WHY YOU SHOULD & HOW TO FACE BRUSH

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Skin Brushing is becoming better known recently, though it is a centuries-old practice for better skin quality and well-being. There are many benefits, and Sublime Beauty® has introduced dry body brushing to thousands.

There are some distinct differences between brushing the body and brushing the face. Body brushing entails brushing the skin from feet up to neck, always toward the heart, with a natural-bristled brush each day. Strokes are firm and the benefits include better circulation, aid to the lymphatic system, help in reducing cellulite and of course, exfoliation of dead cells and toxins that we shed every day. **Brushing the face is slightly different**, and all details are found below!

**SKIN: OUR LARGEST ORGAN OF ELIMINATION**

The skin is our largest organ of elimination and can benefit from the healthy practice of dry brushing, especially as we age and have a harder time to shed dead cells. Doing so encourages new cell growth, better absorption of skincare products, and more!

The outermost of the 5 layers of the epidermis is called the **Stratum Corneum** (‘Horny Layer’), and this layer consists of mainly dead cells awaiting departure! In fact, the process of cell shedding (desquamation) from lower levels to the skin surface is a natural process.

The outer layer is shed about every 25-30 days but as we age, it becomes more difficult to throw off these cells, causing a dull and unhealthy look to skin - and making our skincare products less effective. When the old cells are sloughed off or exfoliated (at any age), it makes way for new cells to generate - hence fresher, healthier skin that maximizes oxygen intake!
This is at the heart of healthy skin brushing - releasing the dead cells and toxins, allowing healthy skin to be cleared and function well, along with all of the other benefits such as better circulation.

**WHAT IS FACE BRUSHING? WHAT IS IMPORTANT TO KNOW? WHAT CAVEATS?**

Face Brushing is simply brushing DRY neck and facial skin in a very specific way to improve skin quality, exfoliation, drainage and well-being.

*What are some differences between brushing the face and the body?*

**Face Brushing is done less often than Body Brushing.** While we can (and should) body brush every day, face brushing is typically done less often. Dry, aging and normal skin can benefit from 1-2 face brushings per week, while oily skin can benefit from 3-4 brushings per week. If you have combination skin with the oilier "T Zone", you could consider brushing the oilier ‘T Zone’ on extra days. Brushing oily skin can help keep blemishes away, releasing toxins and bacteria that could cause pores to clog. **NOTE:** You should NOT dry brush on open sores, cuts or open blemishes (blackheads & whiteheads OK).

**Use Lighter Strokes than Body Brushing.** Because the facial skin is more delicate, more exposed and thinner, especially under and around the eyes, you should proceed with a light touch. While we use firm strokes on our body for effective skin brushing, you should start with light strokes on your face and never stretch, pull or use too much force.

**Tool is Smaller.** You typically use a larger brush or larger brush head with natural bristles, perhaps with long handle to brush the body. The Face Brush should also include natural bristles but the tool is smaller and finer for the face.
Sublime Beauty offers 2 brushes in convenient pouch.

**Direction of Strokes.** With Body Brushing, we always brush towards the heart in firm strokes that should feel invigorating (and never hurt). But brushing the face is different. We give you directional instructions below plus visuals below.

**CAVEATS:**

**Do NOT use your brush in combination with a peel or manual exfoliate - it will be too harsh for skin. We personally recommend that you wait at least a week after doing any sort of chemical peel to be safe.**

**Don’t share your brush with anyone else.**

**BEFORE WE START, A FEW MORE POINTERS:**

✓ Brush on absolutely dry skin – never damp or wet. This can be done in the morning either after cleansing and drying the face well, or when starting your morning routine before cleansing.

✓ Remove jewelry and glasses, and pull your hair back so there are no obstructions!

✓ Do 3 to 6 light strokes in each area.

✓ Brush in light strokes (especially light when you begin). Brushing should feel good and NEVER hurt. It is definitely a lighter stroke than on the rest of your body, as the skin is more delicate on your face. Your skin may turn a little rosy. However, if it hurts, stop or else lighten up your strokes!
1) **Decollete**: brush towards your lymph area from shoulders and breast area inwards.

2) **Neck** - brush upwards the middle and sides (towards the chin and ears). Brush lightly under your entire chin in short strokes to help firm the skin and bring it stimulation (this area can sag as we age).

3) **Chin** - Use inverted U strokes on your chin

4) **Cheeks** - Make circular motions up and outwards, and then back to where you started

5) **Upper lip** - Start in the center and lightly brush outwards, from middle to the left on your left side, from the middle to your right on the right side.

6) **Nose** - make small circular motions on your nose tip. Then move lightly up your nose to the middle of brow area.
7) **Around the eyes** - Lightly stroke upward and around your brows, encircling the eyes lightly in a circular motion as shown above. Use especially feathery-light strokes around the eyes!

8) Finally, end at the **forehead**. Start in the middle and move right on your right side and leftwards on your left side.

9) Rinse skin with fresh water after you are done, and apply your favorite moisturizer or serum to nourish and hydrate! Drink a glass of water, too!

You will get better with practice! The whole process typically takes about 10 minutes or less.

Your skin will feel invigorated, and you will see improvement in skin quality in a short time. Your skincare products will work better, your skin will be clear, and it will be nourished with better blood flow & nutrients to the skin. Exfoliation encourages collagen production, too.

**CARING FOR YOUR BRUSH**

It’s easy! Simply rinse your brush every few weeks or so with warm water and a dab of soap, and let it air dry. If you have oily skin, or if the brush will dry in a humid environment, best to zap it in the microwave for a few seconds (this can kill bacteria).

One dermatologist suggested an alternative cleansing method: you can rub corn meal on a dry brush – rub it through and then shake it out. The meal absorbs oils and less water preserves the brush longer.
By the way, when you first receive your brushes, move your thumb across the bristles a few times. Because these are natural bristles, some will release and fall. This is normal!

NOTE: we included 2 brushes in our pouch. You can either alternate them for dry brushing use or you can use 1 for dry brushing and 1 for wet brushing with a cleanser! Your choice!

Best wishes!

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