

..... EASY .....

# FACIAL CUPPING AT HOME

YOUR SIMPLE GUIDE FOR HEALTHY, REJUVENATED SKIN



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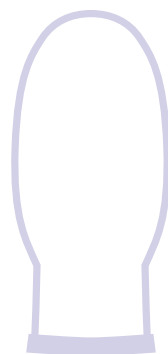
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## INTRODUCTION

**I LOVE CUPS.** With so many ways to use them, cups have become a therapeutic tool used by many people and in so many ways. And facial cupping is one of my favorite treatments. It offers natural esthetic and health benefits unlike those of any other noninvasive facial treatment option available today. And it feels good, too.

## TREATING YOURSELF

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I AM THRILLED to bring the knowledge I have gained through my own professional and personal experience to those who are interested in treating themselves with facial cupping.

This book will teach you safe, effective and proper methods of facial cupping that you can do on your own. Far too many people gain flawed information on the internet and, when they attempt to treat themselves, they do it incorrectly. Perhaps they leave cupping marks or bruises, or create swelling. Sadly, all of this is possible when cupping is done incorrectly. And then they give up when they don't get the promised results.

My goal with this book is to empower people to treat themselves correctly and get the awesome results I know are possible.

In this book, you'll find all the information and guidance you need. I will help you to understand the anatomy of the face, how cupping benefits every aspect of the face and what to expect for results. You will learn about the cupping equipment, how to prepare your face for the best treatment possible and what to do afterward for maximum benefit. Most importantly, you will find detailed, step-by-step, easy-to-follow instructions on how to treat your own face with facial cupping.

And I address the million-dollar question: Will I end up with cupping marks on my face? The facial cupping treatment does not mark the face 99.9 percent of the time. In this book, you will understand exactly what a cupping mark is, why they occur and how to avoid that 0.1 percent chance.







No two faces  
are alike.





I promise you that this is an easy treatment to do. All you have to do is invest in the process, read the directions and follow them exactly as instructed.

This book offers suggestions on how cupping can be tailored to fit your personal needs, as no two faces are alike. Do you have loose skin you want to tone up? Cupping can help. Do you have wrinkles you want to minimize without injections or surgeries? Cupping is a natural way to do that. Does your overall complexion seem as if it could use a little boost? Cupping can bring the resilience back, naturally! I often say facial cupping is like a facial, but with no products. That entices almost everyone!

Other personal needs are considered, too. For example, do you have jaw tension related to temporomandibular joint (TMJ) dysfunction? Cupping can provide relief. Do you have facial hair? I offer suggestions on how to treat the entire face, whether there is hair or not. Do you have acne? Sinus congestion? Have you had injections or other cosmetic procedures? If yes, there are suggestions on how to adjust the application so you, too, can enjoy the many benefits facial cupping has to offer.

I hope you find something useful on every page. Welcome to the wonderful world of facial cupping!



# Cupping Equipment

**THERE ARE** all sorts of cupping sets made of various materials on the market today, but for facial cupping, there are only a few options to consider.

As with any product, it's important to work with the kinds of cups that best suit your personal needs, preferences and budget. While the most common face cups are made of either glass or silicone, silicone cups are the most recommended for personal care. Not only are they the easiest to apply, but the silicone cups won't break like glass will if you accidentally drop them.

Silicone cups are  
most recommended  
for personal care.

Additionally, silicone cups generally have less suction pressure than other cupping sets. While suction pressure with silicone cups can still be strong, the strongest suction pressure you can get from squeezing them is generally safe and easy for everyone.

Glass cupping sets or expensive cupping machines should be left to the professionals, as advanced training is necessary for using this more complicated equipment. For the purposes of this book, we will focus on using silicone face cups.





Silicone cups like these (above) are most recommended for self-care.



Glass cups and other costly cupping equipment are best used by trained professionals.



# Assessing Your Skin

IN PREPARATION for facial cupping, it is important to take personal inventory and thoroughly examine your skin to create the best treatment plan.

