

Contouring Facial Ritual

WELEDA
Since 1921



Fig 1

• Contouring Eye & Lip Cream

Apply using your ring fingers with a gentle 'press and release' rolling action, across the upper and lower eye lid, moving from the inside corners to the outside.

Repeat rolling actions around the upper and lower contours of the lips, working from the centre, outwards. **Fig 1**

• Contouring Face Serum

Place 1-2 pipettes of serum in the palm of the hand and spread between both hands. Gently press hands onto the face, beginning at the forehead continuing down the face, neck and décolleté.

Follow with skin tapping: Using all fingers, moving from the centre outwards, gently tap along the forehead, along cheek bones, lower cheeks (include mouth), jawline and down sides of neck. Take a moment to notice how your skin's micro-circulation feels activated and alive. **Fig 2**



Fig 2



Fig 3

• AM: Contouring Day Cream

Take a small amount of cream and spread along the inside of both hands. Gently press onto the face, neck and décolleté.

Keeping fingers soft and relaxed, now sweep outwards across the face and down sides of neck. Never pull and drag your skin. Sweeping movements should feel comfortable. **Fig 3**

• PM: Contouring Night Cream

Spread a small amount of cream along inside of hands and gently press onto face, neck and décolleté.

Place fingers flat on your forehead with fingertips facing each other. Sweep purposefully upwards and outwards, repeating three times.

This movement helps to reduce worry lines and release any tension held in this area. **Fig 4**

Continue sweeping across your cheeks and jawline towards your ears, including neck and décolleté.



Fig 4

Facial Exercises for Contouring & Sculpting

Following your application of your contouring face care, practise these recommended exercises daily, to improve circulation and strengthen the underused muscles in the face.



Fig 1

• Exercise 1. Eye Contours

Indication: for baggy lids, puffiness and crow's feet.

Slowly open your eyes as wide as possible so that the white above the pupil becomes visible. Increase the muscle tension of the eyelids without wrinkling the forehead - count to 6 then blink rapidly and close eyes to relax. Repeat three times. **Fig 1**



Fig 2

• Exercise 2. Lip Contours

Indication: smooths and strengthens the lip contours, reduces cheek folds and combats sagging.

Slowly and consciously form an 'O' with the lips. Increase the lip tension and hold for 6 seconds before releasing.

Repeat 3-5 times, working to create the perfect 'O' with your lips while keeping the forehead and eye muscles relaxed. **Fig 2**



Fig 3

• Exercise 3. Neck Exercise

Indication: helps firm and reduce appearance of neck wrinkles.

Keeping shoulders relaxed, start with chin resting at the chest, jut lower jaw outwards and upwards. Now, open and close your mouth while moving your face upwards until you are comfortably looking at the ceiling. Do this to the count of seven. Hold for several seconds before releasing jaw and returning your face to the centre. **Fig 3**

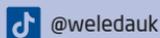
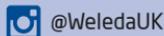


Fig 4

• Exercise 4. Shoulder rolls & visualisation

Complete your sequence with 3 shoulder rolls forward and 3 backwards. Bring shoulders up to your ears, squeeze and hold for several seconds, then let go and drop shoulders. **Fig 4**

Finally, close your eyes and be still for a minute, visualising each exercise you have carried out while your face and neck muscles remain relaxed.



WELEDA

Since 1921

www.weleda.co.uk

0115 944 8200



CERTIFIED
NATURAL
SKINCARE

Certified



Corporation