

He's Not *That* Complicated

How to
Crack a Man's
Romantic Code
to get the
Relationship
You Want



By Sabrina Alexis and Eric Charles

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FREE CHAPTER INTRO

From Sabrina

Once upon a time, long before A New Mode even existed, I was just like you - an amazing woman with plenty to offer who just couldn't seem to get the love I wanted.

I wanted to have an amazing relationship with an amazing guy, a guy who loved and appreciated me for exactly who I was, but it just never panned out. It wasn't that I couldn't get a man; it was that I couldn't seem to make it stick. And even when I did find myself in a relationship, I always felt like I was at the mercy of the guy, like the relationship was a ticking time bomb and the slightest movement on my part would set it off and send him running for cover.

I could never really enjoy my relationships because I was crippled by the fear of everything coming apart.

The real kicker for me was when the guy who I considered to be the love of my life left me for someone else. Not only that, this new girl managed to turn him into the guy I always wanted him to be. With me he was distant and confusing, giving me no comfort or security in the relationship. Even though he was with me, I never felt like I had him. I felt like he was always just beyond my grasp and could slip away at any moment. With her, he was Mr. loving and affectionate. He became official with her in a matter of weeks, he posted album after album of the two of them on Facebook. With me it took six months to get him to admit we were in an actual relationship, and being official on Facebook was totally out of the question.

At the time it made zero sense to me. I was so good to him, so loving, so kind, why wasn't he that kind of guy when he was with me? Why

wasn't I worthy of his love in the same way she was? Was she better than me? Prettier? Smarter?

The answer is no. The answer is something I didn't discover until much later. The problem wasn't that I was unworthy of him, the problem was I didn't *know* I was worthy of having an amazing relationship. Instead, I accepted whatever scraps he was willing to give, and as a result, all I got were scraps.

This guy wasn't the only one who broke my heart, there were others who dented it along the way.

Time after time I just felt so helpless and confused. I just wanted to understand what I was doing wrong and how I could attain a happy relationship with a guy I could just be myself around. I felt so lost and alone, two of the worst feelings there are in this life. I would buy books on relationships and read any article I could get my hands on, but the answers I was desperately seeking were never found.

What I didn't realize at the time was one fundamental secret about how men operate, an understanding that put an end to my confusion by making me realize that men really aren't so complicated. From there, relationships became easy, fun, and effortless. Once I spread the gospel onto my friends and watched as their relationships completely transformed as well.

My years of heartache instilled an overwhelming desire to create a resource where women could get answers to all their dating dilemmas. And not just any answers—real, honest, no-nonsense answers that cut straight to the heart of the matter.

I teamed up with dating coach Eric Charles in 2008 to launch A New Mode and within a few short months our readership exploded on account of our relationship content.

In time, we decided that blog articles wouldn't be enough to help our readers get the relationships they were seeking....we needed to get it all down in a book so they could really learn the system inside out. And this is how "He's Not That Complicated: How to Crack a Man's Romantic Code to Get the Relationship you Want" was born.

With this book, our mission was to break down the most common relationship issues and identify why they happen and how to avoid them. When you understand how men operate and what a relationship looks like from a male's perspective, you will know exactly how to get the relationship you've always wanted.

Without further adieu, I hope you enjoy this free chapter from the book.

CHAPTER 2: When a Seemingly Good Connection/Relationship Goes Bad

“Before you fall in love, make sure there is someone there to catch you.” – Anonymous

The most common types of questions boil down to amateur detective work on why a guy didn't do what the girl wanted him to do.

The questions take on different forms, but ultimately the pattern is this: A girl likes a guy... he shows some kind of signal that he might like her... a courtship of sorts ensues and things seem to be going great, but then... he starts to withdraw. As soon as this happens, the poor girl becomes overwhelmed with self-doubt and confusion about the guy and might start chasing him and hunting him down to get some answers...which causes him to withdraw even further.

The ultimate question comes down to this: "I thought he liked me, what happened?"

We get flooded with e-mails about how some guy didn't text back or didn't call or didn't set his Facebook status to say "In a relationship." The majority of these issues could be resolved by doing one simple thing: backing off. When you take a few steps backward, it gives him the space to move a few steps forward and put forth a little more effort to win you over. Keep going and you'll see what we mean.

WHY DIDN'T HE TEXT BACK?

Using a guy's text message habits as a litmus test for your relationship status seems to be the norm these days (even though it's completely and utterly arbitrary, but we'll get to that later).

If a guy doesn't text a girl back it's usually for one of the following reasons:

1. He's not that into her
2. He's busy
3. She's being needy and he doesn't want to deal with it
4. He didn't have his phone nearby
5. He's hanging out with another girl

First and foremost, do not try to fix the behavior with *why didn't you* (*Why didn't you call? Why didn't you tell me you might be late? Why didn't you text back sooner?*), nothing along those lines! You might think you're drawing a line in the sand, but he sees it as something else entirely: *neediness*.

Here are a few tips to help you keep a clear head and an objective perspective if you find yourself in this sort of situation:

Examine the Circumstance

We live in an ADD culture and when a guy doesn't text back immediately, it's most likely because he's busy. Guys tend to be single-minded in what they're doing and tend to focus on meeting one objective at a time. If a guy is busy, the last thing he wants is to be interrupted over and over again with text messages and the burden of having to respond right away. Usually, what started out as something innocent (him being busy) turns into unnecessary drama (you overreacting and seeing it as a sign that the relationship is in trouble).

