

16 Point Strategy for Serum Use on the Face



The 16-Point Serum Strategy

The 16-Point Serum Strategy is a methodical approach to applying a high-

performance serum, such as the AXION Extreme Serum, during facial treatments. This strategy ensures even distribution, optimal absorption, and enhanced results by targeting key areas of the face and neck with precision. The method is designed to complement advanced treatments like microcurrent therapy, facial rejuvenation, and hydration protocols.

Steps in the 16-Point Strategy:

1. Prepare the Skin

- Begin with a clean, dry face to ensure the serum penetrates effectively.
- Use a gentle cleanser and exfoliation if needed to remove dead skin cells and impurities.

2. Divide the Face and Neck into 16 Key Points

- The face and neck are divided into specific zones to ensure even application and comprehensive coverage:
 - **Forehead:** 3 points (center, left, and right sides)
 - **Cheeks:** 4 points (upper and lower areas of each cheek)
 - **Nose:** 1 point (bridge and tip)
 - **Chin and Jawline:** 4 points (center of the chin, left jawline, right jawline, and just below the lower lip)
 - **Neck:** 4 points (two on each side, upper and lower regions)

3. Apply Serum at Each Point

- Dispense a small amount of serum (about a pea size) onto an applicator or fingertips.
- Dab the serum onto each point using the divided zones as a guide. Avoid applying excessive product, as the serum is designed for high absorption.

4. Massage or Use a Device

- For optimal absorption, gently massage the serum into the skin using circular motions or upward strokes.
- Alternatively, use a microcurrent device like the **AXION Wave 0.3Hz** to enhance penetration and activate collagen production.

5. Focus on Problem Areas

- Spend extra time on areas with visible fine lines, wrinkles, or dryness, such as the forehead, crow's feet, and nasolabial folds.

6. Repeat if Necessary

- Depending on the treatment or the client's needs, a second thin layer may be applied to boost hydration and nutrient delivery.

Benefits of the 16-Point Strategy:

1. **Even Distribution:** Ensures the serum is applied uniformly across the face and neck.
2. **Enhanced Absorption:** Targets specific areas for maximum effectiveness.
3. **Boosted Efficacy:** Complements advanced treatments like microcurrent, LED therapy, or manual facials.
4. **Customization:** Allows for focused treatment of individual concerns, such as wrinkles, sagging, or dryness.

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