



SWEDISH FACIAL MASSAGE



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SWEDISH FACE MASSAGE (CLASSIC)



What is a facial massage?

Massage in general is a series of hand movements based on the anatomy and physiology of the human body.

Facial Massage is when we perform movements (or strokes) **on the face**. Usually, when we consider facial massage we include parts of the body like the décolleté, the neck, the shoulders, the upper back and the head.

The History of Facial Massage



Massage has been used for **pain relief, healing and beauty improvement** by people of most cultures since ancient times. Massage was practiced by the **Chinese 3,000 years ago** to help with vitality. The ancient **Greeks, Persians, Japanese and Indians** also recorded the use of massage treatment in great detail in their early medical literature.

During 19th century massage popularity reached its peak by a Swede fencing instructor, Pehr Henrik Ling (1776–1837), who is said to have created it and have brought it to the **United States**.

The Western version of facial massage as a cosmetic treatment, mostly practiced by estheticians, has become especially popular in **Europe**, as well.

In 1887, Thomas Stretch Dowse, MD, wrote, *“Some physicians suggest that stress may be responsible for 75% of all disease in the Western world, including [psoriasis and eczema], high blood pressure, backache, poor eyesight and depression ... **the solution is to use massage therapy.**”*

FACIAL MASSAGE TYPES

There are several **types** of facial massage such as:

- **Swedish or Classic**, which is the base of all massages and is used in beauty treatments too.
- Lymphatic
- Shiatsu
- Reflexology
- Thai etc.

SWEDISH Massage - The “Swedish” techniques originality



The classic massage or “Swedish massage” techniques that are adopted and prevalent in the western world, are the base for all types of massages. But it is not quite clear yet about who’s the father of them.

Although it is in general adopted that **Pehr Henrik Ling** created and brought the “Swedish massage” to the U.S., there are different opinions about the originality of it.

Some claim that Ling created it and some others that the “Swedish massage” was brought to the United States by two brothers, **Dr. Charles and Dr. George Taylor** in the 1850s. The specific techniques used, involve the application of long gliding strokes, friction, kneading and tapping

movements on the soft tissues of the body and face. Later, Dutch practitioner **Johan Georg Mezger** (1838–1909) adapted French names to denote the basic massage strokes used today (effleurage, petrissage etc).

Products



In facial massage and massage in general we use products like **oils, nutritive creams, serums, and essential oils** (dissolved into oil or cream base), **candle, honey, powder**, except for some massage types and techniques in which no product is required.

Indications

Massage has been scientifically recognized for its numerous benefits in the body and psyche. **In general**, offers deep relaxation, soothes, regulates the body's functions, and brings a sense of euphoria, joy and well-being. During a massage session, hormones are released that boost the immune system, reduce stress and prevent aging.

Facial massage exhibits many **holistic benefits** except for our skin, to our body and wellbeing too. Specifically, facial massage:

- Relaxes the muscles and removes tension.
- Increases muscle tone, toning the muscle fibers.
- Improves keratinization, that is the production of the epidermis skin cells (keratinocytes).
- Improves hydration and moisture retention in the epidermis.
- Helps eliminate toxins and cell metabolism waste, due to the invigoration of the lymphatic flow. Reduces water retention in the face tissues and around the eyes (puffiness).
- Improves blood circulation, with local temperature rise, resulting in increased oxygenation, nutrition and metabolism of the cells.
- Offers elasticity and firmness to the skin.
- Revitalizes and rejuvenates the skin providing a glowing and youthful complexion.
- Contributes to skin anti-aging, delays and reduces the appearance of lines and wrinkles.
- Calms the nervous system, the mind and the spirit.
- Relaxes the rest of the body.

- Promotes a restful and quality sleep.
- Contributes to the overall well-being of the individual in a holistic way.

Contraindications

Facial massage is wonderful but not everyone can enjoy it because there are some contraindications which include:

- **Skin conditions** such as redness, acne, swelling, pus, disease, bruises, wounds, scratches, injuries.
- **Previous stroke.**

ATTENTION!

We always fill the consultation form with the client or give them to write it themselves before any treatment. Also, we must observe thoroughly our clients' skin before touching or during the session and afterwards. If any intense (skin) reaction occurs, we stop.

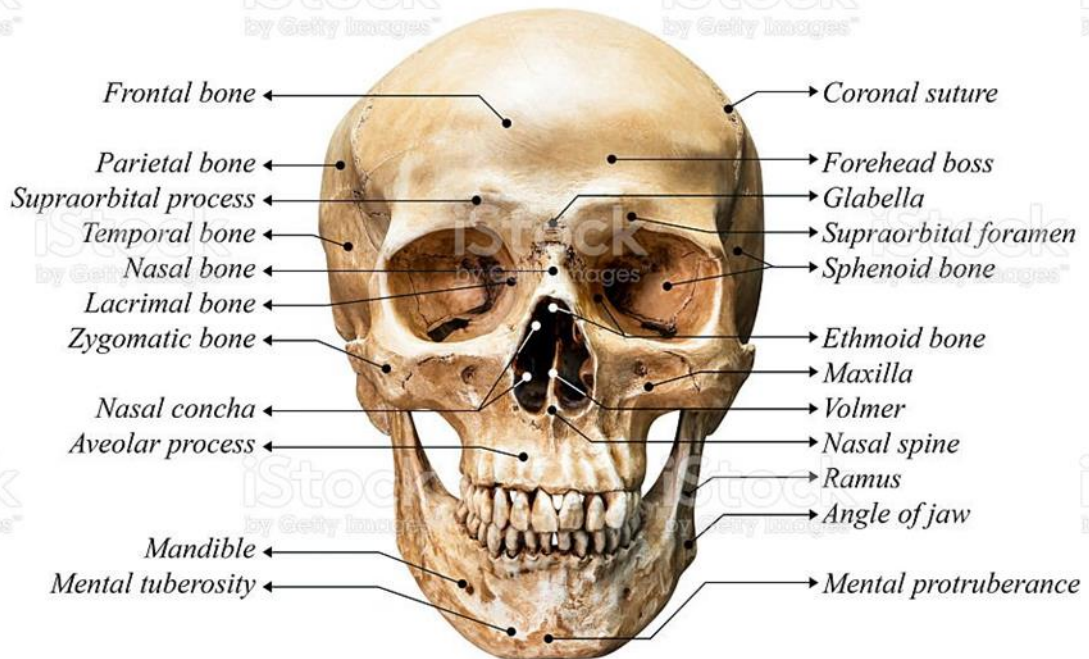
If the client has recently undergone medical beauty procedures such as fillers, laser, botox, deep chemical peels or deep dermabrasion they must wait for some period (1 week - 1 month+) before having a facial massage session. Also, when recovering from face surgery. The interval time will be determined by their doctor.

