

Acuperfect: The Benefits of Cosmetic Acupuncture

By Cheryl Whitman | May 15, 2023



Acupuncture is an ancient technique used in traditional Chinese medicine that is now a common alternative medical treatment used worldwide. According to the National Institutes of Health, acupuncture has been used in some form for at least 2,500 years. It involves inserting very fine needles into the energy meridians or pathways in the body to balance and optimize the flow of the life or energy force known as Qi. Traditional Chinese Medicine believes that disorders of the energy flow, Qi, are the root cause of illness, emotional dysfunction, and aging.

THE MIND-BODY CONNECTION

Acupuncture provides benefits to both the body and the mind. In addition to its use as a treatment for physical ailments, acupuncture is widely used to treat diverse mental health problems, such as depression, anxiety, post-traumatic stress disorder (PTSD), substance addiction, and insomnia. Cosmetic acupuncture also provides a host of aesthetic benefits from acne treatment to anti-aging.

Traditional Chinese Medicine recognizes that a link exists between the mind and body that make them an integrated system. This system connects the organs in the body, the energy pathways (meridians) throughout the body, and the psychological state. Through acupuncture, the body's energy meridians are balanced and optimized so Qi flows freely, producing better mental and physical health.

NONRISKY BUSINESS

A 2018 article in Psychology Today, “Acupuncture in Mental Health Care,” states that research studies suggest that conventional needle acupuncture, electro-acupuncture, and computer-controlled electro-acupuncture treatments show consistent beneficial effects on depressed mood and anxiety.

A more recent article, “Acupuncture for Psychological Disorders Caused by Chronic Pain,” published in 2021 in Frontiers in Neuroscience, explains that “acupuncture tackles the multidimensional nature of pain with fewer or no serious adverse effect.” The article goes on to state that an estimated 20.4% of adults in the United States suffer from chronic pain, with depression and anxiety being the most common psychological disorders resulting from this chronic pain. An estimated eight million Americans have used acupuncture, primarily for pain-related problems, and it has had a beneficial effect in the treatment of psychological disorders caused by the chronic pain.

TREATING THE WHOLE

With its ability to positively affect client anxiety, acupuncture may have a place in aesthetics practices as a treatment for clients suffering from significant stress prior to undergoing invasive aesthetics treatments. Acupuncture is also beneficial as an anti-aging treatment. It represents a simple, nonsurgical alternative for looking your best.

Much of traditional Chinese medicine is focused on treating the whole person – body, mind, and spirit – and not just the symptoms in question. With cosmetic acupuncture, it is no different. Dr. Jingduan Yang, founder of the Yang Institute explains,

“I take a systematic approach to cosmetic acupuncture, which...considers the person’s medical history, lifestyle habits, and other factors that may impact skin health. It involves using acupuncture points and techniques that promote general health and wellness and treat specific cosmetic concerns. This can include methods to improve blood circulation, reduce inflammation, regulate hormones, and relieve stress, all of which can positively impact skin health.

Additionally, my approach may incorporate other aspects of Traditional Chinese Medicine, such as dietary recommendations, herbal remedies, and lifestyle modifications, qigong, and meditation to support and enhance the benefits of cosmetic acupuncture.

Overall, my approach to cosmetic acupuncture aims to address the root cause of skin concerns, not just their symptoms, and to promote overall health and wellness for a natural and sustainable improvement in the appearance of skin.”

ACUPUNCTURE & SKIN

Cosmetic acupuncture regenerates skin. The ultrafine microneedles address aging through the body’s natural healing response to the micro wounds their painless insertion creates. The result is a reduction in the signs of aging – smoothing of lines and fine wrinkles, increased skin volume, and enhanced skin firmness. New collagen and elastin are produced which helps rebuild aging skin for a more youthful appearance.

The pairing of cosmetic acupuncture treatments with injectable neurotoxins produces excellent results. Injections alone doesn’t improve skin health; cosmetic acupuncture does. Due to acupuncture increasing microcirculation to the needling area, facial puffiness is reduced, and detoxification is improved. The result is healthier, younger looking skin.

For over two millennia, acupuncture has been used to successfully treat a variety of physical, mental, and aesthetic conditions without side effects. It is an excellent means of offering a more holistic approach to beauty, well-being, and life balance at your practice. It can also be a significant source of revenue, providing a steady flow of profits to your bottom line.