Before you get all riled up about his texting habits and what it means, examine the circumstances. If he disappears when you're in the middle of making plans and things start to get complicated (you say you're busy this day, he's busy on that day, you're free after eight, he can only do before seven), then he probably got distracted

somewhere along the way and is directing his attention elsewhere. It doesn't mean he doesn't want to see you; he was probably in the middle of something else and planned on getting back to you when he could focus and didn't feel the need to text further at that exact moment since you guys were going around in circles anyway.

He may also go silent if you're having one of those texting-but-not-talking-about-anything conversations (*How are you?...Good, you?...Good, work is stressing me out...Same, today has been non-stop...Same here...*). Guys are very goal-oriented and oftentimes they'll just get distracted and not feel the need to text further unless it's for a specific purpose.

Men are not women, shocking right? While most women can effectively juggle a minimum of five things at a time, men have enough trouble focusing on one thing at a time. Just because texting while you're in the middle of a million other things comes easily to you doesn't mean it's the same for him. Women are naturally good at multi-tasking; most men are not. Remember this and cut him some slack when he takes longer than you would to respond.

We can never really know what's going on in someone else's head. When it comes to this whole texting issue (and by the way, most guys have no idea how crazy this whole texting/calling regularly thing is for girls, none!), trying to get to the *why* is an exercise in futility. A much more effective use of your time is to focus on how you react to the situation.

The Best Reaction Is No Reaction

When you stop reacting to things automatically, you gain awareness of the situation. You will stop getting lost in emotions that don't help you and will gain a clearer perspective on the best way to respond (if the situation even warrants a response). When you are unreactive, you get to choose the best move. When you are able to see things

from a more objective standpoint, you'll realize that him not texting you back promptly isn't *that* big of a deal.

Rather than getting consumed with fury when he takes a while to respond, just shift your focus and do something else. And whatever you do, *don't* wait on him. People tend to see how much they can get away with. If you're always available to a guy, he'll treat you like an option rather than a priority. If you are *selectively available* and only act as accommodating as he is to you, you will get the respect and "good behavior" you're looking for.

This isn't just a guy thing, it's a human thing – we value only what we have to work for. Or, put differently, we value the things that aren't guaranteed or freely available to us unless we earn them.

When trying to figure out the appropriate response to certain situations, it's helpful to think about the way you interact with your friends. If you text one of your friends asking what she's up to that night and don't hear back from her for a few hours, do you go into panic mode and assume she no longer cares about you? Do you analyze the last text you sent her, searching for hidden clues to tell you what you did wrong? Do you feel angry and throw your hands up with an exasperated *I just don't get it!?* Probably not. Chances are you don't even notice how long she takes to answer your text. And if you do, you probably assume she's busy or doesn't have her phone handy.

Wouldn't life be so much easier if you could respond in the same calm and collected manner when a guy you like takes a while to text back? Well then there you go! The choice is up to you.

Remember, this doesn't make you a pushover or a doormat. It makes you a confident woman who doesn't need a guy to text her every five minutes in order to know he really cares about her.

Assume He Likes You

If you assume he likes you, you remove the fear and the anxiety that stems from this whole “why didn’t he text me back?” conundrum. He likes you. You know he does (or at least, you’re doing a good job convincing yourself he does!), so what is there to worry about?

People who assume other people like them are more likable. The same is true for people who assume others *don’t* like them: if you believe you are unlikable, people will be more likely to dislike you. Sure, it may seem a little delusional to force yourself into believing the other person feels the way you want them to feel, but the truth is that we do it all the time anyway. The trouble is most people automatically assume the worst and look for signs that point to the outcome they don’t want. If you’re going to make any assumptions, you may as well go with the one that serves you instead of one that guarantees failure.

Be Complete

One of the best things you can do is make sure that you have a full and enjoyable life. When your life is meaningful and full of friends, fun, and fulfillment, you won’t fall into the trap of obsessing when that next text is going to come or if he called or not; you’ll be too busy enjoying the rest of your life.

If you are smothering a guy with *needing* him to reassure you and text you back constantly, you will drive him away. The right move in this situation is to back off, keep your life filled with fun and exciting options, and give him space to put in the effort and pursue you. This isn’t being manipulative – guys actually like to pursue women (to a point) and they appreciate having the space to do so.

What It Looks Like

Marissa and Luke had been seeing each other for a few months and while things were going well, Marissa was growing increasingly frustrated by Luke's texting habits.

Luke would often go MIA when they were in the middle of making plans and while she often accommodated his flakiness, she was getting sick of telling her friends, "Oh, I can't commit to anything this weekend because I might have plans with Luke, still waiting to hear back..." She called him out on it a few times and while he would apologize for "leaving her hanging," the problem persisted.

Luke was simply a bad texter, some people are just born that way. He didn't mean to do it; he wasn't intentionally trying to piss her off; he just didn't have any sort of substantial motivation to change this ingrained behavior. By waiting around for him to respond and being so accommodating to his schedule, Marissa was perpetuating the very problem she was so steadfastly fighting against.