FACE, NECK, SKULL BONES

- **Ethmoid** – Midline cranial bone.
- **Frontal** – Bone that forms the forehead.
- **Lacrimal** – Paired bones that form the wall of the orbit.
- **Mandible** – Bone that forms the lower jaw.
- **Maxilla** – Bone that forms the upper jaw.
- **Nasal** – Paired bones that form the bridge of the nose.
- **Occipital** – Bone that forms the posterior portion of the head.
- **Parietal** – Paired bones at the top of the skull. They articulate with each other and other bones in the skull.
- **Sphenoid** – Midline bone that has several processes associated with it.
- **Temporal** – Paired bones that form the lateral walls of the skull and articulate with the mandible at the temporomandibular joint.
- **Zygomatic** – Paired facial bones that form the cheeks.

Diagram of human skull

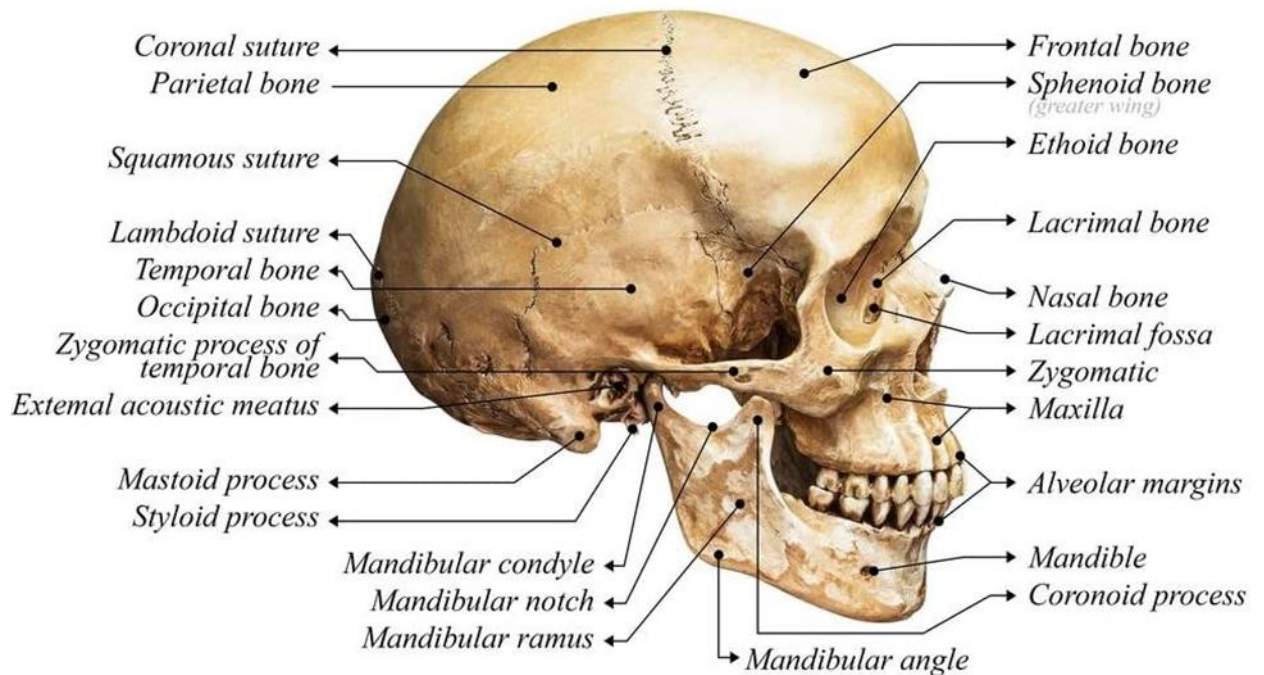
(front aspect)



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Diagram of human skull

(lateral aspect)



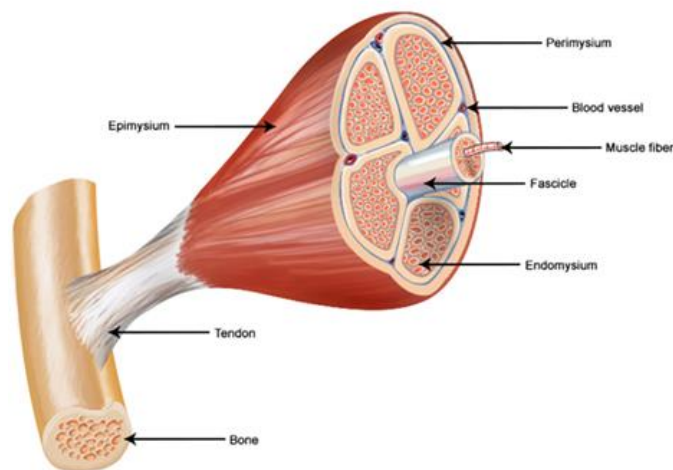
MUSCLES

A basic condition for performing any kind of massage is the good knowledge of the anatomy of the area we massage. The facial muscles adhere to the skin. When they contract, they cause movement, rendering the face to change expression.

Introduction to the Muscular System

The muscular system is composed of specialized cells called muscle fibers. Their predominant function is **contractibility**. Muscles, attached to bones or internal organs and blood vessels, are responsible for movement. Skeletal muscles also produce more subtle movements that result in various facial expressions and eye movements. Also, muscles produce heat to maintain body temperature, an important by-product of muscle metabolism.

