheek muscles
<b>ST36</b>	B	Lifting Cheek Muscles
<b>SP10+</b> <b>LV3+LI11</b>	B	Sunspots and Softens Wrinkles
<b>LU9</b>	B	Decrease Puffiness of the face
<b>LI4</b>	R	Open the Jaw and Neck Area

# Treatment 5-6

- Body Points remained the same from Treatment 4.
- Pertaining to Face points one more was added to the protocol.

Points	Placement	Function
<b>SJ21</b>	B	Loosening of the frontalis Section.



## Week 5

Pores were starting to decrease in appearance, and her jowl area was starting to tighten up. Also, lines were no longer noticeable on the forehead.

# Treatment 7

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- Facial Point Protocol remained the same since treatment 5
- Body points were added to the protocol from treatments 5&6

<b>Points</b>	<b>Placement</b>	<b>Function</b>
<b>SP4+SP5</b>	R+L	Increase Collagen Production
<b>ST34</b>	R	Tonify Blood

# Treatment 8-10

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All the same Body points and Facial points were utilized from Tx 7.

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During this time no ancillary services were provided due to the emergency dental surgery.

## Results Week 10



- Significant improvements noted
- Lines across forehead decreased tremendously
- Decrease in puffiness of eyes
- Purple hues around eyes and sunspots decreased
- Nasolabial fold starting to tighten
- Jawline appearing more toned

# Additional Benefits

- Improved PMS symptoms
- More regular menstrual cycles with healthier bleeding
- Better stress management and improved sleep quality



# Patient Education and Treatment Journey

## **Nighttime Routine**

- Started using Linnie's oil for hydration and complexion improvement.

## **Skin Care Routine**

- Increased SPF usage, hats, and sunglasses for sun protection.
- Implemented metal gua sha tool and mini eye roller twice a week.