Eventually, Marissa decided enough was enough. One week she made tentative plans with Luke to do something that coming Saturday. True to form, he didn't finalize anything and simply stopped texting after they decided "maybe we'll do something on Saturday." Marissa knew if she pressed him to make a definite plan he would just give her vague answers ("I may have to work, I'll let you know," "My friend might be coming to town, not sure yet, I'll keep you posted"), so when he didn't lock down something by the end of the week, she made other plans. That Saturday, Luke texted her at around 5 p.m. asking what time they were meeting and was stunned when she said she couldn't see him because she made plans with her girlfriends.

"What do you mean you have other plans? We were supposed to do something tonight."

“Well you said you might be free, but we never decided on anything concrete, so I assumed it was a no go. So sorry for the mix up, have a fun night!”

Luke stayed home that night twiddling his thumbs and torturing himself with thoughts of how many guys were hitting on his girl at that exact moment. From then on, he never left her hanging and was sure to make definite plans in advance.

When He Goes from Texting A Lot...to Nothing

There are some situations where a guy is a horrible texter from the start (like Luke), and other cases where his texting habits slowly disintegrate over time. In the beginning, he’s a texting machine. After a month or two, not so much. He’ll text here and there, but nowhere near his texting glory days.

The problem is not that you are doing something inherently *wrong* to cause him to text less frequently. The problem is that it’s not sustainable. Texting constantly is—to put it bluntly—a pain in the rear for most guys.

In the beginning of a relationship, it’s natural for the guy to try to win you over and to do whatever he can to keep your attention on him. And what better way to insert himself into your mind than by texting you throughout the day? Once things are a bit more established, he may not feel the need to do this anymore. Also, it’s not a realistic, sustainable habit to be constantly texting little messages all day.

Guys, lovable as they can be, usually like to use the phone to make a plan and that’s it. They don’t like chitchat if it’s not towards a purpose; it’s just not how they’re wired.

A big mistake many women make is assuming the guy no longer feels as strongly for her because he texts less frequently. Texting isn’t

a barometer for the relationship. The time you spend together, and how meaningful and enjoyable it is, counts much more than the amount of time that has elapsed since his last text.

Instead of counting the texts and analyzing the emoticons, put your focus on creating a life that is fulfilling *outside* of the relationship and a connection that is meaningful *within* the relationship.

WHY DID HE VANISH?

Now this is a frustrating situation if ever there was one. You're seeing a guy, you think things are rolling right along splendidly, and then suddenly he's gone, vanished without a trace. You consider for a moment if he might be dead or in a coma, but you notice there has been activity on his Facebook page, so that's not it. He has just suddenly and abruptly decided he no longer wants to see you and you're left trying to figure out why.

At the end of the day, you don't know why and there is no way you'll be able to know for sure. And frankly, it would be a waste of time to try and play detective. There's no benefit to putting yourself through that agony.

It really doesn't matter why he vanished or what, if anything, broke the camel's back. The bigger issue here is your emotional state. You're confused, you're worried, you're upset. You're racking your brain trying to pinpoint the moment it all went wrong. You examine all the possibilities. *Is it something I said? Something I did? Something I didn't do?* These emotions are all understandable when someone you care about disappears.

The Most Likely Reason...

While every situation is different, these disappearing acts usually occur because the guy feels trapped or freaked out by the relationship and finds it easier to just remove himself entirely instead

of looking you in the face and telling you why he doesn't want to be with you (does anyone, guy or girl, ever *really* want to have that conversation? Yes it's the more dignified approach, but it's also the more torturous!).

This sort of thing doesn't usually boil down to one particular thing you said or did. It's probably rooted in an overall vibe that you're conveying, and that vibe would be none other than our dear friend *neediness*. If you are absolutely positive that you did not send out any "needy" signals and you were as cool and confident as can be, then he probably has a wife and kids somewhere, or maybe he did lapse into a coma. It's always one of those three.

Guys aren't anti-relationship. A guy will happily hop into a relationship with a woman who brings out the best in him and makes him feel great about who he is and what he has to offer. If you communicate, even in the slightest way, that a relationship with him is going to be some kind of life preserver or crutch for your emotional stability, he will definitely not want to pursue a relationship with you. His reasoning will most likely be that he's got enough problems of his own to deal with and the last thing he needs is to take on someone else's.

The best thing you can do is work on yourself and focus on becoming the best version of you. Be the kind of girl that no man would ever dream of leaving without an explanation, or leaving period.

When a Guy Vanishes After a Great First Date

While not quite as tormenting as when a guy you've been seeing pulls a vanishing act, a guy disappearing after an amazing first date is equally puzzling and can do a number on your self-esteem.

There are a few possible reasons why a guy might fade into the abyss after a seemingly wonderful first date. Either he wasn't that into

you and was just being polite throughout the date, was primarily trying to get laid and decided not to push it any further when you didn't put out that night, or he didn't think you were that into him.

Possibility #1: He's not that into you

For whatever reason, he may just not be into you. Sometimes the chemistry just isn't there, it happens. There is also a possibility that you came across as alarmingly eager. Interest and enthusiasm are not the same as over-eagerness. If he feels that you're unjustifiably eager, he may want to get out of the situation as quickly as possible.

On a first date, a guy can usually piece together whether dating you is going to be more of a liability than a good thing for him. He asks about yourself, he gets a sense of how much you enjoy your life and what you do to fill your time. If you pretty much don't enjoy anything (you don't really like your friends anymore, you don't like your job, you don't like your lifestyle), then he is most likely going to avoid dating you because he doesn't want to be the guy who has to perk you up.