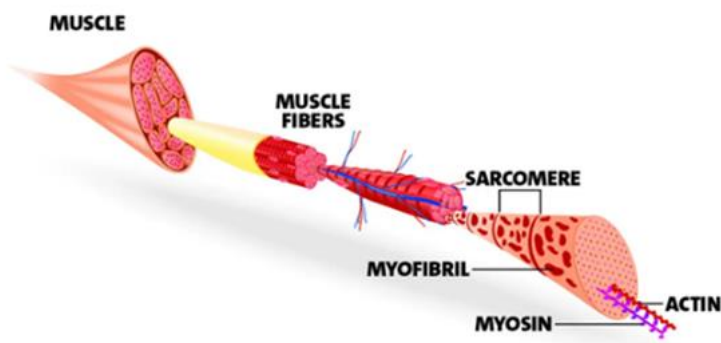
Structure of a Skeletal Muscle



Skeletal muscles

Skeletal muscle, attached to bones, is responsible for skeletal movements. The peripheral portion of the central nervous system (CNS) controls the skeletal muscles. Thus, these muscles are under conscious, or voluntary, control. The basic unit is the muscle fiber with many

nuclei. These muscle fibers are striated (having transverse streaks) and each acts independently of neighboring muscle fibers. A whole skeletal muscle is considered an organ of the muscular system. Each organ or muscle consists of skeletal muscle tissue, connective tissue, nerve tissue and blood or vascular tissue. Skeletal muscles vary considerably in size, shape, and arrangement of fibers. Skeletal muscle cells (fibers), like other body cells, are soft and fragile. The connective tissue covering furnish support and protection for the delicate cells and allow them to withstand the forces of contraction. The coverings also provide pathways for the passage of blood vessels and nerves. Typically, a muscle spans a joint and is attached to bones by tendons at both ends. One of the bones remains relatively fixed or stable while the other end moves as a result of muscle contraction.

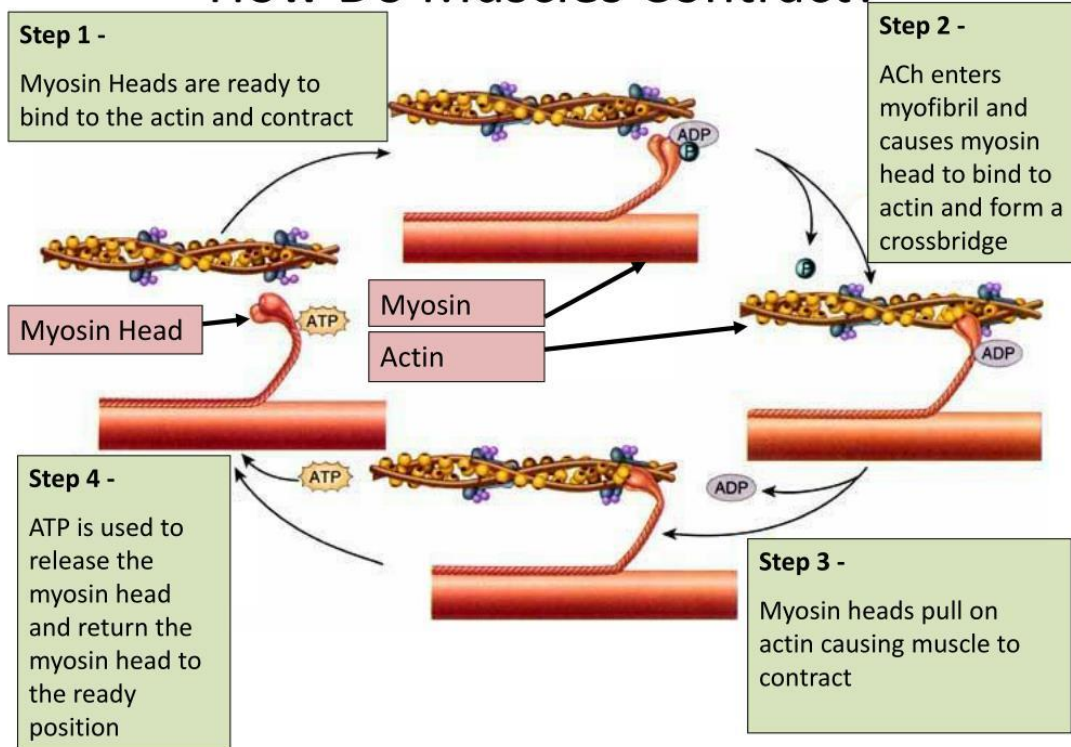


Skeletal muscles have an abundant supply of blood vessels and nerves. This is directly related to the primary function of skeletal muscle, contraction. Before a skeletal muscle fiber can contract, it has to receive an impulse from a nerve cell.

What are the 4 steps of muscle contraction?

- Depolarisation and calcium ion release.
- Actin and myosin cross-bridge formation.
- Sliding mechanism of actin and myosin filaments.
- Sarcomere shortening (muscle contraction)

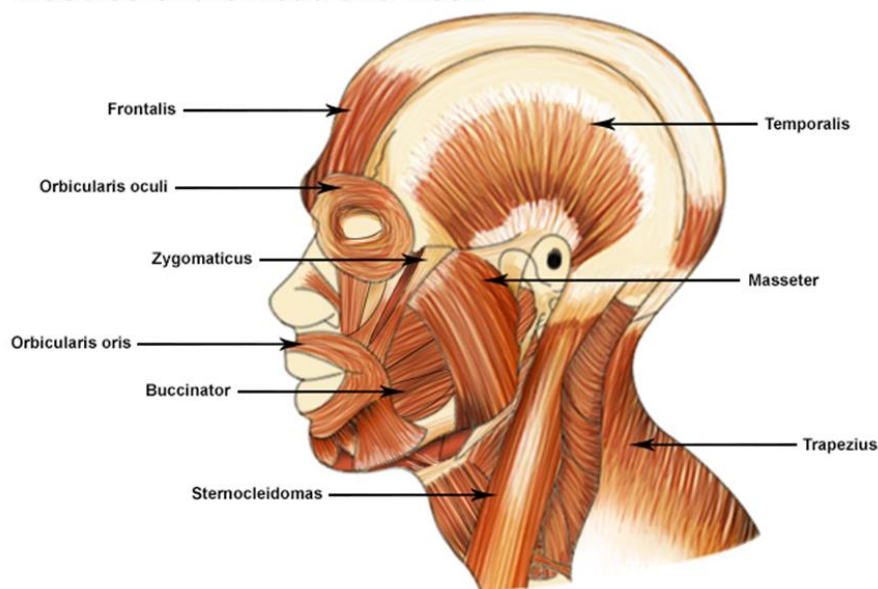
How Do Muscles Contract?



