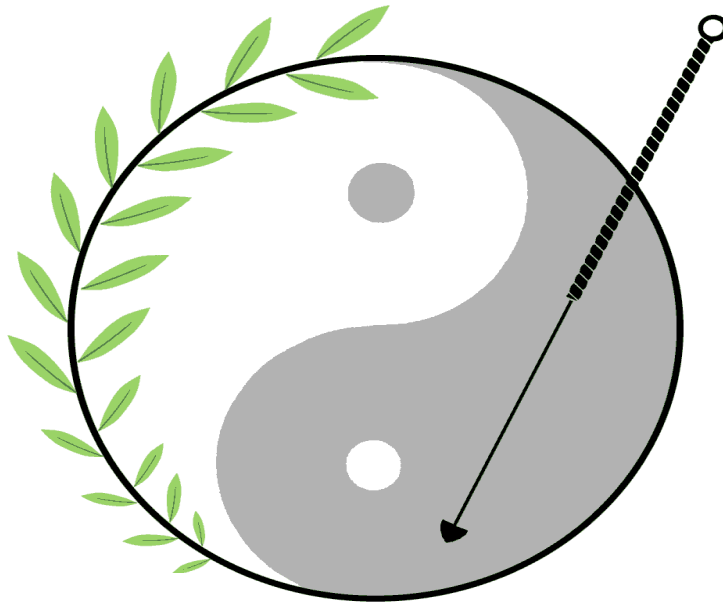


Anatomy and Physiology of the Face for Cosmetic

Acupuncture: Safe Practice for Practitioners and Patients



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INTRODUCTION

America's anti-aging obsession has spurred a myriad of youth enhancing services. Biomedical options range from temporary volumizers and neurotoxin injections to longer lasting surgical procedures, all promising immediate and dramatic results. Cosmetic Facial Acupuncture (CFA), also known as facial acupuncture, facial rejuvenation, or constitutional facial acupuncture is a rapidly growing Eastern alternative. When performed properly, CFA can enhance internal health *and* physical appearance.

In keeping with the principles of Chinese Medicine (CM), CFA views a disharmony in the Zang-Fu Organs, meridians, qi, Blood, and fluids as the core of human illness. A dysfunction of any or all of these is frequently reflected on the face in the form of wrinkles, loss of muscle integrity, flaccid skin elasticity, skin problems (acne, rosacea,), hyperpigmentation, a withered or dry appearance, and more. A CFA practitioner begins with an analysis of the entire body, adjusts the functions of the Zang-Fu, qi, blood, and fluids, and at the same time improves cosmetic concerns.

By promoting systemic health CFA helps the body to help itself create a tighter, brighter, healthier, youthful appearance. While visible effects can be observed after the first session, lasting results require numerous treatments. Although time consuming, significant results are long lasting.

BENEFITS OF CFA

Eliminates fine lines

Softens deeper wrinkles

Improves muscles tone and muscle integrity

Increases energy in skin cells and skin tissue

Improves skin texture, color, luster, and appearance

Improves physical, mental, and emotional imbalances

Regulate Organ, meridian, qi, Blood, and fluid disharmonies

PATIENT EDUCATION: MANAGING EXPECTATIONS

Patient education facilitates *realistic* patient expectations and is germane to treatment success.

Dealing with CFA patients can be tricky as they are coming to improve their outward appearance and are often unaware of the connection between internal health and external beauty. Additionally they may be seeking the immediate, visible, and dramatic results as promised by the more familiar biomedical interventions. An honest conversation with your patient prior to treatment can be the difference between a satisfied or disappointed patient. CFA does NOT create the taut, wrinkle-free appearance of a rhytidectomy (facelift), nor does it plump skin like volumizers, or paralyze muscle contractions as with neurotoxins.

Patient Assessment

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When evaluating if a client is a good candidate for CFA a complete assessment of internal health is of considerable importance. As previously mentioned, surface cosmetic related symptoms are a reflection of deeper internal conditions. If upon evaluation, it is determined that a patient's health is compromised, it is likely that the resolution of external symptoms will be compromised as well. Additional patient factors to consider are age, skin quality, and muscle integrity.

Age, Skin Quality, Muscle Tone

In early years, skin is soft and wrinkle-free, and muscles are flexible and resilient. In the thirties, fine expression lines across forehead (frontalis), around eyes (crows feet), between eyebrows (glabella), and across the bridge of the nose (procerus) may begin to appear. Muscle integrity is still generally healthy. Under eye puffiness may start to develop. Pale sun spots on cheeks may emerge.

In the forties, expression lines turn to wrinkles across the forehead, between the eyebrows, and around the eyes. Loss of skin elasticity and collagen, typically around the mouth, begins to develop. There can be an overall decrease of skin firmness. The fold between the nose and mouth (naso-labial fold), mouth and jaw line (commissural fold), and around the sides of the mouth (marionette lines) appear and deepen. Muscle tone begins to diminish. Under eye puffiness exacerbates and darkness may appear. New sunspots develop and existing ones become more prominent.