On the other end of the spectrum, talking endlessly about how great your life is reeks of the same emotional baggage. Bragging conveys that you have something to prove and that you're trying to impress him. You don't have to tell him about how many guys hit on you when you go out, or how your ex is still so obsessed with you, or how you are the *most* important person at your job, or how you have the *coolest* life anyone can imagine. If you carry yourself with confidence, he will assume these things all on his own and then he will be the one trying to win *you* over.

When you make a strong case for your awesomeness, all he'll see is your insecurities and no guy wants to deal with that. Next time you find yourself asserting your "greatness," take a step back and remember this phrase: A rich man doesn't need to tell you he's rich.

Suggestion: A useful concept to keep in mind is the self-fulfilling prophecy — that which we believe (or fear) tends to come true when it is focused on earnestly. This concept can have a positive or negative effect on a person's life, depending on whether they habitually focus on positive outcomes or negative outcomes. If you go into a date full of fear of rejection, you are setting yourself up to get rejected. If you go in with confidence, truly believing this guy will be powerless against your charm and endless virtues, then you pretty much guarantee a second date before you even start the first one.

Possibility #2: He doesn't think you're into *him*

Guys can be somewhat uneasy when they first meet a woman. It varies from guy to guy (and also depends on how many women he's dated), but sometimes it takes a bright blinking neon sign in order for a guy to know that a woman likes him. As guys get more experienced with women, they generally know that their best bet is to assume the woman is interested in them and act accordingly (respectfully, of course). However, not all guys come from this place of internal validation and they may look to the woman for signs that indicate she's attracted. If she is guarded, playing hard-to-get, or just not a very expressive type of person, he may interpret her behavior as meaning she's not feeling him.

Here are a few things that a woman might do unconsciously during a date that signal to a guy she's not interested:

- Texting or talking on the phone during a date. (If you genuinely have to and you're apologetic, that's fine. Otherwise, red flag.)
- Not smiling.
- Not really participating in the conversation. He talks and you respond with something minimal in an indifferent tone.
- Actively showing disinterest in talking to him – paying attention to

other things happening in the room, checking the time, checking for the waiter to hurry up and bring the bill.

Confusing Situation Decoded

You go on a date with a guy who not only seemed *really* interested, but actually said, “I’m really into you”...and never hear from him again (or worse, receive an e-mail from him apologizing and saying he didn’t feel a “spark”). You feel utterly confused by this, especially since he poured it on so thick, telling you how beautiful/amazing /smart/incredible/fabulous you are and even ending the date with a passionate kiss. No spark?!

The most likely explanation here is that during the date, the guy, for whatever reason, decided that you weren’t the kind of girl he could see himself with. However, he still finds you sexy and his feelings of attraction may overpower the logical side of his brain, hence the sweet nothings. To put it bluntly, he’d be up for having sex with you, but not into having a boyfriend-girlfriend type of relationship with you (which is what he believes you want).

This scenario is one of the main reasons women are warned so heavily against sleeping with a guy on the first date. If you sleep with this kind of guy, he’ll never call again and if you don’t sleep with him, he’ll also (most likely) never call again. The moral of the story? Ignore the kisses and compliments and hone in on the actual person.

Cheat Sheet

On a first date, it’s always best to show interest without seeming over eager. If it sounds confusing, here are some quick tips to get it right:

Do: Listen to him, make eye contact, keep your phone tucked away (and if you must check it, do so when you take a bathroom break), ask questions, smile, laugh when he says something funny (or something he thinks is funny), find subtle ways to touch him.

Don't: Hang on every single word like a love struck Romeo, agree with everything he says even if you don't actually agree, brag about yourself, complain about your life, talk about your exes, ask when you're going to see him again, ask him what he's looking for relationship-wise, be too aggressive, throw yourself at him.

When A Guy Vanishes *Before* A Great First Date

You meet a guy—maybe it's at a bar, a coffee shop, bookstore, wherever, and it just clicks. You talk about hanging out sometime, swap digits, he says he'll call...and he never does. Now you're really flippin' confused. How can he dump you *before* taking you out on one stinkin' date?

This premature vanishing act can occur for a million reasons. You never really know with strangers; he might be married with kids or a serial killer on the loose. He may have chickened out or maybe he forgot about you (this is usually the case if you met at a dark bar during the wee hours).

You can never really know with absolute certainty why a guy never called, but we can give you helpful pointers to up your odds and help you become more call-able.

The best way to pique a man's interest is to be *confident*, open, friendly, and able to hold your own in a conversation. Talk to him like you already know him (as opposed to awkward, interview-like, stilted bar conversation). This establishes a connection and comfort level and reduces the risk of him chickening out on making the phone call.

Here are a few more handy pointers:

1. Have him picture you hanging out together

This is a great psychological trick. When you're talking to a guy that you're digging, try to maneuver the conversation toward things you two could *do* together. Most importantly, get him to picture doing

whatever this thing is together with you. It doesn't matter what it is—cooking, grocery shopping, rock climbing, playing Wii Tennis. If he is able to picture the two of you having fun hanging out in the future, it is much more likely to happen.

Having someone picture hanging out with you in the future and having fun makes them feel comfortable with the idea, like it's already happened. Remember, don't force things along (unless you're incredibly skillful in conversation), just work it in naturally and gently.

