

# EVE LOM

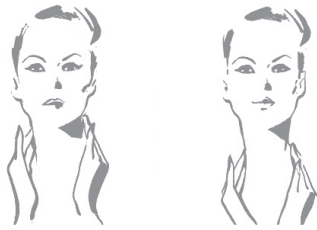
## THE FACIAL TECHNIQUE

You can achieve a beautiful, radiant complexion, simply by following our unique 7-step facial technique twice a week. Used as part of your nightly routine, the technique encourages improved blood circulation, muscle tone and lymphatic drainage, while helping eliminate toxins – so dull, blotchy, congested skin is transformed.

If your skin's tired, sallow or you suffer from blocked pores or puffiness, follow steps 1 to 7 twice a week. If your complexion is clear, you only need to apply the Cleanser and follow movement 7 of the routine every night.

### STEP 1

Smooth EVE LOM Cleanser over the entire face and neck on top of makeup. Beginning behind the ears, apply deep pressure with the pads of your fingertips and circle down to the collarbone. Repeat 3 times. If tender or painful, this step should be repeated each night until tenderness disappears and a smooth flow is re-established.



### STEP 4

Place fingers above the upper lip, press firmly, and hold for a count of 5 and release. Continue around to the corners of the mouth. Repeat 3 times.



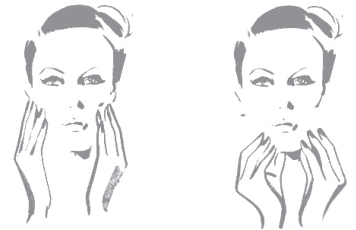
### STEP 2

Place the fingers in the centre of the forehead, from brow-bone to hairline. Press firmly, hold for a count of 5, and release. Move fingers slightly, press, hold and release again. Repeat across the forehead finishing at the temples.



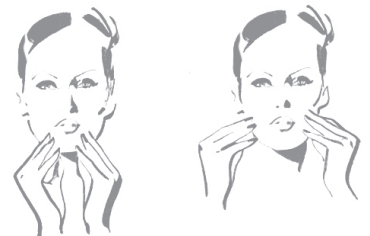
### STEP 5

Place fingers, spread like a fan, under the cheekbones and press, hold for a count of 5 and release. Continue in small steps working down to the jaw-line.



### STEP 6

Place thumbs under the chin and fingers on top. Press, hold for a count of 5 and release. Continue along the jaw-line finishing under the ears.



### STEP 3

Place 3 fingers under the eyes either side of the nose (leave the little finger out) and with the hands almost flat, apply pressure, hold for a count of 5 and release. Continue in small steps working down to the jaw-line.



### STEP 7

To complete the facial, hold the Muslin Cloth soaked in hot water over the entire face, take a deep breath through the nose and hold the muslin in place for a count of 7 to 10 seconds. Repeat 3 times. Rinse out the cloth and remove all traces of makeup and Cleanser by using circular exfoliating movements. Rinse the cloth in cold water and apply to the face.