During the fifties and sixties skin structures continue to break down. Skin elasticity and muscle integrity decline. Collagen and elastin continue to erode. Flaccid skin and diminished muscle integrity around the eyes cause eyelids to droop (ptosis). Creasing between the corners of the mouth and jaw line, and loss of jaw line definition to develop. Under eye puffiness and darkness becomes more prominent. Sunspots continue to emerge and darken. Melanomas may form.

Throughout life bone size and shape constantly changes. By the seventies, significant bone resorption creates architectural changes in the eye socket, brow, nose, upper and lower jaw. As a result, there are visible alterations in the appearance of skin, muscle, and surrounding soft tissue.

CFA Candidates

The candidates that yield the best result from CA treatment are generally in their forties and under with minimal health issues. They have minimal skin tissue collagen and elastin loss, and relatively healthy muscle integrity. Treatment for these patients can be spaced one time per week for approximately ten sessions.

Candidates in their fifties and sixties with minor health issues can yield good results. In general they have a clear complexion, some collagen and elastin loss around the mouth and cheek area, and the

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signs of face muscle changes. For these patients treatment can be spaced one to two times per week for approximately ten to fifteen sessions.

Candidates in their seventies and older with moderate to multiple health issues yield the least results. Although their skin conditions vary, it is generally dehydrated with visible skin creasing. Healthy collagen and elastin production has weakened, muscle integrity is compromised, and bone resorption is occurring. Although these candidates may notice some muscle/collagen/elastin changes from CFA, the improved underlying physical and psychological benefits cannot be underestimated. With these patients it is important to clearly explain that although they may not obtain significant muscle tone, skin tightening, or wrinkle reduction, these treatments can improve skin texture and color and help them feel and look healthier. For optimal results treatments should be performed two times per week for at least twenty to thirty sessions.

Another category of difficult patients are those with thin skin, excessive loss of tissue collagen and elastin, and diminished muscle integrity. These patients often have a combination of health issues, acute pre and post menopause symptoms, chronic pain, or environmental and/or food allergies. For these patients constitutional acupuncture is a prerequisite before CFA. For those seeking only appearance enhancement and not interested in improving internal health, it may be prudent to have on hand the name of a dermatologist or cosmetic surgeon.

Listening To Your Patient

There are several key factors to consider before beginning CFA treatment. After careful review of a CM intake, skin analysis, and other relevant information it is important to thoroughly understand your patients' cosmetic concerns. An experienced CFA practitioner's observations may differ from those of the patient. In order to understand their needs, with a mirror in hand, ask them to describe, in detail, what they like about their appearance and what they would like to change. If your treatments do not address their complaint, even if you believe your treatment is successful, in the eyes of the patient the result may be one of failure. If the patients' focus is "wrinkles between their eyebrows," (a Liver Qi or Blood imbalance), and you focus on "muscle sagging around the mouth" (a Spleen Qi deficiency) even if their muscle tone improves, if the wrinkles between their eyebrows do not soften, it is likely that you will have a dissatisfied patient.

After establishing a diagnosis, it is important to outline an action plan with the patient. As acupuncturists we know that acupuncture treatment helps your body to help itself to heal. In most cases this process is in fact "a process." This is particularly true with CFA. Although short term changes can be quickly observed, the goal is to achieve long lasting results. For this reason, CFA treatments should be performed in a series of sessions. After your patient is satisfied with the results of their treatment series and/or you as the practitioner believe that optimal results have been obtained, the next step is a maintenance phase. Maintenance sessions are generally recommended on

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a monthly basis. The general rule of thumb is when the patient feels or looks like their face is “falling down,” or their wrinkles are beginning to reappear, they are a few days late for their maintenance treatment. Although not irreversible, they should come in immediately for a treatment and schedule future appointments accordingly. With regular maintenance, the effects of CFA can last years. Many satisfied patients also appreciate the health benefits of acupuncture and will seek additional treatment for non- cosmetic conditions.

PRECAUTIONS AND CONTRAINDICATIONS

It is important to not only be familiar with the precautions of CFA, but to know when CFA is contraindicated. A thorough intake and health evaluation will help to discern the difference. Precautions should be made for patients on blood thinning medication (coumadin, warfarin, large doses of garlic, etc.), bleeding, or bruising disorders. Although not a contraindication, there is an increased risk of bruising when needling the face. A well-lit room or using a magnifying lamp will help to decrease capillary puncture and bruising.

Patients with compromised health, high blood pressure, heart disease, a history of migraine headaches, or chronic pain should undergo full body acupuncture treatments prior to beginning CFA. Patients with a cold, flu, or experiencing an active herpes breakout should postpone cosmetic acupuncture until their conditions resolve. When examining the face, if you are suspicious of a potential skin cancer you should refer immediately your patient to their medical doctor or dermatologist.

Some practitioners believe that cosmetic acupuncture should not be performed on pregnant women. If forbidden acupuncture points (CV 6, BL 27, 28, LI 4, SP 6, LV 3, GB 21) are avoided, the number of facial points minimized, and body points to improve fetal well-being (K 3, 9, P 6) are incorporated; CFA can be beneficial for both the expecting mother and fetus. Many practitioners recommend waiting until after the first trimester to begin or resume CFA treatment.