2. Don't be afraid to be challenging and/or tease him a bit

Most men would agree that the women who make the biggest impression are the ones who challenge them in some way. Sometimes they're challenging by teasing a bit. Sometimes they're challenging by not going along with everything he's saying. Sometimes they're challenging by calling him out on his B.S.

When a woman is challenging, in addition to being interesting and fun, it's an irresistible combination. Being challenging without any other qualities, however, is just plain annoying. When you can mix in a little bit of challenge in addition to your normal charming disposition, you'll find that a little push goes a long way.

A lot of women misinterpret this to mean being difficult, bitchy, or contrarian. That is *not* what we recommend. The simple trick here is to act like a complete equal who can expand and deepen his experience of life because you don't just go along with everything he says and everything he does. If you do agree with him or want to go along with him on something, by all means do! It would be silly to put up static against what you *do* want.

Don't be afraid to voice your true feelings and true opinions for fear that the guy will reject you. In reality, this kind of honesty will only deepen your relationship with him (and his respect and attraction towards you).

3. Enjoy the conversation for what it is

Girls who have experienced this sort of disappearing act many times before may end up developing a complex around it, telling themselves things like, “All the guys I actually like never call me back” or, “Guys never call me, what am I doing to scare them away?” This automatically poisons their interactions with men because they will be coming from a place of fear and, you guessed it, neediness.

If you go into a conversation fearing that a guy won't do something that you want him to do, you are bringing neediness into the interaction. That is, you *need* him to act a certain way otherwise you'll feel worried/upset/sad/insecure.

Neediness is one of those vibes that just repels people, even if it doesn't manifest in an outwardly obvious way. Neediness from a guy is just as repulsive to a girl as neediness from a girl is to a guy. Think about the guys who go out of their way to impress you before they even really know you. Does this make you feel special? Probably not, it probably creeps you out.

So what's the solution? Enjoy the conversation for what it is. Put your best self forward and if you like him, try to set the stage for a date.

4. Assume he's going to call

No matter what, assume he's going to call from the start of the interaction and stick to that assumption! Don't try to get him to give you this assurance by saying something desperate like, “Are you sure you're gonna call? You promise? You pinky promise?” And don't think you're being stealthy by hiding your desperation under a cloak of flirtation with something like, “I bet you always hit on girls and say you'll call you sneaky little stud you.”

No matter how you phrase it, if you try to get some sort of

guarantee that he's going to call, you're telling him that you're insecure and don't think you're good enough for him to call. If you don't think that about yourself, why should he?

5. Let it be

Once you've done all that... that's it. Women set the stage for future heartache (and a whopping headache) when they analyze and obsess over the details. If you don't hear from him and you did everything we mentioned above, then there were extenuating circumstances that had nothing to do with you (the wife, the kids, the cops on his tail).

Your only option at this point is to take a step back and swallow a giant chill pill. Maybe do some yoga, practice meditating, hang out with friends, any distraction is good because the thinking and obsessing will only cause more problems down the road.

WHEN A GUY ACTS DISTANT AND WITHDRAWS

Before a guy vanishes, there is often a period of withdrawal. Only he doesn't seem to experience any withdrawal symptoms. No those are reserved for you (nausea, stomach pains, anxiety, sweaty palms, insomnia). Yes, as he withdraws, you go further into *withdrawal*. You are a junkie and he is slowly weaning you off the drug known on the streets as *Him*.

This is a critical time when the fate of your relationship is almost entirely under your control.

When a guy pulls back, the curtains open, the spotlight is on and it's shining right down on you. How you react tells him exactly who you are and what kind of girl you will be in a relationship. It might not be true, but it feels pretty darn true to him so he'll back off, more and more.

The way you react to him pulling away speaks volumes and is the deciding vote in whether or not this relationship will survive. You are down to your final question and your lifelines have all been used up. Are you *sure* you want to choose that reaction?

Now to be clear, we do not advocate intentionally manipulating your behavior for the sole purpose of getting the guy, that's just neediness all dressed up. No, if you're going to survive this inevitable relationship hurdle, you need to genuinely be in the right place emotionally.

When a guy starts to pull away, a lot of women hit the rewind button in their minds and think back to a happier time—the beginning. *He liked me so much at first, I don't get it! He told me I was beautiful, that he had never ever met anyone like me, that I was the most magnificent creature to ever walk the earth. Why is he doing this?! Why????!!*

We're gonna get to all of that, but first let's talk about the things guys say in the beginning of a relationship because this really seems to trip up most women.

“But he was so sweet in the beginning, was it a lie?”

When a guy says things like, “I've never liked a girl so much so soon,” or texts you saying he misses you when you barely know each other, he is not making a declaration of everlasting, undying love for you. He is just saying that at that moment, he feels good about you. However, all emotions are subject to change. Statements like this should be enjoyed, but taken with a grain of salt and *not* treated as milestones or markers of the quality of your relationship. Not in the beginning, at least.

The things a guy says in the early stages of a relationship are also often rooted in his own insecurity. That may be hard to believe, but it's true. He doesn't know whether or not you actually like him or if

you are attracted to him, so he may throw things out there just to see how you respond and to get a read on the relationship potential. Everyone wants to be liked; it's a great feeling for both guys and girls. However, it's important to keep in mind that all that mushy stuff he piles on in the beginning is primarily his way of hooking you in and seeing where you stand, not necessarily his way of expressing his feelings.

