

NEW
TO THE WORLD



Non-Surgical Face Lift TECHNOLOGY

**COMBINED MICROCURRENT & FARADIC
500-800UA**

MOISTURE TESTING
NON-SURGICAL FACE LIFT
INFUSION



TECHNOLOGY- INTRODUCTION

THERE ARE UP TO 43 MUSCLES IN THE FACE AND UNLIKE IN OTHER AREAS OF THE BODY, THE FACIAL MUSCLES ARE DIRECTLY CONNECTED TO THE SKIN AND ARE NOT EASILY EXERCISED. ENERGIZING THESE MUSCLES TO RESTORE LOST ENERGY TO THE TISSUE RESULTS IN AN IMPROVED, LIFTED, AND FIRM APPEARANCE, THEREBY SLOWING DOWN THE AGING PROCESS.

Up until now, there has **NEVER** been a technology that's able to target and energize all of these muscles at the same time- **HANDS-FREE**. This is why, the **Zhav Dynamic Lift + Moisture Test TM** is the ultimate skin fitness technology. It is the first machine in the world that can stimulate **ALL** these facial muscles with an unparalleled intensity that gives optimal non-surgical anti-aging results. The machine uses high powered, intense combination of both **Microcurrent** and **Faradic** current Energy- **500-800 UA**. se combination of both **Microcurrent** and **Faradic** current Energy- **500-800 UA**.

OPTIMAL FACIAL WORKOUT

Zhav Dynamic Lift + Moisture Testing TM is the first of its kind in combining complementary technologies that **BOTH** work in sequence to tighten and firm muscles **HOWEVER**, target the muscles in different ways for more effective results than using a single technology. That is **Faradic & Microcurrent** Technology.

These therapies are FDA-approved and have been used medically since the 1980s, in physical therapy, as strength training for athletes, and as preventive and rehabilitative therapy for people with impaired mobility. And now is also used in the aesthetic industry for body toning and non-surgical facelift as it is just like a Gym Workout for your Face.

Microcurrent WHAT IS IT?

Originally developed in the US in the late 1980s, microcurrent technology was used to treat facial weakness in victims of Bell's palsy and strokes, muscular injuries, and was also used by physiotherapists for pain relief. Since the early 1900's microcurrent has been used for cosmetic purposes and has been termed a **non-surgical facelift**, simply because of its **immediate effects on the skin and muscles**.

Microcurrent works on the **SURFACE** muscles.

Microcurrents are gentle waveforms that match the inane electrical activity of the body with research revealing that they increase levels of **ATP** (adenosine triphosphate) in the body and free amino acids in injured cells.

These currents also promote repair. Microcurrent systems use a combination of different wave shapes, hertz and current, that simultaneously are directed through electrode pads into the muscle or skin tissue.

Faradic WHAT IS IT?

Faradic was initially introduced as a medical treatment for use within hospitals and physiotherapy clinics. It was used to stimulate the muscles of bed-ridden patients, and those who needed to exercise for rehabilitation but could not do so. In clinics, it has several benefits; it can be used to reduce signs of visible aging or to help prevent signs of aging.

Faradic works by toning muscles through passive exercise. It works on the **ENTIRE** muscle and can target **DEEPER**, larger, and stronger muscles of the face and neck, enhancing a firmer and toned lift.

It delivers a low faradic current into the skin and muscles stimulating nerve endings to provide a muscle contraction. Contractions increase blood circulation and build muscle. As the muscle builds underneath the skin, it produces the appearance of smoother skin on the surface as well as a fuller, firmer facial contour. This passive exercise method is a major advantage being that facial and neck muscles are not easily exercised.

THE CURRENT COPIES NATURAL MUSCLE MOVEMENT TO TRAIN MUSCLES THROUGH REPETITION.

INTERMITTENT CURRENT: Inventor Dr Michael Faraday – mid 1900s. This is a **SAFE** current for beauty therapists

SMOOTH CONTRACTION: Mimics natural exercise with an interrupted contraction (interruption releases the muscle as in exercise)

ALTERNATING POLARITY: Entire muscle is exercised and can target deeper larger muscles.

Because we are utilizing a current to contract and relax the muscles of the face and neck, we can liken Faradic treatments to a **gym workout**, gaining similar visual benefits without putting in any of physical effort! The more treatments a client commits to, the more they will benefit.