CA is temporarily contraindicated after the following:

Neurotoxins

Botox™ and Dysport™ are neurotoxins derived from the clostridium botulinum bacteria. Over the past twenty years they have become popular treatments for reducing fine lines and wrinkles particularly around the eyes and above the lips. When small amounts of these substances are injected into muscle regions they block nerve signaling that trigger them to contract. The effect is short term muscle weakening or paralysis to reduce the appearance of wrinkles. Acupuncture should not be performed for eight to ten days after neurotoxin injections.

Cosmetic Volumizers

Volumizers are materials injected into the dermal layer of the skin to plump sagging skin, fill skin

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creasing, enhance lip size, and give the face a fuller appearance. Most fillers are derived from hyaluronic acid or collagen. To date, the most popular are Restylane®, Juvederm®, Artfill®, Pervelle®, Silk®, Radiesse®, and Sculptra®. Acupuncture should not be performed for two to three weeks after filler injections.

Cosmetic Surgery

A surgical facelift (rhytidectomy) is generally performed on the entire face and neck or tailored to specific areas of the face. Lower lifts performed on the neck and lower portion of the face are designed to tighten loose skin along the neck, and jawline. Other skin tightening procedures target the eyes (blepharoplasty) and mid-face. CA should not be performed for six weeks after these surgeries. However, acupuncture to treat post-operative side effects of anesthesia, bruising, and swelling is quite beneficial. It is most effective when performed 24- 48 hours after surgery.

Skin Rejuvenation and Resurfacing Procedures

The category of skin rejuvenation and resurfacing treatments include a myriad of peels utilizing chemicals, laser, and heat. Skin rejuvenation and resurfacing procedures are designed to reduce wrinkles, refine skin texture, and even skin color. When performed properly the outcome is smoother, clearer, and firmer appearing skin. Depending upon the treatment, downtime after treatment ranges from hours to weeks. As a general rule of thumb, avoid treating raw, red, irritated, or inflamed skin.

Skin Cancer

Skin cancers are named after the type of skin cell from which they arise and fall into two main categories – keratinocytes (basal and squamous cells) and melanomas. Basal and squamous cell skin cancers start in the most common cells called keratinocytes. Melanomas are cancers that develop from melanocytes, the cells that make the brown pigment that gives skin its color.

Basal cell cancer begins in the lowest layer of the epidermis or top layer of the basal layer. This is the most common and least life threatening form of skin cancer. Squamous cell cancers arise from cells in the deeper dermal layer. Although less common, if untreated they can spread and become fatal. Skin melanomas originate in the pigment-producing melanocytes located in the dermal layer of the skin. Although less common, they are a more aggressive form of cancer. If untreated, they too can spread and become fatal. The cause of most skin cancers (neoplasms) is due to over- exposure to UV rays from the sun and tanning beds.

Recognizing the A,B,C,D,E's of skin cancer:

A- Asymmetry. One half of the concerned area does not match the other half.

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B- Border irregularity. The borders are uneven, ragged, scalloped, notched, or blurred.

C- Color. Pigment is not uniform. The color of the area of concern ranges from different shades of brown, tan or black. A melanoma may also become red, blue or another color.

D- Diameter. Skin growth is larger in diameter than the size of the eraser of a pencil (1/4 inch or 6 mm), although when first detected they may be smaller. Even if the area is smaller than 6 mm it should be checked.

E- Evolving. This includes any change in size, shape, color, elevation, or another trait, or any new symptom such as but not limited to itching, tingling, burning, crusting, oozing, bleeding, thickening, raising, or small patches that break off.

Safety

As with any form of acupuncture, a clean field and a safe space are of utmost importance. When inserting acupuncture needles into the face, sterile needles, a sanitized field, and environmental cleanliness (including one's appearance, hands, and nails) is a must. If applying products to your patients face make sure they are not contaminated by your fingers or by others. When needling the face take precautions to prevent fainting by grounding your patient with acupuncture points on the legs such as ST36.

PRACTITIONER KNOWLEDGE

The Integumentary System: Skin

Skin is part of the integumentary system. Its main function is to act as a barrier to protect the body, retain fluids, resist disease, eliminate waste products, and regulate body temperature. In order to do these things the integumentary system works with other systems of your body to maintain the internal conditions needed to function properly.

Skin Histology

On the face, there are three layers of skin - the epidermis (fu), the dermis (ge), and the hypodermis (cou li) also known as the subcutaneous layer. When combined, their total thickness ranges from 1/12th -1/10th inch. Each layer functions differently to protect the body surface, nourish cell development, and provide a solid foundation for proper skin health.

Epidermis (Fu)

The Epidermis (fu) layer is the outermost or superficial layer of the skin. It is what is visible to the naked eye and consists of layers of flat skin (epithelial) cells in a watery base. Epithelial cells contain approximately 70%- 80% water at the lower levels of the epidermis and approximately 10%-5% water

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at the top. As they travel from the bottom to the top of the epidermis they lose their water content, dry (dehydrate), and die. The migration from top to bottom fluctuates due to age, diet, lifestyle, and health and ranges from 14-40 days. Most products, when topically applied, affect the epidermal layer of the skin.