- Is your skin dry? The average skin type requires approximately a coin-sized amount of oil to have a successful outcome. If the skin is naturally hydrated, the moving cups will slide across the skin easily. But if your skin is dry and dehydrated, you will need a little more oil than others.
- Is your skin loose along the jawline? At first, a moving cup will not move easily, so you will have to use lift-and-release more over these areas until the toning improves in subsequent treatments.
- Are there any protruding veins around your temples? You will have to skip over the protruding veins with the cup.
- Do you have raised moles or skin tags? Avoid moving cups across them, as it will hurt or possibly tear your skin; use lift-and-release instead to address them as you move through the area.
- Do you have acne issues? Facial hair? Jaw muscle tension?

This section will address many common exceptions which, if they apply to you, will require you to personalize the standard treatment process.

There are also many conditions that affect the facial skin a little more dramatically than others, such as rosacea. If your skin's needs are more complicated than the exceptions listed here, consider seeking professional facial cupping services before you take on your own self-care. For more information, see *Know Your Limits* on page 87.

**SAFETY POINT:** Do not attempt facial cupping if any infectious or contagious conditions are present. If you have any infection, from cold sores to impetigo, avoid treating your face completely and wait until the skin has cleared before you begin facial cupping treatment.

# Exceptions and What-Ifs

## CUP-FREE OPTIONS

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FOR EVERY STEP of the cupping treatment, I have also recommended cup-free options.

It is important to address the entire face every time, so be sure not to skip any section of your face if the skin does not respond easily to the general cupping instructions. Considering the major role of lymph drainage in this facial cupping treatment, the recommended cup-free options will be your best way to address any area where a cup cannot be used without excluding it from the treatment.

You will do the cup-free options with your hands instead of cups. For most of the cup-free options, your fingers will be flattened and closed together, making contact with as much surface area as possible.

If choosing these cup-free options, be sure to follow them as instructed for each step; the cup-free options follow manual lymph drainage techniques as done in a general facial treatment.

## WHAT IF ... FACIAL HAIR?

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HERE WE ARE referring to thicker, more coarse facial hair such as beards and mustaches, not the hair that naturally exists on the surface of all skin. When this type of facial hair is present, it can make it difficult to create the sealed connection between the cup and the skin's surface, especially if trying to use the lighter suction pressure required for facial cupping.





With shorter or thinner facial hair, it may be possible to attach a cup. With thicker or more coarse facial hair, using the cup-free option works best.

While it is possible to cup over some body hair, facial hair has many variations, and you need to consider these when deciding if cups will work or not. Has it been shaved recently? Then the cups may attach without issue. Is it a full beard or a mustache? Cups will not attach over beards or mustaches of any length. Is the hair thin and soft or thick and coarse? If shorter, more recently shaved or more sparse facial hair, with an ample amount of applied oil, it may allow for some lift-and-release or perhaps even some moving cups. On the other hand, longer or thicker facial hair will not allow for a cup to attach at all.

Assess your facial hair according to these suggestions; perhaps try to attach a cup (without force) and then decide if you can proceed with cups or not.

Eyebrows need to be addressed differently on an individual basis, too. The hair varies tremendously from person to person. A thinner eyebrow is easily cupped, while a thicker eyebrow cannot be cupped at all.

Do not just skip over any hair-covered areas. It is important to address the entire face. There is a wealth of lymphatic activity over every area of the face, especially along the jawline and lower cheeks, where facial hair commonly grows. Using the cup-free options will ensure optimal results for the entire face.

**RECOMMENDATION:** Use your fingertips to follow the cup-free recommendations, which are described for every step of the treatment process.

## WHAT IF ... ACNE?

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**ACNE IS** a dermatological condition that affects a great number of people. Acne is characterized by inflamed or infected sebaceous glands in the skin, most identified by red pimples and blemishes on the face. Acne commonly affects hormonal teenagers, but it can also occur for many other reasons, such as poor diet, environmental exposure or inadequate skincare.

While cupping may help clear the congestion associated with non-hormonal acne, it is important to work mindfully around pimples and acne spots. Try avoiding them and do your best not to “pop” them while you work, since that would create an open wound, which in turn could allow either blood to escape or bacteria to enter the skin.

If by chance you pop a pimple, be sure to clean the skin’s surface immediately and thoroughly clean the cup, too. Never continue the treatment over the popped pimple, as that is now an open wound.