FACE & NECK MUSCLES

Humans have well-developed muscles in the face that permit a large variety of facial expressions. Because the muscles are used to show surprise, disgust, anger, fear, and other emotions, they are an important means of nonverbal communication. Muscles of facial expression include frontalis, orbicularis oris, orbicularis oculi, buccinator, and zygomaticus. These muscles of facial expressions are identified in the illustration below. There are four pairs of muscles that are responsible for chewing movements or mastication. All these muscles connect to the mandible, and they are some of the strongest muscles in the body. Two of the muscles, temporalis, and masseter, are identified in the illustration above. There are numerous muscles associated with the throat, the hyoid bone and the vertebral column; only two of the more obvious and superficial neck muscles are identified in the illustration: sternocleidomastoid and trapezius.

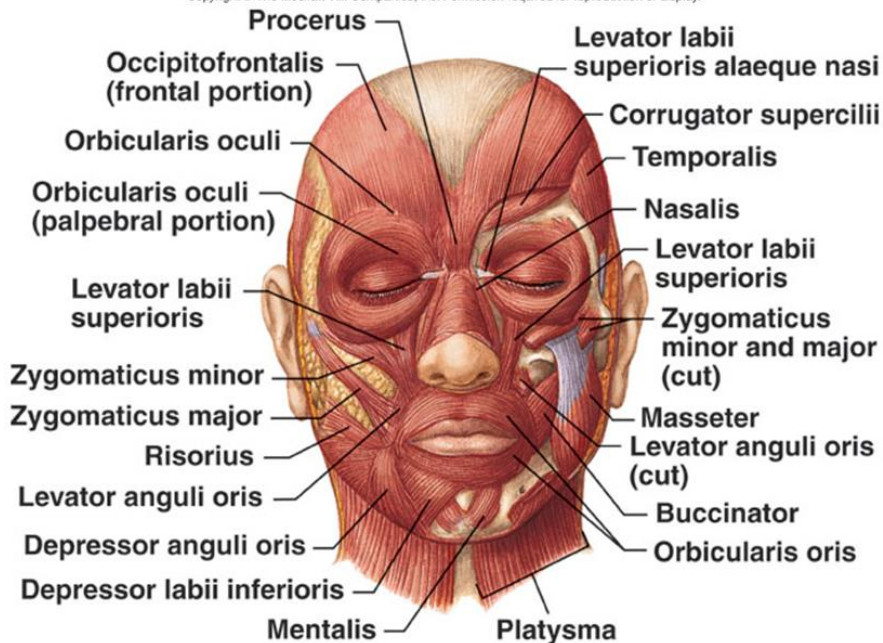
Muscles of the Head and Neck



What are the facial muscles?

The face has **almost 20 flat skeletal muscles** that attach to different places on the skull. **The craniofacial muscles are essential to chewing and making facial expressions.** They originate from bone or fascia and insert into the skin. Craniofacial muscles work together to **control movements** in:

- Cheeks
- Chin
- Ears (only in some people)
- Eyebrows
- Eyelids
- Forehead
- Lips (upper and lower)
- Nose and nostrils



FUNCTIONS

Facial muscles are responsible for two major tasks:

- **Chewing** (also called masticating).
- **Making facial expressions**, such as smiling, pouting or raising the eyebrows in surprise.

The facial muscles involved in chewing are:

- **Buccinator**, a thin muscle in your cheek that holds each cheek toward the teeth.
- **Lateral pterygoid**, a fan-shaped muscle that helps the jaw open.
- **Masseter**, a muscle that runs from each cheek to each side of the jaw and helps the jaw close.
- **Medial pterygoid**, a thick muscle that helps the jaw close.
- **Temporalis**, a fan-shaped muscle that helps the jaw close.

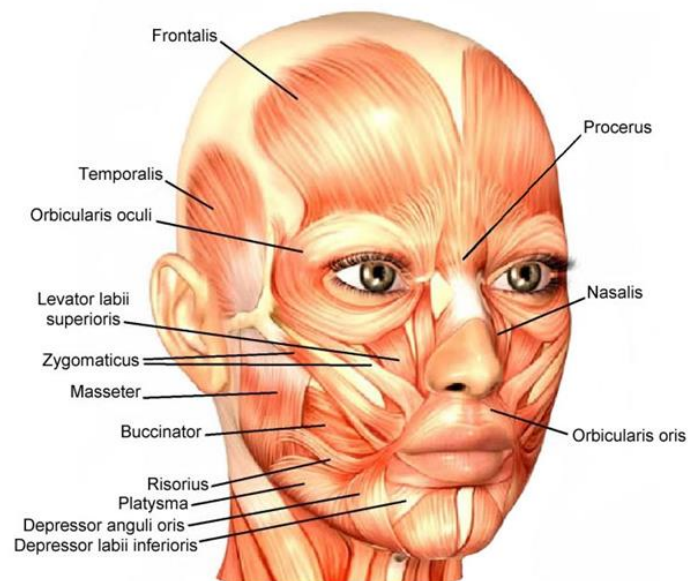
The muscles of facial expressions are:

- **Auriculars**, which allow some people to move their ears.
- **Corrugator supercillii**, which is near the eyebrow and enables frowning.
- **Depressor anguli oris**, which is on each side of the chin and works with other muscles to produce a frown.

