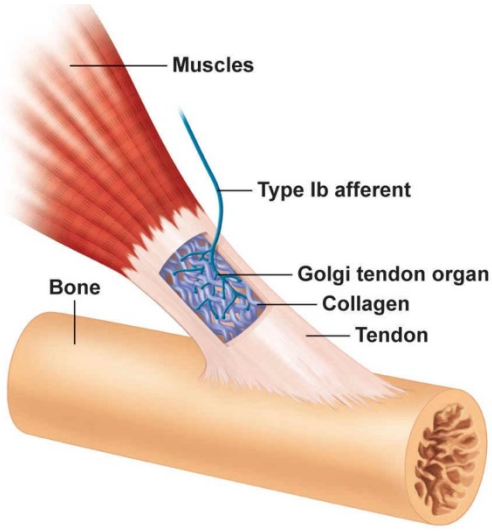
The History of Microcurrent Facial Rejuvenation from Someone That Was There

By Joseph Ventura D.C.

It's no secret, in an effort to add additional revenue streams to a business, many are considering Microcurrent Facial Rejuvenation (MFR). Many are familiar with the uses of microcurrent to reduce pain, muscle spasms and to speed up healing. The purpose of the MFR procedure is to deliver small electrical currents to specific components of the facial muscles, to tone, and in some cases relax, facial muscles. As the muscles tone or relax, fine wrinkle lines diminish giving the client a more youthful appearance.

Few realize that this procedure was actually developed by two well known doctors of chiropractic almost 40 years ago. In a five-page article titled ***The Electrification of Applied Kinesiology: The Golgi Tendon Organ***, published in a Chiropractic journal in July 1977, the author Thomas Wing D.C. describes his work with George Goodheart D.C. *"A breakthrough in electrification of Goodheart's Golgi Tendon technique promises to revolutionize treatment of trauma and whiplash*." Wing, 1977. Wing was referring to a discovery made by Goodheart a few years earlier. Goodheart found he could influence the tone of a muscle by using hard manual pressure on the origin/insertion in a particular direction. This movement was named the Golgi Tendon technique, after the collection of knobby nerve endings in the fasciles of a tendon. Stroked in one direction and the muscle toned, the opposite and it relaxed.

Wing and Goodheart were close friends. At the time of Goodheart's GTO technique discovery, Wing was expanding the use of his recently invented microcurrent machine. Wing originally developed this machine to deliver electro-acupuncture treatments, but quickly found that passing the current through injured areas seemed to speed up healing times. After learning of the GTO technique, Wing wondered if the manual pressure over the GTO could be replaced by an electrical signal, a more natural stimulus than pressure on the GTO. The above referenced 1977 published article by Wing chronicled his amazing clinical success of electrifying the GTO technique. By 1980 this technique, through the help of Goodheart's association with the U.S. Olympic medical staff, was being used by world class athletes to help manage the normal "tweaks" of their sports. Eventually athletes like Carl Lewis were purchasing their own Wing machines so the technique was always available to them.



Fast forward to 1985. Attention was focused on the facial muscles of expression. Since these muscles also had GTO influence, a technique was developed to tone or relax those muscles in an effort to reduce wrinkle lines. This technique worked so well, Wing and his

group of collaborators started teaching the technique to others. The author learned this technique from Drs. Baker and Doyle in Kansas City and began offering this “Non-surgical Facelift” to KC residents in 1985. This service description quickly raised the ire of plastic surgeons who felt they owned the term “facelift” and the procedure was eventually called microcurrent facial rejuvenation, or MFR. At some point, Wing sold a version of his machine to a cosmetics company and MFR jumped from the healthcare field to the cosmetics field, where it continues today.

Microcurrent Facial Rejuvenation

MFR is a two step procedure. Step 1 is to tone or relax the facial muscles of expression, according to the action of the muscle. Figure 1 shows the common problem areas of facial wrinkles and the underlying muscles of influence. Notice that many of the facial muscles have origin surfaces that are bony but insertion surfaces that are soft tissue. This is especially true around the nose and mouth. The aging process weakens the insertion areas leading to wrinkles and sagging.