**RECOMMENDATION:** If you approach a pimple as you work, employ the lift-and-release technique to skip over that spot. If an area has many acne spots, consider using the cup-free options until the breakout has cleared.

# THE UNIVERSAL PASS

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## LOCATION

This area includes the jump-off location under the earlobe, the front of the neck over the SCM muscle, and the upper chest, just under the collarbone. This is the same location as for *Step 1*.

## STARTING POINT

Start in the soft space of your neck, just under the jump-off location from your face where the jaw meets the earlobe. (See the star in the photo.)

## LINE OF MOVEMENT

Follow along down the diagonal *L* line from the starting point, along the SCM muscle, ending at the upper chest locations. (See the Xs.) Picture this line of movement as a diagonal *L* for moving *Lymph*.

## END POINT

End at the upper chest, the same location addressed in *Step 1*. The Universal Pass follows the same exact line of movement as in *Step 1*.

## TREATMENT PROCESS

- ▶ Squeeze the cup, then gently attach it at the starting point.
- ▶ Simply lift the skin with a little suction, then squeeze the cup again to detach it from the skin's surface. That's the lift-and-release technique!
- ▶ Repeat this lift-and-release process four or five times down that diagonal line (the Xs) toward the end point in the upper chest.
- ▶ Once you finish that diagonal *L* line of movement, that's it! This will be the line of movement for every Universal Pass mentioned in each step of your treatment process.

The *jump-off location* is where the jawline meets the earlobe on the face. This location will be identified again in *Step 2* when you are treating the jawline.







## THE UNIVERSAL PASS

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### *Cup-Free Option*

WHILE CUPPING along the front of the neck may seem intimidating, it's not. Every person I have taught how to do this has had immediate success and positive results, as long as they followed the rules.

If you are unsure about using a cup in this delicate region, simply put the cup down and use the cup-free option shown. It is simple, safe and incredibly effective.

#### TREATMENT PROCESS

- ▶ Use the same starting point, line of movement and end point as instructed with cups, but with your fingertips. Your intention here is only to stretch the skin, to stimulate the underlying lymph capillaries for lymph drainage, so be sure to keep the pressure very light.
- ▶ For this cup-free option, reach across the front of your neck. When working on the left side of the face, use your right hand instead of your left; similarly, use your left hand on the right side of your face. See the photo.
- ▶ Starting at the top of your neck, where the jaw meets the ear, gently use your flattened fingers to contact the skin's surface. Make a half-circle, slightly stretching the skin up, forward and down, like the arc of a rainbow.
- ▶ Repeat this gentle skin-stretching, half-circle method of application one hand-width at a time and make your way down to the top of the upper chest area end points. The average neck will accommodate three hand-widths, but everybody is different; what's most important is to address the entire region.
- ▶ You can use this cup-free method of application any time the Universal Pass is called for in your treatment process.





## STEP 2

# THE JAWLINE



### WHY CUP YOUR JAWLINE?

**YOUR JAWLINE** may be the first location where you notice your skin beginning to sag. You may even notice those concentrated areas of loose skin we know as jowls.

Or you may suffer from pain and tightness in your jaw and neck. The jawline area has many blood vessels, lymph nodes and muscles, so any tension there can contribute to pains in the jaw and neck. This tension can also inhibit circulation to the skin.

#### LYMPHATICS FYI

You may be familiar with the lymphatic activity here, as several lymph nodes along the underside of the jawline are the first to swell when you have head congestion or at the onset of a cold or flu-like illness.

Cupping can stimulate microcirculation in the area being cupped, which helps to improve your complexion, tonicity, overall appearance and general health of the tissue. Additionally, cupping can release muscle tension along your jawline, offering relief to jaw and neck muscles.

For the greatest benefits, we divide the cupping treatment into two parts: below the jawline and above the jawline. Note that there are also cup-free options for both parts.

## BELOW THE JAWLINE

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### LOCATION

This area is along the underside of the face and jawbone, not across the front of the neck, which is an endangerment site (see page 68).

### STARTING POINT

Start in the center of the jawline, under the chin.

### LINE OF MOVEMENT

Follow along the underside of the entire jawbone.