- **Depressor labii inferioris**, a muscle in the chin that helps control movement in the lower lip.
- **Levator labii superioris alaeque nasi** can open the nostrils and lift the upper lip.
- **Mentalis**, a pair of muscles toward the center of the chin that helps control the lower lip.
- **Nasalis** allows to flare the nostrils.
- **Occipitofrontalis**, a muscle that extends from the eyebrows to the top of the skull that can raise the eyebrows and wrinkle the forehead.
- **Orbicularis oculi** closes the eyelids.
- **Orbicularis oris**, a circle of muscle around the mouth that closes or purses the lips.
- **Procerus**, a muscle between the eyebrows that can pull the brows downward and help flare the nostrils.
- **Risorius** is located on each side of the mouth and aids in smiling.
- **Zygomaticus major and minor** allow us to smile.

Other functions of the muscles of your face include:

- Determining what a person looks like.
- Protecting the eyes.
- Keeping food and drink in the mouth (preventing drooling).
- Talking.
- Singing.
- Whistling.



MUSCLE GROUPS

Facial muscles are **located throughout the face**. They can be categorized by general location:

- **Buccolabial muscles** in and around the mouth.
- **Nasal muscles** around the nose.
- **Epicranial muscles** of the forehead, skull and neck.
- **Auricular muscles** around the ears.
- **Orbital muscles** surrounding the eyes.

CONDITIONS AND DISORDERS

What conditions and disorders can affect the facial muscles?

To function, the facial muscles get signals from the brain via the facial nerve. But sometimes, they can't receive those signals properly.

When the facial muscles cannot receive brain signals properly, that can cause:

- Droopy or sagging appearance in the face.
- Facial palsy (weakness).
- Facial paralysis (inability to move parts of the face).
- Trouble chewing, speaking or making facial expressions, Drooling.

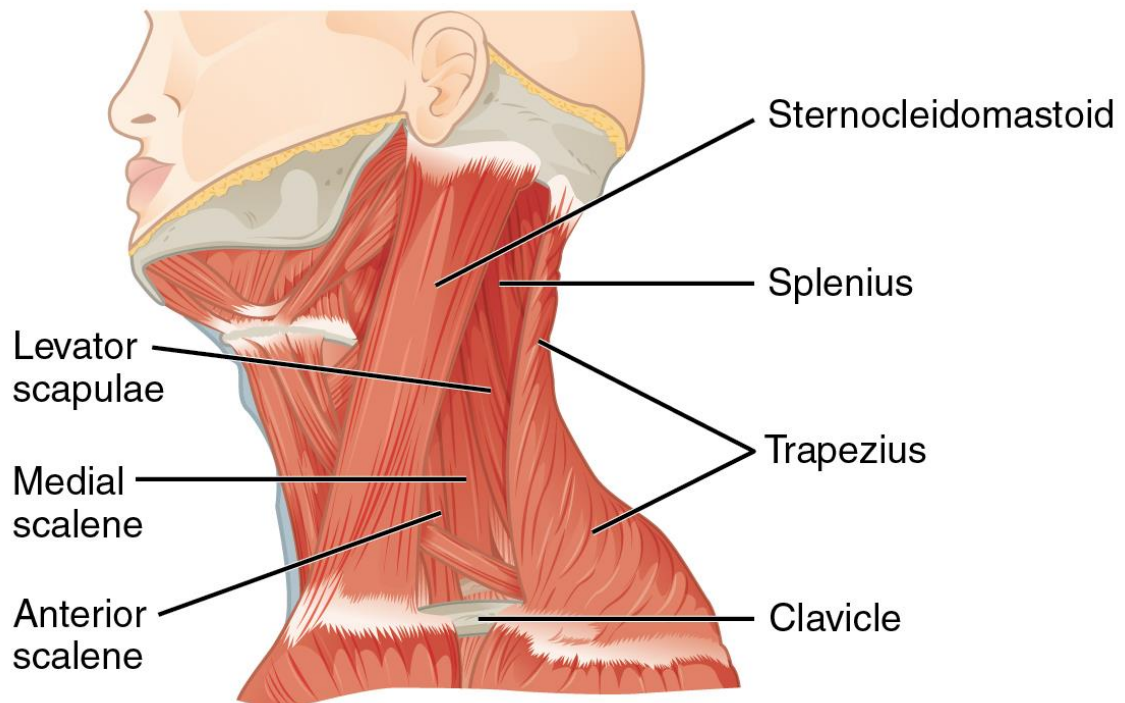
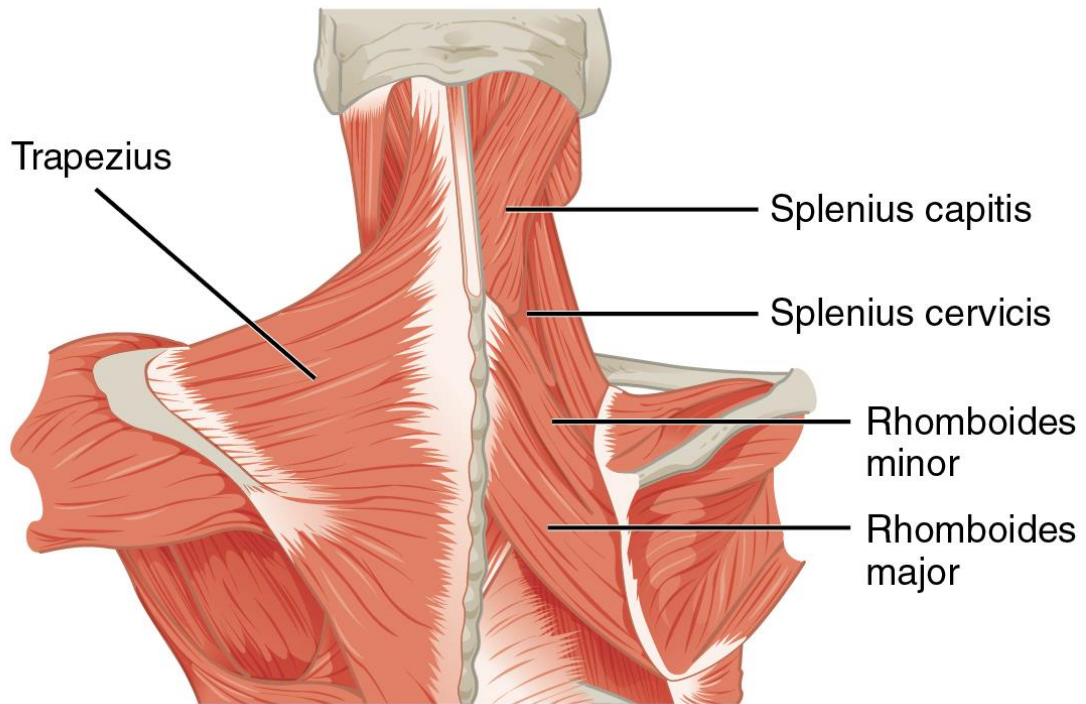
Symptoms can occur:

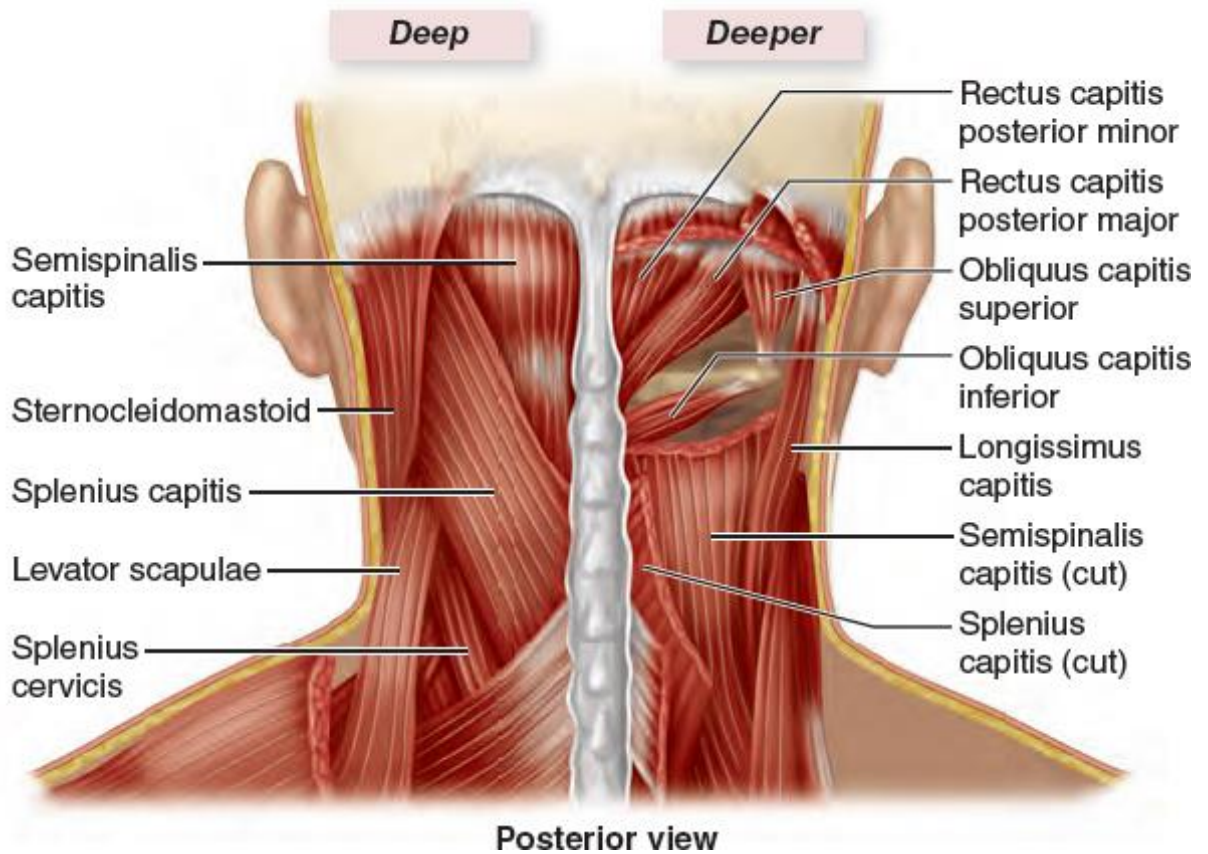
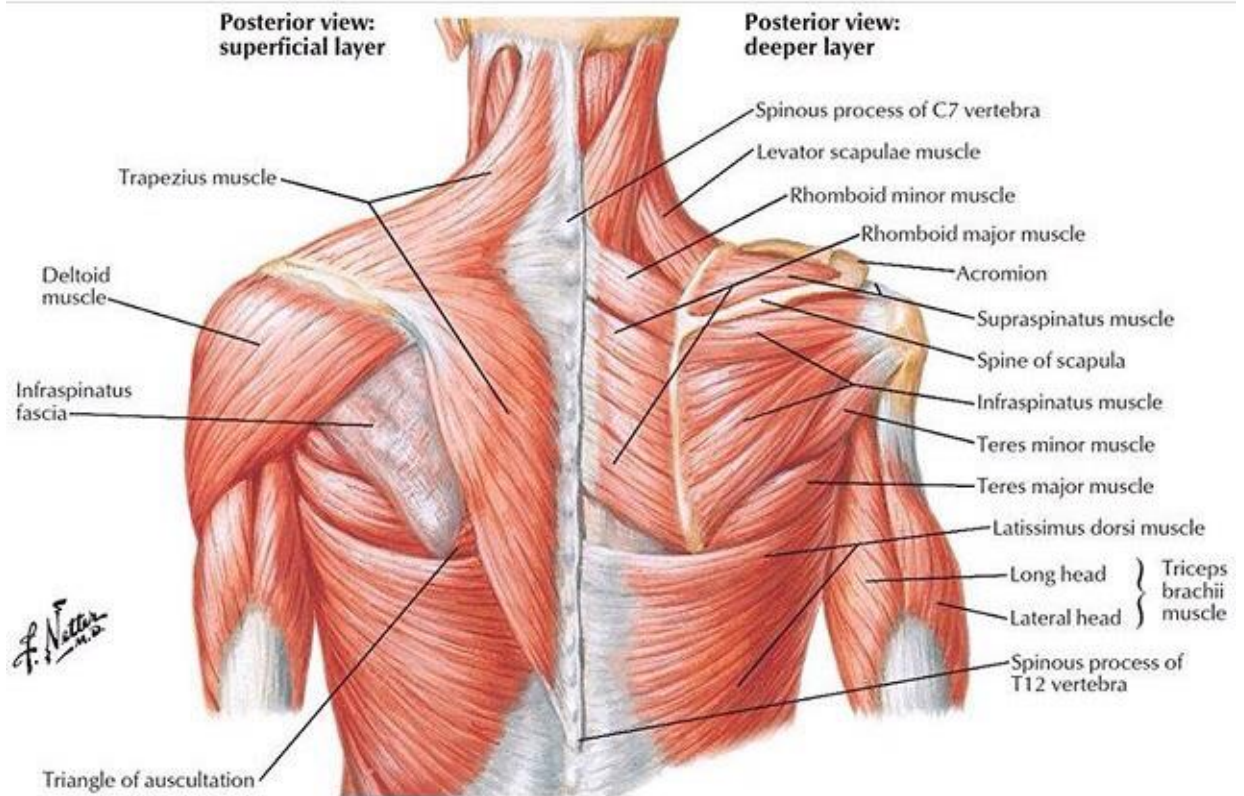
- All over the face.
- In one specific area.
- On the left or right side.
- On the top or bottom half.