It's not that he doesn't feel anything for you or that he won't feel anything for you, but at this early phase, it's all just poetry. It will be real when both of you are convinced that you like each other and you are both able to drop your guards and get to know each other on a more real and personal level, one that doesn't involve reading the proverbial signs.

When he feels that there is a real connection between the two of you, when he knows that you like him back and you both enjoy your time together, that is when things will take on a more meaningful shape.

When the Sweet Talk Stops

He's being all sweet and it's working, you start to really like him... and then there's a palpable shift. This is usually the point where the guy realizes that you really like him, he has you, and he doesn't have to worry whether or not he could lose you anymore. Things are probably starting to get comfortable—you make plans regularly, you're in contact more frequently, and a relationship seems just around the corner.

While you might start getting really excited by this prospect, this particular guy has probably gotten freaked out. At this point, he's afraid everything he said in the beginning led you to believe that you guys are a couple. As a reaction to this fear, he may start acting out to show you that this is not the case. He cancels plans, he goes MIA

for days at a time, he acts distant when you guys do speak or hang out. You feel overwhelmed by confusion and yearn for things to go back to the way they were.

At the root of it, the same sense of insecurity that made him obsessed with finding out if you like him is now scaring him into thinking that you're going to take his freedom away. This is a guy thing; he might be completely faithful to you in every way, but he still wants to feel like he can do whatever he wants. What may seem like a sudden loss of interest is really just his way of holding onto his freedom. It doesn't mean he's not into you anymore; the reason he'll send those sweet texts from time to time is to make sure you know he's still interested. His behavior is really his way of trying to slow things down. The way you respond determines whether they ever pick back up.

The Freak Out Phase

The Freak Out Phase usually occurs after a relationship hits some sort of milestone. This can be something substantial, like becoming "official," or something subtle, like a sense that the relationship is deepening. As soon as this happens, an alarm bell may go off in a man's mind, scaring him into thinking that he's about to lose his freedom and independence. As a reaction, he may withdraw a bit.

The way you respond during this time is critical.

If you start getting on his case (*Why didn't you call? Where have you been? Why are you being so shady?*), he will start to feel trapped and suffocated and will pull away even more. If you keep badgering him, he will no longer see you as a prize he needs to win over, he will see you as a desperate and clingy pest.

When you take his actions personally and assume he's withdrawing because of something you said or did, you will start acting all needy and insecure, suffocating the guy with your fears and

concerns. When this happens, his mind goes, *SEE!! I told you you're losing your freedom! Look at how she's all on top of you now! Not giving you even an ounce of space or freedom for yourself! Run Forrest, run!*

When a guy asks for space, this is what usually happens:

1. Guy, for whatever reason, feels emotionally unbalanced. This could stem from feeling pressured, fear of commitment, or any number of reasons, but something is causing him to feel a little “freaked.”
2. Guy feels he needs to handle his issue and thinks that having girl around will make it much harder for him to figure things out.
3. Guy tells girl he needs space.
4. Girl gives him space, but then starts thinking about what she could have done wrong and tries to figure out what sparked this sudden need for space.
5. Girl’s thinking quickly becomes coated with tremendous insecurity, fear of abandonment, jealousy, a feeling that she screwed up somehow, or that she wasn’t good enough.
6. Girl works herself into such an emotional wreck that she can’t help herself from contacting the guy, hoping to receive reassurance or validation while trying to force things to go back to the way they were pre-freak-out.
7. Guy feels pressured and interrupted, which makes him more emotionally unstable and makes it harder to handle his issues.
8. Guy pulls back further, girl sees this as further confirmation that everything she was fearing is true.

9. Cycle continues, repeat steps 7, 8 and 9 indefinitely.

A guy can withdraw for any number of reasons and it isn't a phenomenon exclusive to the early stages of a relationship. Guys may also take a step back when they feel that something is wrong in the relationship and they want to get a handle on how they feel about it on their own. What they don't want is someone hounding them to explain their feelings and actions, especially since they're not clear on these things themselves.

Or maybe there's nothing going on upstairs and he's just testing the waters before he emotionally invests himself further...

The Testing Phase

What many people refer to as the "Testing Phase" is actually more like "the guy showing his true self to see how you will react phase." Realistically, a guy isn't always going to act the way he did in the very beginning. In the beginning, he's trying to win you over. He calls you every day, he takes you out to nice places, and when he's with you his focus is fully on you. However, this can't go on forever. There will be times when he can't constantly check in and eventually, he's going to have to devote energy and effort to areas in his life outside of you.

What may feel like a test or a withdrawal is often just him being his normal self. The way you respond is vital if you want the relationship to live to see another day. If you instantly pounce on him when he takes a while to text back, he may see it as a taste of worse things to come, of more constant questions, of more demands he has to fulfill, and he will head for the hills. If you freak out when he turns his head to look at a pretty girl or if he has a conversation with a female other than you, he'll see you as insecure (and a little crazy) and there is nothing that turns a man off faster than that (actually neediness can, but neediness and insecurity go hand in hand).

The best way for a guy to determine if he wants to be with a particular woman is to see how she reacts when she doesn't get what she wants. Think about it, it's easy to be with a woman when she's happy and when you're doing everything she wants. But that's not always possible; every man knows that sooner or later the woman is going to be unhappy with something he says or does. For a man, it's better to know how she'll react to these things *before* he gets in too deep.