### END POINT

End in front of the ear and under the contour of your jawbone where the jaw meets the ear. (See cup location in photo.) This is just below the jump-off location, where the Universal Pass begins.

### TREATMENT PROCESS

- ▶ Attach the cup at the starting point and follow the line of movement using lift-and-release and/or moving cups to the end point.
- ▶ Repeat this movement three to five times.
- ▶ Repeat the Universal Pass one to three times before proceeding.
- ▶ Continue to the next part, *Above the Jawline*.



### EXCEPTIONS AND WHAT-IFS

**VERY LOOSE SKIN?** Use the lift-and-release technique; as the skin tones up, add in moving cups if desired.

**JAW TENSION?** Do not force the cup to move across an area of resistance. Finish the line of movement with lift-and-release, moving cups or the Morse Code of Cups technique.

**FACIAL HAIR?** Follow the cup-free recommendations.

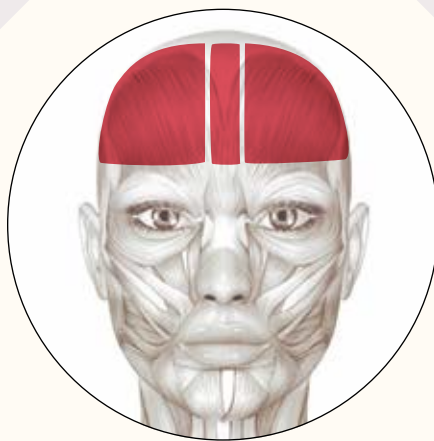






## STEP 4

# THE FOREHEAD



## WHY CUP YOUR FOREHEAD?

**MANY OF US** hold a lot of muscle tension in our forehead, which can contribute to wrinkles, sinus congestion and even headaches.

Cupping is a great way to release tension across the entire forehead. Any wrinkles here will benefit from the softened muscles, and improved circulation brings a healthy glow to the skin. It also offers relief to common sites of sinus congestion and pressure across the forehead.

For the greatest benefits, we divide the cupping treatment for your forehead into two parts: the sinus drainage area and the entire forehead area. Note that there are also cup-free options for both parts.

The small sinus drainage area, which follows the sinus drainage line, both stimulates important lymph drainage vessels and travels over some important therapeutic points for relaxation — enjoy!

### CUP SIZE

Although larger cups work best on your cheek and forehead, tight muscles or bony ridges may not allow you to make an easy connection to the skin in this area. Using a smaller cup may be easier, but use lighter suction and consider lift-and-release only, so you don't get cupping marks!

## THE SINUS DRAINAGE AREA

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### LOCATION

This small region is in the center of the forehead, addressing a straight line from between the eyebrows up toward the hairline. Note that any prominent veins here should be avoided. If necessary, address this area slightly away from this center line (to the left or right, depending on which side of the face you are treating).

### STARTING POINT

Start in between your eyebrows, above the top of your nose.

### LINE OF MOVEMENT

Follow along the midline of the forehead, upward and toward the hairline.

### END POINT

End in the center of the forehead, where your hairline naturally begins.

### TREATMENT PROCESS

*Be sure to choose a cup size that works for your forehead!* (See box on previous page.)

- ▶ Attach the cup at the starting point and follow the line of movement using lift-and-release and/or moving cups to the end point.
- ▶ Repeat this movement three to five times.
- ▶ You don't need to do the Universal Pass after you finish treating the sinus drainage line. Simply continue to the next part of *Step 4, The Entire Forehead*.

### EXCEPTIONS AND WHAT-IFs

**SINUS CONGESTION?** Lift-and-release over any sensitive areas.

Moving cups will feel great if you're not sensitive! You may add some extra for additional relief; however, don't overwork the area.

**RECENT COSMETIC INJECTIONS?** Don't treat until 30 days post-injection. When you do treat, use lift-and-release or, the closer you are to the procedure, follow the cup-free recommendations.





## STEP 5

# THE EYE AREA



### WHY CUP YOUR EYES?

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THE THINNEST, MOST DELICATE SKIN of the entire body is around the eyes. Often the first location to experience cosmetic changes, this is a common site of loose skin and wrinkle lines.