Damage to the facial nerve and problems with the facial muscles can be caused by:

- Autoimmune disease
- Bell's palsy
- Head and neck cancer
- Infection
- Injury to the head or face
- Stroke

BACK NECK & UPPER BACK MUSCLES



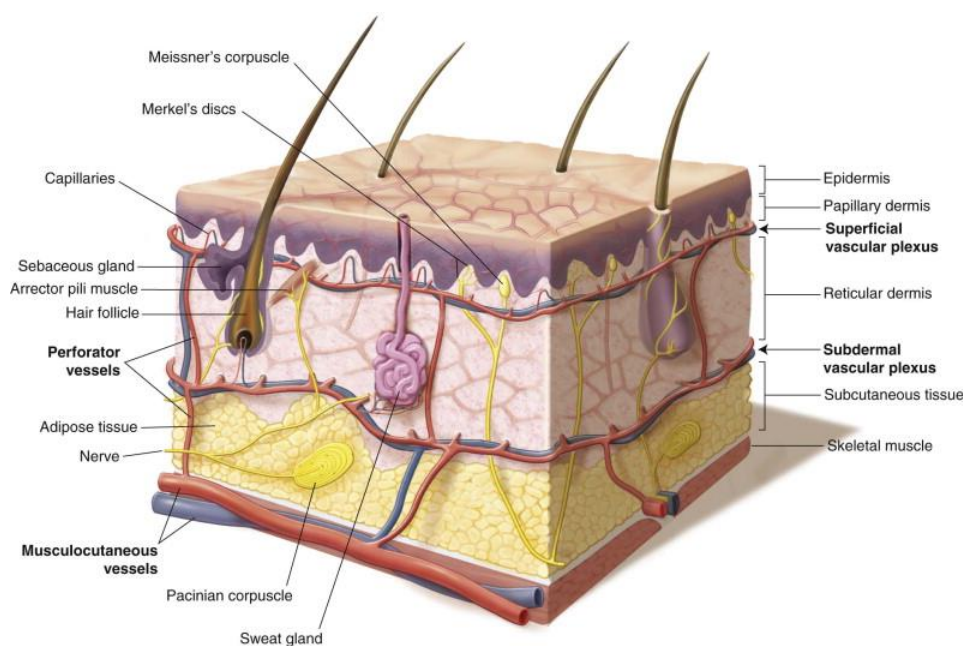


THE SKIN

- It is the **largest organ** of the body.
- Average area 2m² – weight; approx. 20 kgr - 16% human body.
- **Consists of 3 basic sections**; epidermis, dermis, subcutaneous tissue.
- **Epidermis**; The outer layer, thickness; 0,04-1/ 1,5mm, consists of 5 extra layers; stratum corneum, str.lucidum, str.granulosum, str.spinosum, str.basale.
- **Keratinocytes**: consist of the 80% of the epidermis.
- **Dermis**; responsible for the elasticity of the skin. Contains nerves, blood vessels, glands, hair follicles, fibroblasts etc.
- **Appendages**: nails, hair, glands.

Functions

- **Protection** from the **environment** (stratum corneum).
- Protection from **UV rays** (melanocytes).
- Protection from **mechanical pressure** (subcutaneous tissue).
- Protection from the **cold** (muscular contraction, subcutaneous tissue).
- **Water elimination** (sweat).
- **Selective absorption & substance penetration** (depend on the substance characteristics & on the skin's properties).
- **Vitamin D₃** synthesis with UV rays action.
- **Energy store** (subcutaneous tissue= fat/ lipids).
- **Sensory function** (touch- pressure- hot/ cold, pain).



How to Administer Facial Massage

- To administer a complete and effective facial massage, you must have **knowledge of the basic muscles, bones, and systems** and one must also understand the placement of the facial muscles.
- **Never remove your hands from the client's face once you make contact with the skin.** Unbroken contact feels better and gives the client a sense of physical continuity that is very soothing and more relaxing.
- **Always do outward & upward strokes.** Strokes to the opposite direction (inward and downward) weaken the skin, causing premature folds, wrinkles and sagging.
- The **insertion is the movable attachment of the muscle to the bone.** The **origin is the immovable** attachment of the muscle to another muscle or cartilage. **The pressure of the massage movement is from the insertion to the origin.**

FACIAL MASSAGE Movements

To administer a complete and effective facial massage, one should **employ 4 major forms of hand manipulation.**

- 1) **Effleurage**
- 2) **Petrissage/ pressions;** local, kneading, frictions
- 3) **Percussion;** battages, tapotement
- 4) **Vibrations**

Tak skal du have! 😊

Sources

"Beauty Therapy" handbook, Akmi Beauty School, 2012.

