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ISOTONE FACIALS

The Forgotten Face

With the fitness world's attention focused on the body—as if it were our only “public face”—our actual face is often neglected. Yet the face is an incredibly complex system made up of multiple muscles, tendons, ligaments, and several layers of skin and underlying tissues, all controlled by an intricate network of nerves that create expression: smiling, winking, laughing, frowning, and more. And yes, wrinkles are, to some extent, the result of disharmony and deterioration across these elements that shape and control the face. The expensive facials people spend thousands of dollars on barely scratch the surface, in our opinion.

Why Your Face Needs a Workout Too

Given its complexity and functionality, neglecting the face is almost shocking. Adding facial exercises to your daily routine—whether at home, in the office, or at the gym—can transform your face, its expressiveness, and its appearance.

Introducing IsoTone Facials

That is why we developed and began testing our program called **IsoTone Facials**. Still in the development stage, we have strong confidence it will prove effective. IsoTone Facials aim to address every aspect of the face through gentle but powerful five-strokes-per-second massages, paying attention to everything—including the bones that structure the face. Bones are not “inert”; they are living tissues that require nutrition supplied by good blood circulation. Similarly, all facial soft tissues benefit from the enhanced blood and lymph flow that IsoTone Facials promote.

Heat: Your Secret Weapon

Since heat amplifies the positive effects of massage, we recommend warming up your IsoTone before starting facial exercises. As you may know, IsoTone is designed to heat up naturally as you use it. For this reason, begin with a few upper-body or other IsoTone exercises to bring the device to a comfortable temperature. This creates a powerful combination—facial and full-body exercises in one effective workout package.

Power of Nerves and Expressions

We also mentioned the nerves that control every facial muscle. Thanks to the two-way communication between nerves and muscles, the stimulation provided by an energetic facial will rejuvenate both. It's a win-win in the rich world of facial expression! And who needs this more than actors, who can benefit from IsoTone Facials both personally and professionally?

Treat Your Face Like It Matters

Your face deserves the same care and attention you give your body.