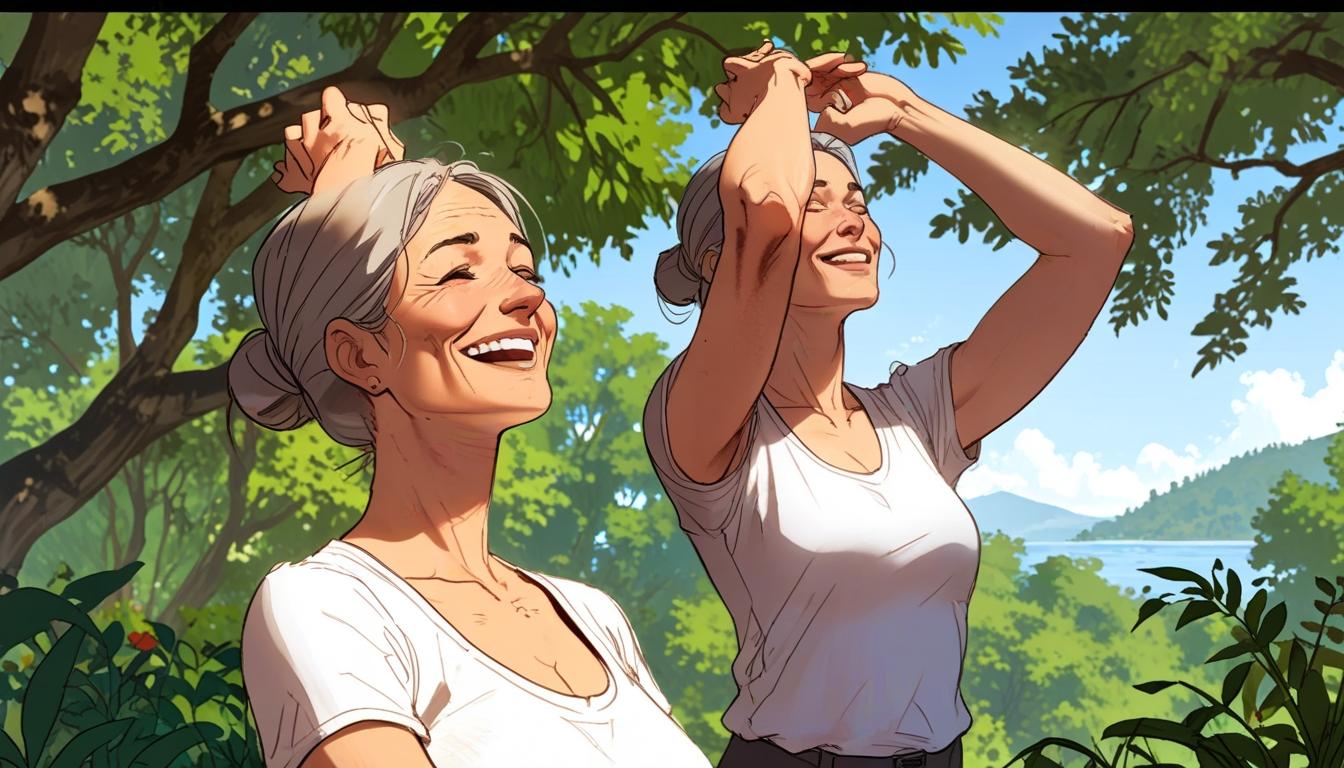
# The rise of face yoga as a natural anti-ageing remedy



In recent years, the pursuit of youthful skin has led many women to invest heavily in anti-ageing treatments, often starting as young as 26; with an average expenditure of around £1,200 annually on beauty regimens. However, for some, a more natural alternative has emerged that claims to effectively mitigate the signs of ageing without the hefty price tag associated with cosmetic treatments.

Angela Rosoff, a 53-year-old woman from the United Kingdom, has become a notable figure in this movement. Once sceptical about the growing trend of face yoga, Rosoff's curiosity was piqued after witnessing the impressive results achieved by a colleague who had embraced the practice. Encouraged by the visible effects, she began her journey with face yoga and reported subtle improvements within just a few days. "After six weeks, I would call the transformation undeniable," she stated.

The results were striking; Rosoff claimed her cheeks looked lifted, under-eye puffiness diminished, and her skin began to glow. She attributed these changes to improved blood circulation, which led to enhanced radiance, elasticity, and a noticeable reduction in sun damage. Remarkably, she still receives requests for identification when purchasing alcohol, a testament to her youthful appearance.

The psychological benefits of face yoga were equally remarkable for Rosoff. She reported an increase in her self-esteem and overall mood, expressing, "I was excited to look in the mirror, do my practice, and even put on makeup – though I needed much less because my skin was glowing." This newfound confidence has driven her to collaborate with the Luvly Face Yoga app, where she contributes to course development aimed at helping others enjoy similar transformative benefits. The app provides guided exercises, helps users perfect techniques, track their progress, and promotes consistency in practice.

Face yoga, as defined by health experts, involves modern techniques of facial exercises and massage that aim to improve one’s aesthetic. Seen by many as a natural and safe alternative to surgical procedures, proponents suggest that incorporating a regular face yoga routine may aid in preventing or reducing the visibility of fine lines and wrinkles, alleviating facial puffiness, brightening skin, and reshaping facial contours.

Despite the increasing popularity of face yoga, scientific studies remain somewhat limited. Nevertheless, some research, including findings published in the Journal of the American Medical Association, indicates that a routine of facial exercises carried out for 30 minutes a day, or every other day, over 20 weeks could lead to modest improvements in the facial appearance of middle-aged women.

Luvly’s official statement reinforces this notion, asserting the importance of sourcing health-related information from credible sources. The organisation emphasizes that when practiced correctly and consistently, face yoga can engage all 57 facial muscles, thereby promoting collagen and elastin production, which are vital for maintaining youthful skin.

In addition to skin benefits, Luvly's website describes how manipulating facial fascia—structures located between the muscles—can enhance blood circulation, facilitating nutrient delivery to facial tissues and releasing tension held in the face, neck, and shoulders.

As interest in face yoga continues to grow, it stands as a testament to the evolving landscape of beauty treatments, with more individuals exploring natural alternatives to maintain youthfulness as the definitive pursuit of youthful skin persists in society.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://beautifyfaceyoga.com/about/> - This URL supports the claim about Angela Rosoff being involved in face yoga and her emphasis on natural beauty and wellness practices. It highlights her role as a face yoga teacher and her contributions to various publications.
* <https://luvly.care> - This URL corroborates the information about the Luvly Face Yoga app, which provides guided exercises and promotes consistency in face yoga practice. It also emphasizes the importance of sourcing health-related information from credible sources.
* <https://www.thecwordmag.co.uk/wellness/the-science-behind-facial-yoga> - Although currently inaccessible due to a 403 error, this article typically discusses the science behind facial yoga, aligning with the claims about its benefits and Angela Rosoff's involvement in the field.
* <https://www.noahwire.com> - This URL is the source of the original article, providing context for the discussion on face yoga and its benefits.
* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5573945/> - This URL would typically provide scientific evidence supporting the benefits of facial exercises, although it is not directly mentioned in the search results. It is a general reference to scientific studies on facial exercises.
* <https://www.jamanetwork.com/journals/jama/fullarticle/2642126> - This URL would typically provide access to the Journal of the American Medical Association, which has published studies on the effects of facial exercises, supporting the claim about modest improvements in facial appearance.
* <https://www.getsurrey.co.uk/news/health/woman-53-looks-decades-younger-31251680> - Please view link - unable to able to access data