

# Face Mapping 101

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What is face mapping?

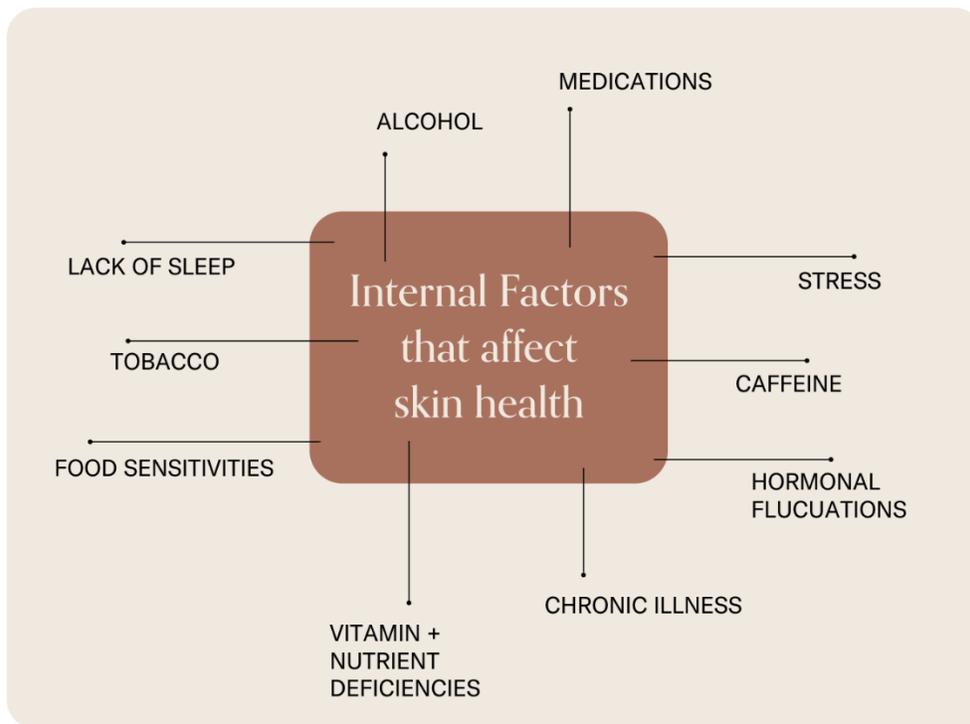
Face mapping is an Ayurvedic and Chinese diagnosis technique that uses the patterns of conditions on the face to assess one's overall health. Traditionally, Chinese medicine states that each area of the body has a corresponding area on the face – a reflection of one's inner health – connected by qi (energy).

We honor and respect the origins of face mapping and value its contribution to our understanding of how the condition of the skin can be impacted by internal conditions within the body.

However, studies vary on whether skin conditions of the face are an accurate reflection of one's inner health. Further, there are so many variables and external factors that can also contribute to skin health, and it is our job as skin care professionals to help our clients narrow down their personal triggers – not to diagnose. For these reasons, we won't focus on traditional or diagnostic face mapping.

At [Skin Care Lit](#), we take a practical, exploratory approach to face mapping: as an effective tool for creating a highly personalized consultation & analysis by identifying individual patterns and tracking changes in your clients' skin.

*\*Disclaimer: This guide may not be distributed or used as a diagnostic tool.*



Why use face mapping in your consult + analysis?

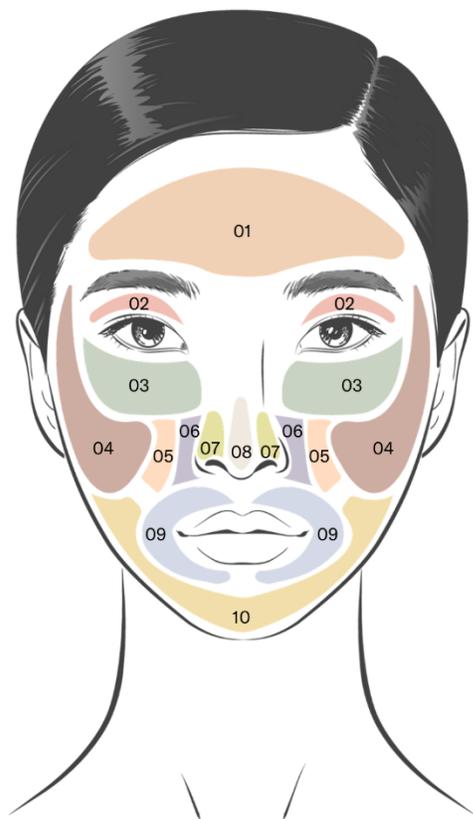
Face mapping is a useful tool for finding internal or lifestyle contributors to skin conditions, *especially when there isn't an obvious external cause*. If a client is having difficulty achieving results despite a good home care routine and the right professional treatments, face mapping can help you narrow down other factors that may be curbing their progress.