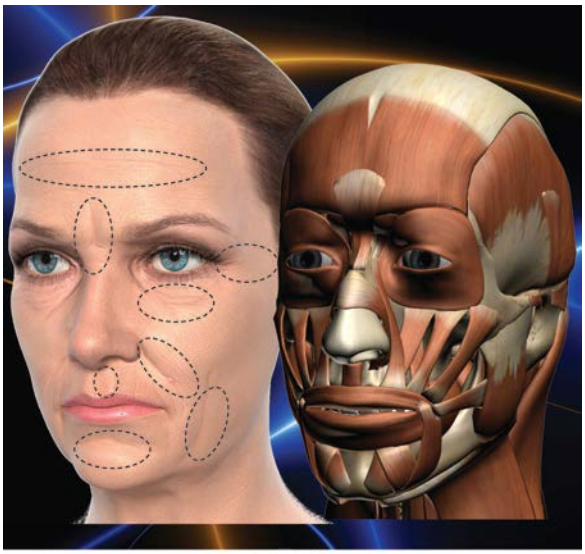
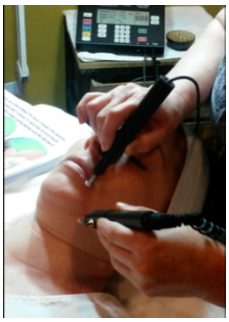


Fig. 1



Using the electrified GTO technique developed by Goodheart and Wing, sending specific microcurrent signals via Q-Tips moistened in a special electrolyte solution, is a quick method of reducing facial wrinkles.

Step 2 is the Ion Pump Mask® technique designed to increase local ATP, protein synthesis and collagen production.

Causes of Facial Wrinkles: Intrinsic and Extrinsic Factors

After age twenty the body reduces the production of collagen by the rate of 1% per year. Loss of elasticity is another intrinsic factor affecting wrinkles. Extrinsic factors include sun exposure and life-style choices like smoking, drinking and eating habits. Several studies, like the works published by Cheng and Chi, show that direct microcurrent stimulation can increase both local ATP and protein synthesis production by 500% and increase collagen production by 40%. In addition, the iontophoretic properties of certain microcurrent signals can drive facial products, like wrinkle reducing serums, deeper into the skin than application by hand alone. Chen found this happens with a little as 40 microAmps of direct current power.

During iontophoresis, positive ions are repelled from the positive electrode and negative from the negative electrode. First, an optional product like a wrinkle reducing serum is placed on the wrinkle problem areas of the client. Next, a cotton mask is soaked in a solution comprised of distilled water and an electrolyte powder (1/4 teaspoon to ½ cup of water). The mask is folded over and placed on one side of the face (Fig. 2) so the two masks don't touch each other. An alligator clip is attached to the mask and the other end of the clip is attached to the machine's lead wire. This procedure is duplicated for the other side. The two masks now become the active and indifferent electrodes (positive and negative). When the machine is set to deliver a Tsunami Wave™, the pads change polarity every few seconds to both push and pull ions through the upper layers of the skin. This configuration is shown if figure 2. Treatment time is 10 minutes.

Fig. 2

Conclusion: Microcurrent facial rejuvenation is an outstanding cash service to offer patients. Average fee is $100 per session and an average plan is 10-12 sessions. The procedure is so effective it is even being used by plastic surgeons to help reverse the effects of long term Botox use.

About the Author

Joseph Ventura has been involved in all aspects of clinical microcurrent as a clinician, developer, manufacturer and educator since 1979. His machine, the AXION micro5 is the oldest FDA cleared microcurrent device still in production. To learn more about clinical microcurrent, visit www.AXIONmicro.com of contact Dr. Ventura at 913 239-8465