

WHAT IS KINESIOLOGY TAPING

Kinesiology tape was invented by a Japanese chiropractor, **Kenzo Kase** in the 1970s. Dr. Kase was searching for a sports taping method which could assist in the healing of traumatized tissue and muscles. The idea of the method is that the tape made of cotton on a hypoallergenic adhesive base are glued to the skin and have elasticity of the human skin. It can alleviate pain, reduce inflammation, relax muscles, reduce face wrinkles and lines, enhance performance, and help with rehabilitation as well as supporting muscles during a sporting event.

Using face kinesiology taping you can:

- Reduce facial wrinkles (frown lines, horizontal forehead lines, crow's feet, bunny lines, nasolabial folds, mental crease)
- Lift drooping eyelids
- Reduce puffiness of the face and eye area
- Get face lifting, sharpening the jawline.



HOW DOES KINESIOLOGY TAPE WORKS ON YOUR FACE

The tape works by lifting the epidermis of the skin, allowing blood and lymph to flow more easily, improving the circulation and reducing inflammation, and effectively making incremental changes to the fascia over time, which leads to muscle memory. Blood and lymph circulation are ideal conditions for collagen rebuilding, which leads to wrinkle reduction.

Face kinesiology taping consists of two different types of applications:

1. LYMPHATIC DRAINAGE APPLICATIONS:

- reduces: puffiness of the face and eye area
- sharpens the jawline and reduces double chin.

2. NIGHT TAPING- is a therapeutic method.

In fact, it fixes a certain area of the skin without allowing it to shift and prevents the formation of new wrinkles and sleepy creases. This method of rejuvenation allows you:

- to achieve face lifting without surgery and injection by stimulating certain facial muscles and muscle memory, which remembers their new position.
- to reduce facial lines (frown lines, horizontal forehead lines, crow's feet, bunny lines, nasolabial folds, mental crease at the chin)

FACE KT BENEFITS

- Reduced appearance and prevention of facial lines and wrinkles
- Reduce puffiness on the face and under the eyes and edema
- Relax muscle tension
- Increased oxygen-rich blood circulation to head and neck
- Increased circulation and absorption of nutrients to the skin

FACE KT CONTRAINDICATIONS

- Fever
- Skin irritation, skin burn, wounds
- Skin fungal and viral diseases

BEFORE APPLICATION

Before you go to sleep, cleanse your skin and apply your face night products. Then, in 20-30 minutes apply your kinesiology tape. They will do their magic and erase wrinkles while you sleep!