When a guy "tests" you, he's really looking to see how secure you are and how well you can handle yourself and your emotions. If you lose control, you will confirm his preconceived notion that all women are crazy and too emotional. Keep your cool and handle yourself with dignity and he will think he has *finally* found the diamond in the rough. *At last! A woman who will let me breathe! I'm hanging onto this one and never letting go!*

It may seem childish or unfair, but before you rage against the whole system, remember that women *also* have their way of testing men. We may complain about it, but when you get to the heart of it, testing is a good thing. Testing is how we protect ourselves from long-term heartache and eventual heartbreak.

If a girl is too insecure to handle having to wait for a text or her guy glancing over at another woman, then she's really not ready for a long-term relationship anyway, plain and simple.

An Important Clarification on Testing

Many women hear about men "testing" women in relationship and get this idea that men are intentionally doing and saying things to test a woman's response. This is not the case. Men don't seek out ways to cause drama and promote game playing. A man's ideal world is a world with no drama and no problems.

The reality is that men are just going along being themselves and when a girl reacts with drama and turmoil, they notice it. Men can't help but take note and remember these things. Guys are typically pretty understanding; they understand that everyone has the occasional bad day. But when they see a pattern of drama, neediness, or insecurity, it becomes a huge red flag. This is all picked up subconsciously; it's not that men are intentionally testing women, it's just that men can't help but pick up on, and remember, bad reactions.

The Post-Coital Test

The way you behave after you sleep with a guy for the first time is the biggest “test” of all, so if you want this relationship to work, you best not screw it up!

After you sleep with a guy, he will often assume that you're going to get attached and want to be his girlfriend, like, yesterday. It's a powerful stereotype that isn't going anywhere anytime soon, sorry.

Again, it comes down to being cool, collected, and confident. Do not start having visions of the future; stop planning those couples vacations in your mind; stop thinking of all the fun things you and your new boyfriend are gonna do. Why stop? Because he's not your boyfriend yet!

If you guys are official before you seal the deal in the biblical sense, then just move along at the same pace as before. Don't assume everything is different now because in his mind it isn't, he's just so terrified that it is in your mind. After you sleep with a guy for the first time, he turns into a teeny tiny mouse; even the slightest most minute thing can send him scurrying off to vanish into the nearest hiding place until it's safe to come out.

Remember, play it cool. Act as if everything is the same and do not press him for any sort of reassurance. If he backs off, do not freak

out. He did not use you, he wasn't only looking to get laid, he isn't backing off because he no longer cares. Pulling back a bit might not even be a conscious decision on his part, it may be a manifestation of society's notion that all women turn into clingy crazies after they do the deed and he might unconsciously be trying to see if it's true. Keep your cool and he will know you're a keeper.

Just to clarify, a relationship certainly *can* deepen after sex, especially if you wait until you've established a solid connection with your partner. It really varies from one couple to the next, but for all intents and purposes, it's best to not over-dramatize things and keep moving along at the same pace. If there has been a real shift in the dynamic of the relationship, you will both feel it and the level of commitment and intimacy will intensify organically.

The Proof is in the Science

A study conducted on a college campus to understand gender preferences when it comes to dating versus casual hookups can better elucidate how men and women typically react after getting physical. Overall, researchers found that men and women prefer traditional dating over random hookups and both genders were in accord on the benefits and risks of dating and hooking up.

However, there were some notable differences:

- Women more than men seem to want a relationship. Women fear, both in dating and hooking up, that they will become emotionally attached to a partner who is not interested in them.
- Men more than women seem to value independence. Men fear that even in hooking-up relationships, which are supposed to be free of commitments, a woman might seek to establish a relationship.

Fun Fact: The fears men have about women wanting a relationship right away aren't fully unwarranted. There are biological reasons why women become more emotionally attached to their lovers than men do. Studies conducted to better understand romantic attachment discovered that orgasms cause both oxytocin and vasopressin to be released from the hypothalamus (the part of the brain that is responsible for pleasure and mating).

Although the two neuropeptides associated with continued attachment are secreted in both men and women, oxytocin and vasopressin have a stronger influence on women. What this means is women, much more than men, will get that warm and fuzzy feeling and feel a deep connection to their partner as a result. If you notice your feelings for him have suddenly changed while in a state of post-coital bliss, remember that this "connection" you feel is just an illusion, or rather, the crafty work of some feel-good hormones!

How to Get Through the Tests and Freak Outs

Surviving the "Freak Out" or "Testing" phases is pretty simple: just play it cool.

Guys want to keep the drama in their lives to a minimum. When a girl starts making a guy's life more uncomfortable, less fun, less enjoyable than before, he'll try to get away from her as quickly as possible. You don't want to be the crazy lady he's running away from, you want to be the awesome girl he can't stop himself from moving closer to, and you can be!

There is nothing more appealing than a confident, happy, self-fulfilled woman. Ask any guy and he'll agree that this sort of a woman is the ultimate dream girl. Unfortunately, such a woman can be very hard to find. This is why it is so unbelievably important to find happiness within yourself before you jump into a relationship. If a guy knows that you don't need him in order to be happy, he won't be

afraid that being with you will mark the end of his days as a free man. If he sees that you have your own life and enjoy doing your own thing, he'll know that you won't cause a fuss if he does the same.