"Atlas of skeletal muscles", Robert & Judith Stone, 2011.

www.clevelandclinic.org

www.encyclopedia.com

www.lydiasarfati.com

Esthetics Intake Form

Personal Information

Name _____ Phone (day) _____ (evening) _____

DOB _____ Occupation _____ Email _____

How did you hear about us? _____

Conditions you are currently experiencing today (Please select all that apply):

Headache Inflammation Muscle Cramps Anxiety Fatigue Insomnia Stress Forgetfulness

Which aroma(s) do you prefer? (Please select all that apply)

Lavender Citrus Geranium Peppermint Lemongrass Patchouli Eucalyptus Frankincense

Esthetics Information

What type of skin do you have?

Normal Oily Dry Combination

What areas of concern do you have regarding your skin?

Breakouts/Acne Blackheads/Whiteheads Uneven Skin Tone Sun Damage
 Excessive Oil/Shine Wrinkles/Fine Lines Dull/Dry Skin Rosacea
 Broken Capillaries Redness/Ruddiness Dehydrated Sun, Liver, Brown Spots

Other: _____

Have you been under the care of a dermatologist within the past year? yes no

If yes, please explain _____

Have you ever had an allergic reaction to any of the following?

Cosmetics Medicine Food Animals Sunscreen Drugs
 Iodine Pollen AHAs Fragrance Shellfish Latex

Other: _____

Do you currently or have you used in the last 3 months Retin-A, Renova, AHA's or Retinol/Vitamin A derivative products?

If yes please describe: _____

Have you received Botox, Restylane, or Collagen injections in the last 6 months? yes no

If yes, please specify: _____

By signing below, you agree to the following:

I have completed this form to the best of my ability and knowledge and agree to inform the technician of any changes in the above information. I have been informed of and understand the contraindications to the requested treatments and agree that I do not have any condition(s) that would make the requested treatment unsuitable. I will inform the technician of any discomfort I may experience at any time during my treatment to allow them to adjust accordingly. I agree to waive all liabilities toward my technician and the employer for any injury or damages incurred due to any misrepresentation of my health history.

Client Signature

Date



Client Consultation Form – Provide Facial Skincare

College Name:
College Number:
Learner Name:
Learner Number:
Date:

Client Name:
Address:
Profession:
Tel. No: Day
Eve

PERSONAL DETAILS

Age group: Under 20 20–30 30–40 40–50 50–60 60+

Lifestyle: Active Sedentary

Last visit to the doctor: 6 months ago

GP Address:

No. Of children (if applicable): 0

Date of last period (if applicable): insert date

CONTRAINDICATIONS REQUIRING MEDICAL PERMISSION – in circumstances where medical permission cannot be obtained clients must give their informed consent in writing prior to treatment (select if/where appropriate):

Medical oedema <input type="checkbox"/>	Skin cancer <input type="checkbox"/>
Nervous/Psychotic conditions <input type="checkbox"/>	Slipped disc <input type="checkbox"/>
Epilepsy <input type="checkbox"/>	Undiagnosed pain <input type="checkbox"/>
Recent facial operations affecting the area <input type="checkbox"/>	When taking prescribed medication <input type="checkbox"/>
Diabetes <input type="checkbox"/>	Whiplash <input type="checkbox"/>

CONTRAINDICATIONS THAT RESTRICT TREATMENT (select if/where appropriate)

Fever <input type="checkbox"/>	Hormonal implants <input type="checkbox"/>
Contagious or infectious diseases <input type="checkbox"/>	Recent fractures (minimum 3 months) <input type="checkbox"/>
Under the influence of recreational drugs or alcohol <input type="checkbox"/>	Sinusitis <input type="checkbox"/>
Diarrhoea and vomiting <input type="checkbox"/>	Neuralgia <input type="checkbox"/>
Any known allergies <input type="checkbox"/>	Sunburn <input type="checkbox"/>
Eczema <input type="checkbox"/>	Migraine/Headache <input type="checkbox"/>
Undiagnosed lumps and bumps <input type="checkbox"/>	Hypersensitive skin <input type="checkbox"/>
Localised swelling <input type="checkbox"/>	Botox/dermal fillers (1 week following treatment) <input type="checkbox"/>
Inflammation <input type="checkbox"/>	Hyper-keratosis <input type="checkbox"/>
Cuts <input type="checkbox"/>	Skin allergies <input type="checkbox"/>
Bruises <input type="checkbox"/>	Styes <input type="checkbox"/>
Abrasions <input type="checkbox"/>	Watery eyes <input type="checkbox"/>
Scar tissues (2 years for major operation and 6 months for a small scar) <input type="checkbox"/>	Trapped/pinched nerve affecting the treatment area <input type="checkbox"/>
Sunburn <input type="checkbox"/>	Inflamed nerve <input type="checkbox"/>
Conjunctivitis <input type="checkbox"/>	Eye infection <input type="checkbox"/>

SKIN TEST (select if/where appropriate):

Moisture content:	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Fair <input type="checkbox"/>	Poor <input type="checkbox"/>
Muscle tone:	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Fair <input type="checkbox"/>	Poor <input type="checkbox"/>
Elasticity:	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Fair <input type="checkbox"/>	Poor <input type="checkbox"/>
Sensitivity:	High <input type="checkbox"/>	Medium <input type="checkbox"/>	Low <input type="checkbox"/>	
Skins healing ability:	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Fair <input type="checkbox"/>	Poor <input type="checkbox"/>
Skin tone:	Fair <input type="checkbox"/>	Medium <input type="checkbox"/>	Dark <input type="checkbox"/>	Olive <input type="checkbox"/>
Circulation:	Good <input type="checkbox"/>	Normal <input type="checkbox"/>	Poor <input type="checkbox"/>	
Pores:	Fine <input type="checkbox"/>	Dilated <input type="checkbox"/>	Comodones <input type="checkbox"/>	Milia <input type="checkbox"/>

Overall Skin Type: Oily

Version 1