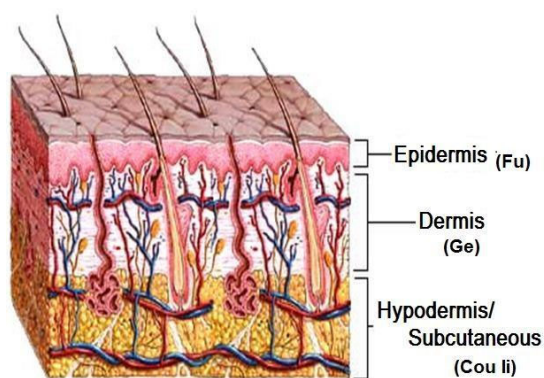
Dermis (Ge)

The dermis (ge) is a thick layer of firm tissue located beneath the epidermis. The dermis is composed of approximately 90% collagen (the protein that gives your skin plumpness), 5% elastin (the protein that gives your skin the ability to bounce back into shape after being stretched by facial expression and the effects of gravity), nerve receptors (provides the sensation of pressure, temperature changes and pain), blood vessels (supply the skin with vital nutrients), lymph vessels (filter debris from the cell of the body), and hair shafts known as follicles. Cell growth, vitality, renewal, and health takes place in the dermal layer.

Hypodermis/Subcutaneous Layer (Cou li)

The hypodermis, or subcutaneous layer (cou li), is located between the skin and muscles. It contains fat and connective tissue to insulate and protect the upper layers. The thickness of the hypodermis determines the plumpness of your face - the thicker the hypodermis, the fuller your face. In CM, this layer includes muscle. It is also the gateway for the exchange of Qi, Blood, and Fluids to and from the skin. In CM the cou li layer plays an important role in resisting the invasion of external pathogenic factors.

Skin integrity is supported by two critical proteins, collagen and elastin; and a moisturizing sugar, hyaluronic acid. When combined they create a taut, spongy network in the dermis to keep skin plump and firm. Over time, this webbing begins to lose its support and unravel, causing skin to weaken. As a result the tissue becomes flaccid, thin, dry, and fragile. Additionally, with age, underlying muscle tone alters and bones structure changes, thus exacerbating the appearance of aging skin.



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PHYSIOLOGICAL SKIN CHANGES WITH AGING

Dermal architecture changes (collagen, elastin fibers)

Dermis loses its volume

Skin loses thickness

Skin dehydrates

Dermis and epidermis separate causing skin to tear more easily

Decrease growth activity; decrease repair activity

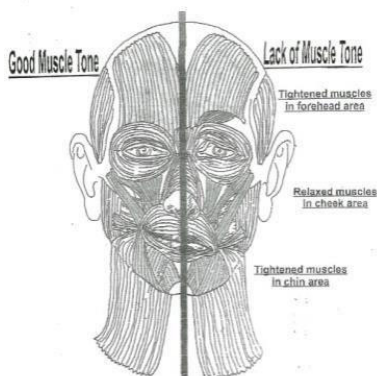
Hyperpigmentation of skin

Neoplasms (benign/malignant)

In CM skin problems are generally related to the Lungs. Common cosmetic symptoms of the Lung are acne, skin dryness, irregular pore size, and a pale complexion. CFA treatment should incorporate acupuncture points to address the Lung Organ and Lung and Large Intestines Meridians.

THE MUSCULAR SYSTEM: MUSCLES OF THE FACE

As the mimetic or facial muscles of expression change with time so do the visible signs of aging. In the diagram below, the 'Normal Muscle Tone' side illustrates a youthful face – strong muscle tone around the eyes and mouth, and in the cheeks. The muscles of the forehead and neck are elongated and relaxed. The 'Sagging Muscle Tone' represents an aging face. The muscles around the eyes and mouth are asymmetrical, the cheek muscles hyper-elongated. The muscles across the forehead, along the neck, and below the lips shorten.



Both biomedicine and CM agree that muscle tone changes occur over time. Yet again, the cause and treatment approach differs. In Western Medicine over or lack of use of specific muscle groups cause changes in muscle tone. Facial exercises when done properly can strengthen and relax specific muscles and muscle groups. In CM the changes in muscle integrity are additionally related to a weak

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Spleen. CFA symptoms related to the Spleen are creasing between the nose and lips, creasing between the lips and jaw, and loss of definition of the jawline. CFA treatment for muscle tone should incorporate acupuncture points to address the Spleen Organ and Spleen and Stomach Meridians.

THE NERVOUS SYSTEM: FACIAL NERVES

The effect of inserting an acupuncture needle into a nerve ranges from a mild shock to nerve damage. Although nerve damage is rare it can occur and warrants addressing. A working knowledge of the location of the primary facial nerves can help to mitigate puncturing a nerve or causing nerve damage.