Cupping around the eyes is very delicate, too, and must be done with the utmost attention to detail. A little goes a long way here, so be sure to use very light suction with only the lift-and-release technique here — no moving cups! When done correctly, the toning effects are incredible.

For the greatest benefits, we divide the cupping treatment for your eyes into two parts: under the eye and above the eye.

Note that there are also cup-free options for both parts. With or without cups, treatment in the eye area can be extremely beneficial for everyone.

#### DELICATE EYE TISSUE

**CAUTION:** Until you become comfortable with the cupping process, make this a cup-free location. The benefits will still be great.

## UNDER THE EYE

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*Remember, do not slide the cup in this delicate eye tissue area.*

### LOCATION

This is a very small, delicate region. Be sure to avoid making contact with the lower eyelid near the eyelashes; stay closer to the region at the top of the cheek.

### STARTING POINT

Start at the side of the nose, at the bottom of the delicate eye tissue area.

### LINE OF MOVEMENT

This treatment moves from the starting point at the side of the nose, along the underside of the eye, toward the outer edge of the eye.

### END POINT

End at the outer edge of the eye, still underneath the eye, at the bottom of the delicate eye tissue area.

### TREATMENT PROCESS

*Be sure to use a small cup when you treat your eye area.*

- ▶ Using only lift-and-release, attach the cup at the starting point and follow along the line of movement to the end point.
- ▶ Repeat this line of movement three to five times.
- ▶ You don't need to do the Universal Pass after you finish treating under the eye. Simply continue to the next part of *Step 5, Above the Eye*.

### EXCEPTIONS AND WHAT-IFS

**RECENT COSMETIC INJECTIONS?** Don't treat until 30 days post-injection. When you do treat, use lift-and-release or, the closer you are to the procedure, follow the cup-free recommendations.

**VERY LOOSE SKIN?** Follow the recommended cup-free option.



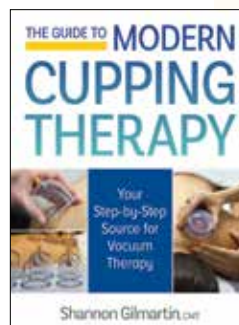
# Treat yourself to the anti-aging benefits of facial cupping without the expense of a professional cosmetic procedure

Facial cupping is a safe, non-invasive and easy practice designed to highlight cheekbones, define the jawline, tighten skin and target those dreaded drooping jowls. In this book you'll find more than 60 step-by-step photos and clear easy-to-follow directions. You will learn how to prepare your skin, which equipment and products to use and all the proper procedures for best results. Facial cupping increases circulation while stimulating natural collagen and elastin production. Increased blood flow delivers oxygen and nutrients to alleviate the signs of stress and inflammation while giving the face a youthful glow.

Facial cupping has become one of the most popular anti-aging treatments in Hollywood for celebs prepping for the red carpet. But facial cupping isn't new. In fact, it has been used in traditional medicine for centuries. Facial cupping is similar to body cupping, as both increase circulation, relieve tension and help to defend the body against infections. While body cupping might leave a mark on the skin, facial cupping uses smaller soft silicone cups made for even the most sensitive skin which, when administered properly, will not leave a mark. Author Shannon Gilmartin is a cupping expert with decades of experience teaching and administering the treatment. With Shannon's expertise, you'll quickly master this age-old practice and skip expensive sessions with a dermatologist or esthetician.

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**SHANNON GILMARTIN** is a certified massage therapist, certified manual lymph drainage practitioner and certified modern cupping therapy practitioner and educator. Author of *The Guide to Modern Cupping Therapy*, she has over 20 years of experience in therapeutic bodywork, including cupping, manual lymph drainage and medical massage. She has taught all over the United States and abroad and practises in Virginia Beach.



BY THE SAME AUTHOR

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**MARKETING & PUBLICITY**

- Robert Rose will launch a highly targeted marketing and publicity campaign across North American platforms.
- Extensive national and regional health and beauty print and online publicity campaign
- Blogger and reviewer campaign targeting all health and beauty sites
- Influencer outreach to leading esthetician and facial cupping professionals
- Strategic social media campaign including all author and publisher platforms and channels (YouTube, Website, Facebook, Twitter, Instagram, Newsletters)
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