We know for certain that internal factors can contribute to skin conditions. For example, spicy foods can trigger rosacea flare-ups, hormonal imbalances can cause melasma, and stress and diet can impact sebum production and acne formation. Yet, the factors that trigger a skin condition in one person will not necessarily trigger it in another.

That's why face mapping can be an extremely effective tool for *personalization* – helping your clients narrow down their individual triggers and, when possible, eliminating or limiting their exposure to them.

*Educating* your clients on how these triggers impact skin health will exhibit your expertise, inspiring trust while engaging them in the process and making their experience that much more memorable.

And finally, *recording* your observations on a face map with ongoing visits will help track your clients' progress and serve as a motivational tool to increase client loyalty. Plus, a face mapping history can help when referring your clients to other specialists (such as a naturopath or general physician) when certain triggers are outside of your scope (such as medications or hormonal imbalances).



- 01** FOREHEAD
- 02** UPPER EYELIDS
- 03** LOWER EYELIDS
- 04** CHEEKS + TEMPLES
- 05** LOWER-MIDDLE CHEEKBONE
- 06** LATERAL TO NOSE
- 07** NASAL FLARES
- 08** TIP OF NOSE
- 09** LOWER CHEEK + JAWLINE
- 10** PERI-ORAL

## The Methodology

### 01

During your consultation, ask your client what their primary skin concerns are and where on their face they notice these symptoms most. You can then confirm these conditions during your skin analysis and note where they appear on your Skin Care Lit Personal Face Map.

**PRO TIP:**

Focus on a maximum of 1-3 concerns at a time to focus your recommendations and avoid overwhelming your client. This is especially important when dealing with internal and lifestyle triggers, which are often more difficult to change than a skincare routine.

02

Using the Facial Zone Guide below, educate your clients on some of the internal or lifestyle factors that can potentially contribute to the skin conditions they're experiencing in specific areas. Then, simply inquire if any of these factors could potentially be a trigger for them.

Remember, discussing internal health or lifestyle factors can be sensitive for some clients, so always ensure you take a generalized approach. For example...

*"Pigmentation on the upper lip can sometimes be caused internally due to stress on the liver from things like medication, alcohol or illness. It can also be related to hormones – so pregnancy, a change in birth control, or other hormonal imbalances. Thinking back to when you first noticed this hyperpigmentation, do any of these factors sound like they could be a potential trigger for you?"*

This gives your client the opportunity to answer with a simple yes or no response. If they don't provide more detail, do *not* press them further. It is always the clients choice whether or not they would like to share lifestyle or health related information with you.

**PRO TIP:**

Focus only on the zones and conditions of concern to your client. Avoid going through the face map zone-by-zone and giving information that does not apply to them. Not only can this be overwhelming for your client, but your relevant recommendations will lose impact.

If your client is comfortable sharing insight into their potential lifestyle or internal triggers, you can help them work on a plan to avoid or limit exposure to these triggers where possible or refer them to another specialist when necessary. \* You can then "test" your hypothesis by recording another face map at their next appointment to see if there is improvement following the removal of the triggers.

*\*While you may point out possible connections between internal triggers and skin conditions, always refer your client to their doctor if you suspect a medication, allergy or hormonal imbalance is the culprit.*

**PRO TIP:**

Always approach your clients and their lifestyle habits without judgement! As skin pros, we can educate and guide our clients — but we must respect our clients' autonomy and priorities if they decide they are unwilling or unable to change a lifestyle habit. This will position you as a professional and foster trust and loyalty.

## **Facial Zone Guide**

Please note: The below charts indicate possible potential contributors to the causes listed. There are many factors both internal and external that influence skin health, and everybody is different. Use this as a starting point to help your client hypothesize their own individual triggers and never as a diagnostic tool.