The biomedical nervous system is an organized network of neurons and nerve fibers. Categorized into three main systems - central, peripheral, and autonomic, the nervous system controls human activity by continuously transferring impulses across nerve fibers throughout the entire face and body. Brain and spinal cord nerves make up the central nervous system and their branches constitute the peripheral nervous system. The autonomic nervous system is part of the peripheral nervous system and regulates the functions of internal organs such as the heart, stomach and intestines. Determined by their place of origin, either the brain or spinal column, the peripheral nervous system is further classified into two additional groups; cranial nerves and spinal nerves. Cranial nerves originate from the brain and mainly affect the head and neck.

Spinal nerves originate from the spinal cord and influence all body parts below the neck. CFA focuses on the cranial nerves.

The two types of cranial nerves are sensory (afferent) and motor (efferent) nerves. Sensory nerve endings, called receptors, are located near the surface of the skin. Sensory nerves receive sensory stimuli such as touch, cold, heat, sight, hearing, taste, smell, and pain and carry these messages or impulses from sense organs to the brain, where the sensations are then experienced. Motor nerves, located below the skin surface, signal the brain to stimulate muscle contraction. In the case of muscle movement, impulses pass from sensory nerves to the brain, across motor nerves, then to the targeted muscle, causing it to contract. Cranial nerves can be sensory, motor, or both.

There are 12 pairs of cranial nerves. Designated by number and name, in most cases the name defines its function. For example, the olfactory nerve (cranial nerve I) is responsible for the sense of smell. The optic nerve (cranial nerve II) is responsible for vision and eyesight. The vestibulocochlear nerve (cranial nerve VIII) is responsible for hearing and maintaining equilibrium. Olfactory, optic, and vestibulocochlear nerves carry only sensory fibers. All other cranial nerves contain motor or both motor and sensory fibers.

Number	Name	Sensory,	Function
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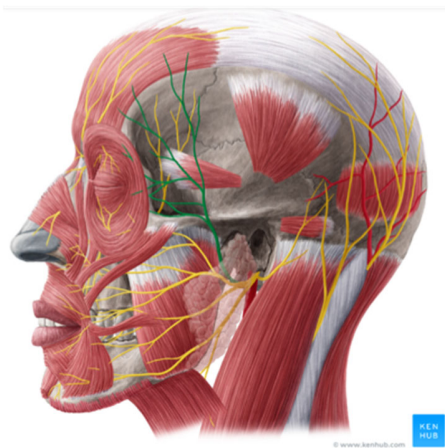
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		motor, or both	
I	Olfactory	Sensory	Transmits the sense of smell from the nasal cavity.
II	Optic	Sensory	Transmits visual signals from the retina of the eye to the brain.
III	Oculomotor	Motor	Controls movement of the eyeball and focusing of the lens.
IV	Trochlear	Motor	Controls eye movement.
V	Trigeminal	Sensory and Motor	The largest of the cranial nerves. It is the chief sensory nerve of the face, and the motor nerve of the muscles of mastication.
VI	Abducens	Motor	Effects lateral movement of the eye.
VII	Facial	Sensory and Motor	This is the chief motor nerve of the face. It controls facial expression, glands of the palate and nose, and the taste buds in part of the tongue.
VIII	Vestibulocochlear	Sensory	Known as the auditory nerve and functions in hearing and maintaining equilibrium.
IX	Glossopharyngeal	Sensory and Motor	Associated with taste sensation and saliva secretion.
X	Vagus	Sensory and Motor	Carries sensations from and to the soft palate, heart muscle, stomach, kidney, and intestine. It is associated with blood pressure, numerous visual activities, and swallowing.

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XI	Spinal Accessory	Motor	Controls the movement of the head, neck, shoulders, larynx, and ability to speak.
XII	Hypoglossal	Motor	Plays a role in speech, swallowing, and other movements of the tongue.

Of primary importance are nerves of the face - the trigeminal nerve (cranial nerve V) and the facial nerve (Cranial nerve VII). The trigeminal nerve is the largest of the cranial nerves. It is the chief sensory nerve of the face and the motor nerve of mastication. The facial nerve (cranial nerve VII) is the chief motor nerve of the face. It controls facial expression, glands of the palate and nose, and the taste buds in part of the tongue.



Trigeminal Nerve in Green Facial Nerve in Yellow

In CM the central nervous system is influenced by Liver Qi. Cosmetic symptoms pertaining to a Liver Qi imbalance include forehead wrinkles, eye twitching, creasing between and around the eyes. CFA treatment should incorporate acupuncture points to address the Liver Organ and Liver and Gall Bladder Meridians.

THE CIRCULATORY SYSTEM: VESSELS OF THE FACE AND NECK

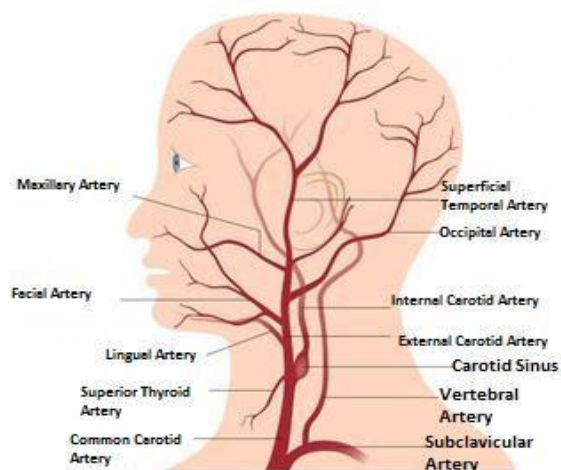
In biomedicine, the circulatory system is a closed circuit of vessels, including arteries, veins,

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and capillaries. They are designed to transport blood from the heart through the face and body, and then back to the heart. Puncturing a vessel with an acupuncture needle can cause a hematoma, commonly referred to as a bruise. A working knowledge of the circulatory system can minimize the occurrence of bruising.