ELECTRODE PADS

An electrical circuit must be completed to pass the current to the client's muscles. In order to do this electrodes or pads are used. These are placed over or near the **MOTOR POINT** of the muscle. The motor point of the muscle is where the motor nerve enters the belly of the muscle.

INCREDIBLE POWER

What makes this high-performing machine outperform all other machines is that it operates at a more **POWERFUL** intensity than any other machine up to **800Ua**

THE BENEFITS OF MUSCLE STIMULATION

INCREASE BLOOD FLOW: As people age, the number and size of the capillaries supplying oxygen and vital nutrients to the dermis decrease, causing the cells of the skin to gradually begin to diminish in size and function. By stimulating blood flow, it also stimulates lymphatic flow resulting in the skin being re-energized.

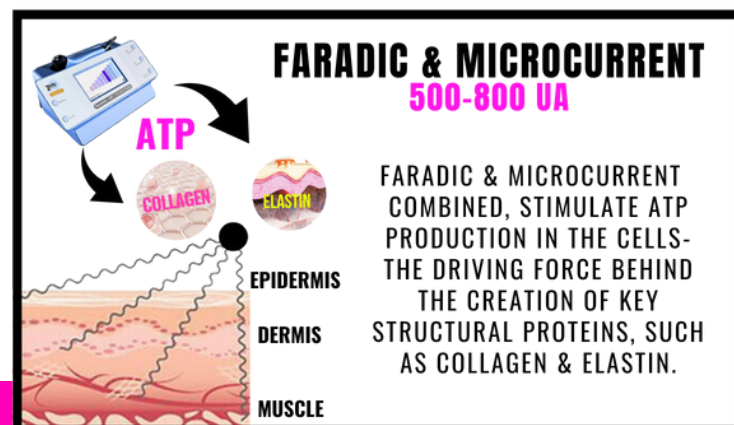
STIMULATE CELLULAR ACTIVITY: It stimulates and speeds up the rate at which the skin produces its own connective tissue fibers, as well as collagen and elastin, therefore increasing the supportive framework of the dermis and the condition of the muscles which in turn stimulates the growth and repair of tissues.

STIMULATE ATP: It stimulates and speeds up the rate at which the body produces its muscle protein, adenosine tri-phosphate synthesis, reducing the aging effect on muscle tissue and muscle atrophy. As people progress in age the skin starts to deteriorate due to many issues, including gravity, genetics poor skincare, sun exposure, poor nutrition, and stress. Additionally, the 30 facial muscles attached directly below the surface of the skin lose elasticity, become weaker, and over time start to sag. This makes it more difficult for the muscles to support the skin covering them and finally results in the appearance of wrinkles, creases, and folds.

RE-EDUCATE MUSCLES: The combined technology of currents re-sculpts and re-educates the muscle tissue by lengthening or shortening as necessary utilizing the Golgi Tendon Organ Technique. Repeated expressions result in a strengthening and shortening of contractive muscles and a weakening and stretching of the distended muscles, once again creating ever-dreaded wrinkles and creases.

ONLY TECHNOLOGY OF ITS KIND: This type of treatment can increase the muscle's ability to work for longer periods without tiring and is the only treatment of its kind that can target muscles that are difficult to reach and "workout"

HYDRATION: In addition, to visibly lifting the face, the technology greatly improves hydration which will be proven with **Moisture Testing**, as well as dark circles, swelling, and fine lines around the eyes. The complexion, too, becomes plumper and more radiant, thanks to improved blood circulation and collagen production.



EXPECTED RESULTS:

- A SIGNIFICANT REDUCTION IN FINE LINES AND WRINKLES
- A SOFTENING OF THE DEEPER LINES
- A FIRMING OF SKIN AND MUSCLE TISSUE
- A SIGNIFICANT INCREASE OF OXYGENATED BLOOD IN THE DERMIS MUSCLE AND SKIN TISSUE
- A SIGNIFICANT INCREASE IN THE PRODUCTION OF COLLAGEN & ELASTIN
- INCREASED SKIN SMOOTHNESS
- A SIGNIFICANT INCREASE IN SKIN HYDRATION
- A SIGNIFICANT INCREASE IN MUSCLE TONE