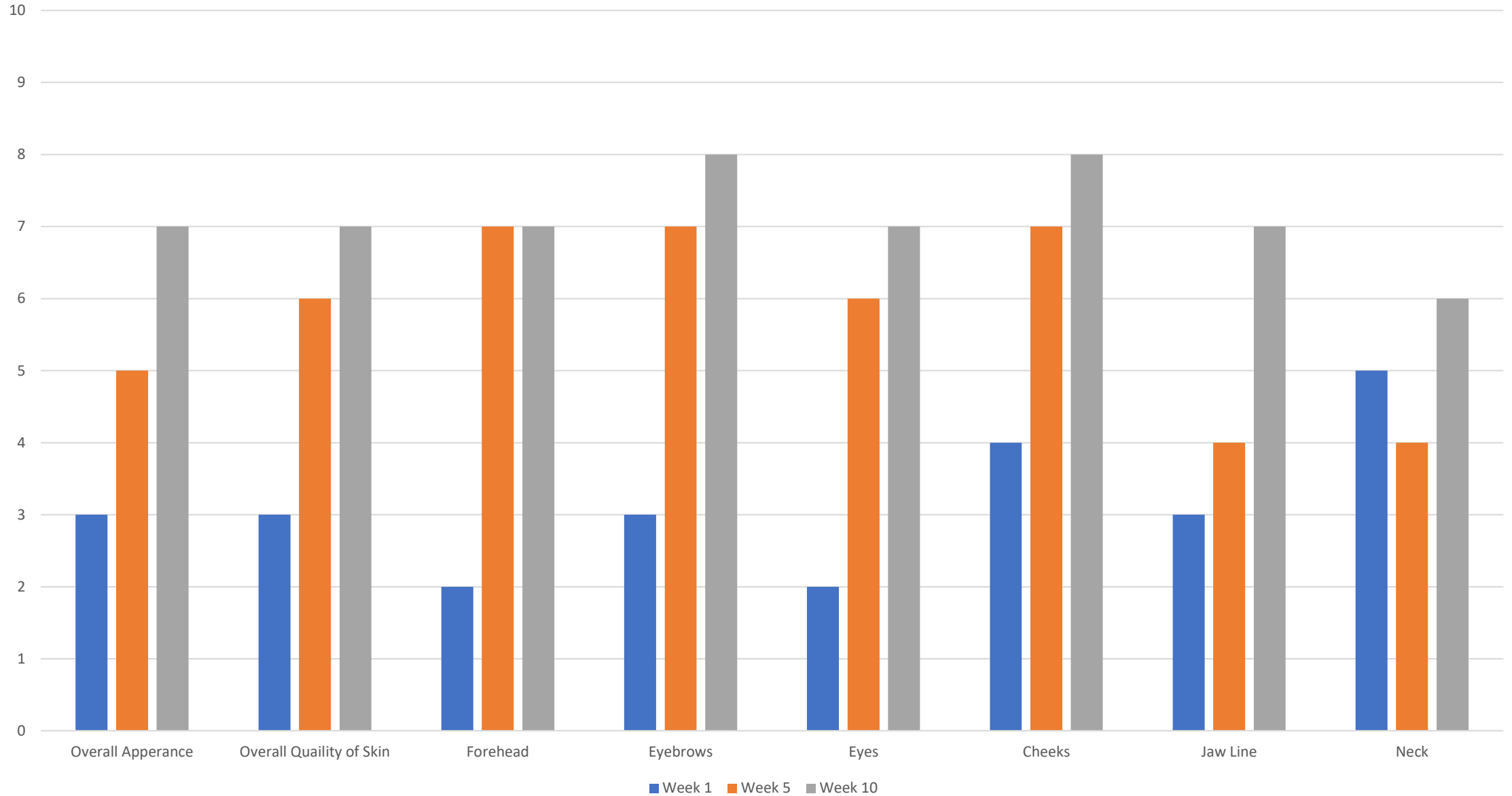
## **Dietary Changes**

- Reduced caffeine consumption to 2 cups daily; 1 cup on days off.
- Increased water intake: 2 cups of water for every 1 cup of caffeine.

## **Treatment Protocol**

- Focus on using body and facial points synergistically.
- Aimed for holistic internal and external results.

# Patient Self-Assessment



# Challenges

- Experienced a week and a half break due to emergency dental surgery.
- Two treatments within 3 days due to missed sessions.



# Insights for Enhancing Future Practice as a Facial Acupuncturist

## 1. Tailoring Treatments to Patient Preferences

Adjusting treatments to avoid discomfort and enhance patient satisfaction.

Example: Avoiding Celluma LED therapy for patients with claustrophobia; offering alternative therapies.

## 2. Accommodating Sensitivities and Preferences

Importance of adapting treatments for sensitive areas (e.g., neck) to ensure comfort.

Ensuring patient comfort and satisfaction through personalized approaches.

## 3. Enhancing Documentation and Professional Appearance

Improving photo quality through optimal lighting and ensuring neat presentation.

Maintaining a consistent and professional appearance (e.g., wearing black shirts).

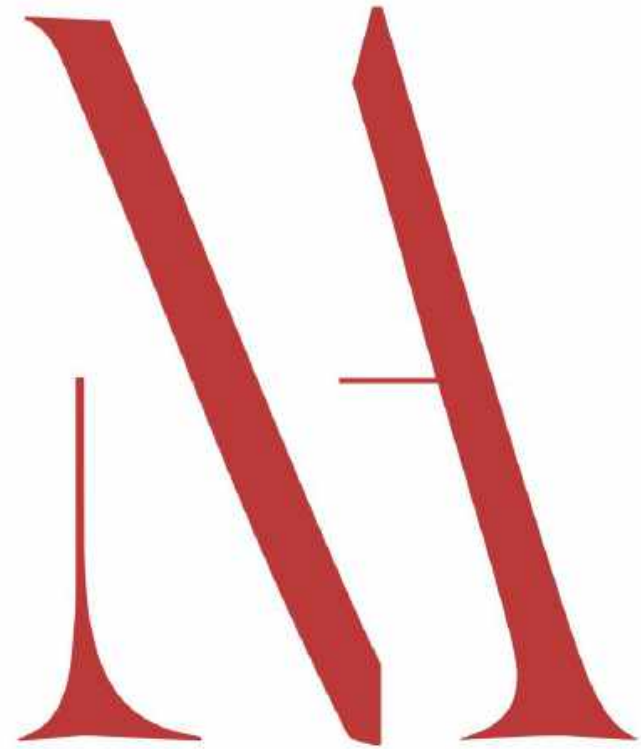
## 4. Refining Time Management and Treatment Atmosphere

Importance of effective time management for a relaxed treatment environment.

Ensuring an unhurried atmosphere during ancillary services.

# Conclusion

- These adjustments aim to elevate patient experience and refine the practice of facial acupuncture.
- Commitment to continuous improvement and personalized patient care.



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