Located on either side of the neck, are the common carotid arteries. Divided into external and internal carotid arteries, they are the primary sources of blood supply to the head, face, and neck. The external branch innervates most of the head, face, and neck. The internal division supplies blood to the brain, eye sockets, eyelids, and forehead.

Extending from the external carotid artery is the superficial temporal artery. The superficial temporal artery has four branches and supplies the muscles, skin, and scalp on the front, side, and top of the head. Another branch of the common carotid arteries, the occipital artery, supplies blood to the scalp and back of the head. The sternocleidomastoid artery feeds blood to the sternocleidomastoid muscle. The facial artery or external maxillary artery, directs blood to the lower region of the face, mouth, and nose. The posterior auricular artery innervates the scalp, above and behind the ear. As blood returns to the heart from the head, face, and neck it flows on each side of the neck in two principal veins; the external jugular vein which feeds the head, neck, and skin; and the internal jugular vein which nourishes the brain.



Under normal conditions a bruise should subside within two to three days of the treatment. If there is poor circulation or stagnation around the site of the bruise it may spread, become purple, and turn brown or dark yellow. If the bruise continues to spread, become aggravated, or does not subside, it is best to advise your patient to seek medical attention.

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In Chinese medicine Blood is a substance similar to that of Western blood above and circulates through and around Meridians similar to that of the circulatory system. In CM Blood additionally contains fluids and is controlled by the Heart. Cosmetic symptoms relating to the circulatory system include rosacea, skin sensitivity, redness, and irritation. When treating disorders of the circulatory system, CFA treatment should incorporate acupuncture points to address the Heart Organ and Heart and Small Intestines Meridians.

LIABILITY/INFORMED CONSENT

As previously stated the primary liability risks in CFA are related to the expectations patients associate with a cosmetic acupuncture treatment. Patients may say they understand the expectations, but in reality, they still want the results that come from a surgical facelift. Although a verbal conversation with your patient can frequently resolve potential problems, there are times when it is helpful to have the same information imparted in writing.

In addition to your conversation, an informed consent document outlining the specifics of CFA, and signed by the patient, can help mitigate patient dissatisfaction. Your document may want to explain that in CM, Qi flows via Meridians throughout the entire body from the toes and fingers to the head and face. In order to reduce the visible signs of aging, CFA treatment involves the insertion of acupuncture needles along the Meridians of the entire body as well as on the face and neck. You may want to emphasize that CFA is a procedure that enhances physical appearance by improving internal health. Therefore CFA treatment is not a surgical procedure, nor is it merely "cosmetic".

Your document may outline the objectives and goals of CFA treatment. The objective is to treat CM internal imbalances. The goal is to enhance appearance, improve health, and create a sense of inner and outer well-being.

Additionally your consent form may list the potential benefits and risks associated with CFA.

Benefits may include (but are not limited to):

Elimination of fine lines and softening of deeper wrinkles

Improved skin texture, color, luster, and appearance

Increased energy in skin cells and skin tissue

Toned flaccid muscles

Relaxed tense muscles Enhanced

overall appearance Improved

health

Reduced physical, mental, and emotional stress

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Risks may include (but are not limited to):

Bruising

Nerve injury

Needle reactions such as infection, allergy, or fainting

No change

For further information, the American Acupuncture Council (AAC) liability insurance providers have instituted an *Informed Consent for Constitutional Facial Acupuncture* form to be used by practitioners who have completed AAC-approved courses in this field. The use of the patient form is required for practitioners to be covered under their insurance policy.

CONCLUSION

CFA is a process of improving health and enhancing physical appearance. In keeping with the principles of CM when performed properly CFA helps your body to help itself improve overall health and increase vitality to look and feel your best. Patient education and an informed consent help to manage unrealistic expectations as well as help the patient to understand the process of CFA. It also buffers and protects the practitioner from patient misconceptions and potential liability. Practitioner knowledge of precautions, contraindications, and treatment safety diminishes the risk of harming the patient. A working knowledge of the anatomy and physiology of skin, muscles, nerves, and vessels enhances treatment results. With regular maintenance the results of CFA can last for years and potentially create a long term relationship between you and your patient.

APPENDIX A: American Acupuncture Council

INFORMED CONSENT FOR FACIAL ACUPUNCTURE TREATMENT

INSTRUCTIONS - This is an informed consent document that has been prepared to help your acupuncturist inform you concerning facial acupuncture treatments, the risks involved, and possible alternatives. Please be advised that this is not a surgical procedure. It is important that you read this information carefully and completely. Please initial each page, indicating that you have read the page and sign the consent for facial acupuncture treatments, as proposed by your acupuncturist.