[ZONE]	[CONDITION]	[POTENTIAL CONTRIBUTORS]
<p style="text-align: center;"><b>ZONE 1</b></p>	<p style="text-align: center;">ACNE</p>	<ul style="list-style-type: none"> <li>• candida overgrowth in the gut</li> <li>• excess sugar consumption</li> </ul>
	<p style="text-align: center;">MELASMA</p>	<ul style="list-style-type: none"> <li>• liver stress (meds, illness, alcohol)</li> <li>• hormonal fluctuations (birth control, pregnancy)</li> </ul>
	<p style="text-align: center;">VERTICAL LINES</p>	<ul style="list-style-type: none"> <li>• dehydration</li> <li>• excess sugar consumption</li> <li>• alcohol consumption</li> </ul>
	<p style="text-align: center;">ROSACEA</p>	<ul style="list-style-type: none"> <li>• inflammation of digestive tract</li> <li>• food sensitivities</li> <li>• stress</li> </ul>

<b>ZONE 2</b>	<b>ECZEMA</b>	<ul style="list-style-type: none"> <li>• adrenal fatigue</li> <li>• stress / anxiety</li> <li>• caffeine + other stimulants</li> </ul>
	<b>PEELING + FLAKING</b>	<ul style="list-style-type: none"> <li>• dehydration / excessive TEWL</li> <li>• deficiencies in omega nutrients</li> <li>• adrenal fatigue</li> </ul>

<b>ZONE 3</b>	<b>DARK CIRCLES</b>	<ul style="list-style-type: none"> <li>• alcohol</li> <li>• caffeine + other stimulants</li> <li>• NSAIDs (ibuprofen, aspirin)</li> <li>• lack of sleep</li> <li>• smoking</li> <li>• allergens</li> </ul>
	<b>PUFFINESS + REDNESS (ERYTHEMA)</b>	<ul style="list-style-type: none"> <li>• high sodium intake</li> <li>• lack of sleep</li> <li>• smoking</li> <li>• allergens</li> <li>• some thyroid conditions</li> </ul>

ZONE 4	ACNE	<ul style="list-style-type: none"> <li>• candida overgrowth (sugar, meds, illness)</li> <li>• food sensitivities</li> <li>• allergens</li> </ul>
	MELASMA	<ul style="list-style-type: none"> <li>• liver stress (meds, illness, alcohol)</li> <li>• hormonal fluctuations (birth control, pregnancy)</li> </ul>
	ROSACEA	<ul style="list-style-type: none"> <li>• inflammation of large intestine (food sensitivities, allergies, gastrointestinal disease)</li> <li>• stress</li> </ul>

ZONE 5	ROSACEA + ACNE ROSACEA	<ul style="list-style-type: none"> <li>• bacterial or candida overgrowth</li> <li>• ulcers</li> <li>• digestive disruption / constipation</li> <li>• stress</li> </ul>
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ZONE 6	ROSACEA	<ul style="list-style-type: none"> <li>• inflammation in stomach lining (food sensitivities, H. Pylori bacteria)</li> </ul>
	ERYTHEMA (REDNESS)	<ul style="list-style-type: none"> <li>• vasodilation due to allergens</li> <li>• seasonal allergies (and continual irritation from contact / tissue-use)</li> </ul>

ZONE 7	ROSACEA	<ul style="list-style-type: none"> <li>• acid reflux</li> </ul>
	ERYTHEMA (REDNESS)	<ul style="list-style-type: none"> <li>• vasodilation due to allergens</li> <li>• seasonal allergies (and continual irritation from contact / tissue-use)</li> </ul>

ZONE 8	ROSACEA	<ul style="list-style-type: none"> <li>inflammation in back of throat (hard alcohol, gastroesophageal reflux disease (GERD))</li> </ul>
	ERYTHEMA (REDNESS)	<ul style="list-style-type: none"> <li>vasodilation due to allergens</li> <li>seasonal allergies (and continual irritation from contact / tissue-use)</li> </ul>

ZONE 9	ACNE	<ul style="list-style-type: none"> <li>testosterone imbalance (menopause, stress, thyroid issues, PCOS, etc.)</li> </ul>
	MELASMA	<ul style="list-style-type: none"> <li>liver stress (meds, illness, alcohol)</li> </ul>

ZONE 10	ACNE	<ul style="list-style-type: none"> <li>testosterone imbalance (menopause, stress, thyroid issues, PCOS, etc.)</li> <li>inflammation of digestive tract / constipation</li> </ul>
	MELASMA	<ul style="list-style-type: none"> <li>liver stress (meds, illness, alcohol)</li> <li>hormonal fluctuations (birth control, pregnancy, etc.)</li> </ul>
	PERI-ORAL DERMATITIS	<ul style="list-style-type: none"> <li>irritation in large intestine (constipation)</li> <li>reaction to oral solutions (toothpaste, mouth wash)</li> </ul>