I understand that my treatment may be modified to address: 1) Changes in my condition; 2) changes in my desired results; or 3) changes in the professional standards of acupuncture care. I understand, and agree to adjustments in my treatment as needed to optimally address my well-being, my objectives, and to take advantage of the full range of care options for me.

INTRODUCTION - An acupuncture facial treatment involves the insertion of acupuncture needles into fine lines and wrinkles on the face and neck in order to reduce the visible signs of aging. In Oriental medicine, the meridians or pathways of *Qi* (energy) flow throughout the entire body from the soles of the feet up to the face and head; consequently, a facial acupuncture treatment addresses the entire body constitutionally, and is not merely “cosmetic.” An acupuncture facial involves the patient in an organic, gradual process that is customized for each individual. It is no way analogous to, or a substitute for, a

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surgical “face lift”. A treatment session may confine itself solely to facial acupuncture, or it may be used in conjunction with other procedures, including micro-current facial treatment.

POTENTIAL BENEFITS - Facial acupuncture can increase facial tone, decrease puffiness around the eyes, as well as bring more firmness to sagging skin, enhance the radiance of the complexion, and flesh out sunken areas. Customarily, fine wrinkles will disappear, and deeper ones will be reduced. As this treatment is not merely confined to the face, but incorporates the entire body and constitutional issues of health. However, I understand that as with all acupuncture care, facial acupuncture treatment involves a gradual, healthful process that is customized for each individual, and that results may vary.

ALTERNATIVE TREATMENT - I understand that other alternatives exist for cosmetic care, including, but not limited to, surgery, such as a surgical facelift, chemical face peels, or liposuction. I realize that there are also risks and potential complications associated with these alternative forms of treatment.

RISKS OF AN ACUPUNCTURE FACIAL TREATMENT - Every procedure involves a certain amount of risk and it is important that you understand the risks involved with an acupuncture facial. An individual’s choice to undergo an acupuncture facial is based upon the comparison of the risk to potential benefit. Although the majority of patients do not experience the following complications, you should discuss each of them with your acupuncturist to make sure you understand the risks, potential complications, and consequences of an acupuncture facial.

BLEEDING AND BRUISING – As with acupuncture in general, some minor bleeding may occur. This is normal and usually will not leave a bruise. Occasionally, a bruise or a hematoma may appear. With bruising, it is important that you wear sunscreen when going outside. Topical and internal remedies will be discussed to address bruising. If swelling persists, I understand, I should call my provider immediately.

INFECTION – Infection at the probe site is very rare after treatment because the probe does not break the skin. If you suspect infection at the probe site (i.e. redness, swelling or warm to the touch), please call me. Additional treatment or referral to your M.D. may be necessary.

DAMAGE TO DEEPER STRUCTURES - Deeper structures such as blood vessels, nerves, and muscles are rarely damaged during the course of a facial acupuncture treatment. If this does occur, the injury may be temporary or permanent.

ASYMMETRY – All facial structures are naturally asymmetrical. Results may vary from side to side due to the natural asymmetry, previous injuries on one side of the body, or severity of symptoms from one side or the other.

NERVE INJURY - Injuries to the motor or sensory nerves rarely result from facial acupuncture treatments. Nerve injuries may cause temporary or permanent loss of facial movements and feeling. Such injuries may improve over time. Injury to sensory nerves of the face, neck and ear regions may cause temporary or more rarely permanent numbness. Painful nerve scarring is very rare.

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NEEDLE SHOCK - Needle shock is a rare complication after an acupuncture facial.

UNSATISFACTORY RESULT – There is the possibility of a poor result from a facial acupuncture treatment. You may be disappointed with the results. I understand that I am not having a surgical procedure. The alternatives, risks, and comparisons of surgical procedures versus facial acupuncture treatments have been discussed with me and outlined in this document. Should I have any further questions, I will discuss them with my provider before treatment begins.

ALLERGIC REACTIONS – In rare cases, local allergies to topical preparations have been reported. Allergic reactions may require additional treatment or discontinuation of treatment.

DELAYED HEALING – Delayed healing is a rare complication. Smoking and certain health conditions such as diabetes and chronic fatigue syndrome, to name a few, may delay the healing response of any of the aforementioned risks.

LONG-TERM EFFECTS – Following facial acupuncture treatments, changes in facial appearance may occur as the result of the normal process of aging, weight loss or gain, sun exposure, stress, illness, or other circumstances not related to such treatment. It has been explained that following lifestyle and dietary instructions may enhance the longevity of the results, while non-compliance will adversely affect the longevity of the results from facial acupuncture treatments. Additional, future treatments may be necessary to maintain the results.

UNFORESEEABLE IMPACTS – There are many variable conditions, in addition to the risks and potential complications enumerated, that may influence the long-term result from facial acupuncture treatments. While the complications cited are the ones particularly associated with facial acupuncture treatments, this is not an exact science, and other less common complications may arise. Should these or other complications occur, other treatments might be necessary.

UNFORESEEN CONDITIONS – I understand that there are several styles or methods of facial, cosmetic, or rejuvenation acupuncture and have been informed that during the course of facial acupuncture treatments, unforeseen conditions may necessitate different procedures than those listed above.

HEALTH INSURANCE/FINANCIAL RESPONSIBILITY – I understand that most health insurance does not cover the cost of the facial acupuncture treatments or complications resulting from such treatments. Please contact your insurance if you have any questions about coverage. Depending on whether any or all of the cost of facial acupuncture treatments is covered by an insurance plan, I will be responsible for charges not so covered.

DISCLAIMER - Informed-consent documents are used to communicate information about the proposed procedure along with disclosure of risks and alternative forms of treatment(s). The informed consent process attempts to define principles of risk disclosure that should generally meet the needs of most patients in most circumstances. However, informed consent documents should not be considered all-

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inclusive in defining other methods of care and risks encountered. Your acupuncturist may provide you with additional or different information which is based upon all the facts in your particular case and the present state of knowledge within the field of acupuncture. Informed consent documents are not intended to define or serve as the standard of acupuncture. Standards of acupuncture are determined on the basis of all of the facts involved in an individual case and are subject to change as scientific knowledge and technology advance and as practice patterns evolve. It is important that you read the above information carefully and have all of your questions answered before signing the following consent.

AGREEMENT AND CONTINUOUS EFFECT: I have read, or have had read to me, the above consent. It has been explained to me in a way that I understand: a) The risks involved with facial acupuncture treatments; b) That I have alternatives available to me for cosmetic improvements; and c) What protocols will be used in connection with treatment. I have also had an opportunity to ask questions regarding facial acupuncture treatment, and am satisfied that all my questions have been answered. I acknowledge that no guarantee has been given to me by anyone as to the results that may be obtained. I authorize the release of medical information, when required. Finally, by signing below I acknowledge that I have been fully informed about, and agree to, facial acupuncture treatments. I intend this consent form to cover the entire course of treatment for my present condition and for any future condition(s) for which I seek treatment.

Patient (or Person Authorized to Sign for Patient)

Date

Date

APPENDIX B: American Acupuncture Council

Telehealth Consent

To better serve the needs of patients, our services may be available by telehealth (two-way interactive video communication and electronic transmission). This consent explains telehealth care. If you have any questions, please ask your provider.

I understand that I may be evaluated and treated via telehealth and agree to the following:

1. **Telehealth Services:** Telehealth involves transmission of video or digital photographs of me, and/or details of my health ("Transmitted Data"). All Transmitted Data is sent via electronic means to my provider(s) to facilitate health care services. I understand that:

- Telehealth is different from traditional care in that the patient and provider do not meet physically in-person.

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- Patients will be informed of any additional personnel that are to be present, seen or unseen, during the encounter. Patients must inform their Provider of any person other than the patient who is present. Patients have the right to exclude anyone from either location.
- Patients have the right to refuse or stop participation in telehealth services at any time and request an in-person appointment, however, equivalent in-person services might not be available at the same location or time as telehealth services. A refusal to participate in telehealth will not affect rights to future care or benefits to which a patient may otherwise be entitled. Patients have the right to follow-up with their provider as necessary with questions or concerns.
- Benefits of telehealth include that the patients and providers can continue health care services when an in-person appointment is not possible or is inconvenient. The provider can also visualize some of the client's environment. Telehealth may also minimize exposure to illness.
- There are also risks involved in telehealth including, without limit, losing the ability to:
 - perform aspects of a physical examination (for example listening to the patient's heart and lungs or verifying vital signs);
 - read physical or vocal cues/tones, and facial expressions;
 - provide immediate emergency physical services/care.

Additionally, technical issues may disrupt the visit. There are also risks to preserving confidentiality including the risk that communications may be overheard; and that communications may be accessed by unknown third-parties.

- Patients shall have to access all medical information resulting from the telehealth services as provided by applicable law for patient access to medical records.

2. Confidentiality:

- All confidentiality protections required by law or regulation will apply to my care.
- Although confidentiality extends to communications by text, email, telephone, videoconference and other electronic means, providers cannot guarantee that those communications will be kept confidential and/or that a third-party may not gain access to such communications. With electronic communication, there is always a risk that communications may be compromised, unsecured, and/or accessed by a third-party.
- To help maintain confidentiality when engaging in electronic health services, it is important that all sessions be conducted in a confidential place. This means that clients agree to participate in telehealth only while in a room or area where other people are not present and cannot overhear the conversation. Do not have sessions in public places.
- Sessions may not be recorded and patients must seek written permission before recording any portion of the session and/or posting any portion of sessions.

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3. Emergencies:

- Telehealth is not appropriate if a patient is experiencing an emergent health care situation.
- If an emergency occurs or a client is in a state of crisis, call 911.
- If an emergency occurs during a telehealth encounter, call 911 and stay on the video connection (if possible) until help arrives.

I have read and agreed to the terms in the Telehealth Consent. I understand that telehealth is not a substitute for in person health care services. I understand that telehealth is not appropriate if I am experiencing a crisis or having suicidal or homicidal thoughts. In case of emergency situations, I will contact 911.

Printed Name

Date ____/____/____

Signature