Remember, a guy is only as invested in you as the *effort* he puts into the relationship. If he's not putting forth effort, he's not investing in the relationship. So don't try to push him to do anything – live your life and give him the space to come to you. If he does, great, he's further invested. If he doesn't, well as they say, there are plenty more fish in the sea. Either way, that's much better than pushing on him, him pulling away, and you smothering the life out of the relationship.

The results can be pretty astounding. If you just back off a bit and *let it be*, he will suddenly go from mixed-signal-sending-jerk to knight in shining armor. If you don't believe us, give it a try.

FREE CHAPTER OUTRO

From Sabrina

Like what you just read? Well there's plenty more where that came from, five more chapters to be exact, plus an entertaining introduction, bonus footage, and some final thoughts that will help you move on from the relationship woes of your past and into a better and brighter future, one where you can easily and effortlessly get the love you've always wanted.

The reason you subscribed to our mailing list and read this free chapter is because you want to understand men and have a happy, fulfilling, amazing relationship with a man who respects and appreciates everything about you. And you want to do it by being yourself, not turning yourself into some stereotypical version of what you think men want.

The remaining chapters of the book delve deep into the following areas:

- The kinds of behaviors that push men away.... And what draws them in and makes them never want to leave your side.
- How to know beyond a shadow of a doubt if a guy likes or loves you
- The *real* reason men are resistant to commitment and marriage (forget what you've been told, it's not what you think!)
- How to get him to be more attentive and romantic....and how to do it in a way that makes him *want* to give you everything and be the best partner possible
- What men really want from a relationship (it's not the same thing that women want)
- How to reach him deeply, even if he's withdrawing, acting distant, or you think it's too late

- Why guys keep you waiting by the phone...and how to guarantee he calls or texts promptly
-and pretty much everything you've ever wanted to know about men and relationships.

If you read our entire book, you can have that and more. You can be the woman who gets the amazing guy and keeps him captivated and you can do it by being yourself.

Our goal in writing this book was two-fold:

- We wanted to help you understand how men think so you can be done with the days of banging your head against the table and analyzing what he said and what it means
- We wanted you to get what you deserve- a loving, mutually fulfilling relationship with a man who adores you.

With our articles, we've given you bite-sized pieces to build a better relationship. With the book, we've put all the pieces into place and map out a full picture of what you need to know and what you need to do to get the relationship you want, ASAP!

The best part? It really isn't that complicated to have these things. Once you know how men operate, you'll understand exactly where you've gone wrong in the past and will know how to be the kind of woman who gets and keeps the guy, without any stress, worry, fear, or endless hours of analyzing his behavior with your girlfriends.

If you read the full book, you will have complete clarity over your current relationship issues as well as past relationships that left you devastated and thoroughly confused. You will also gain confidence in yourself, you will learn to see what it is you have to offer and how to use those assets to their fullest potential so you can get everything you've ever wanted out of life, not to mention, out of your relationships.

But don't just listen to me. Here are reviews from girls who have read the book:

Reader Reviews:

Just finished your book, loved it and felt it was worth every penny and more....to the ANM audience that hasn't purchased this yet, I highly recommend it! There's a lot of info that has been broken down in easy to read format with cheat sheets for go-to reference. If you're like me, you won't be able to put this down from start to finish. Now I feel like I have a better focus and more clearly defined purpose into the type of relationship I've always wanted to have.....I knew the two of you wouldn't disappoint.

– Joanne

Just wanted to congratulate you guys on this great book. There were a lot of "Oh my god! This was exactly what I did!" and "Dear god, I wish I had known all of this sooner!" moments. Like your articles on ANM, this book is very VERY helpful. I've learned a lot and I am certain I'll be able to apply everything I've learned from you guys in my next relationship. Thank you guys. You both rock!

– Ika Koeck

So finally I read your book and I have to say it is brilliant and to the point. I read it in one sitting because I couldn't put it down. You systematically addressed all the most crucial issues and laid it out clearly and concisely. I hope there will be another in the future!

– Dolores

Reading this book has changed my life. No joke! It was eye-opening in so many ways. I was able to pinpoint exactly where things have gone wrong in all my past relationships. At times it made me feel foolish because I realized I was making the same mistakes over and over. However, I finally have answers. I don't have that "what happened?!" feelings anymore. I know I'll be rereading this again and again.

– Brittany

Put simply ... thank you! This book has been enlightening and most importantly explains why people think or react in a certain way. The 'final thoughts' page perfectly sums up how I feel ... ready to close the past and excited to look to the future with a whole new, far less complicated, outlook.

– Donna

I love how this book is different from many relationship books out there, it does give you the knowledge and understanding, not just some clichés and bitchy advice. Unlike others it does not teach you to play some kind of role, manipulate, or change yourself completely to get what you want. It teaches you to understand men and maybe even more importantly, yourself. I would say one just needs an open mind, happy attitude, and this book to find the love they want.

– Lana

I bought the book last night and I could not put it down. I seriously read the whole thing in one sitting!! I loved it, this is probably the best advice I have ever read from a dating book. You have certainly opened my eyes to a few things and gave me a reminder of my self worth. Thank you!!!! This book is going to help so many people!

– Heather

All right, enough talk, time to take some action and get the results you want! The full book can be purchased here→

<http://www.anewmode.com/hes-not-that-complicated-book/>

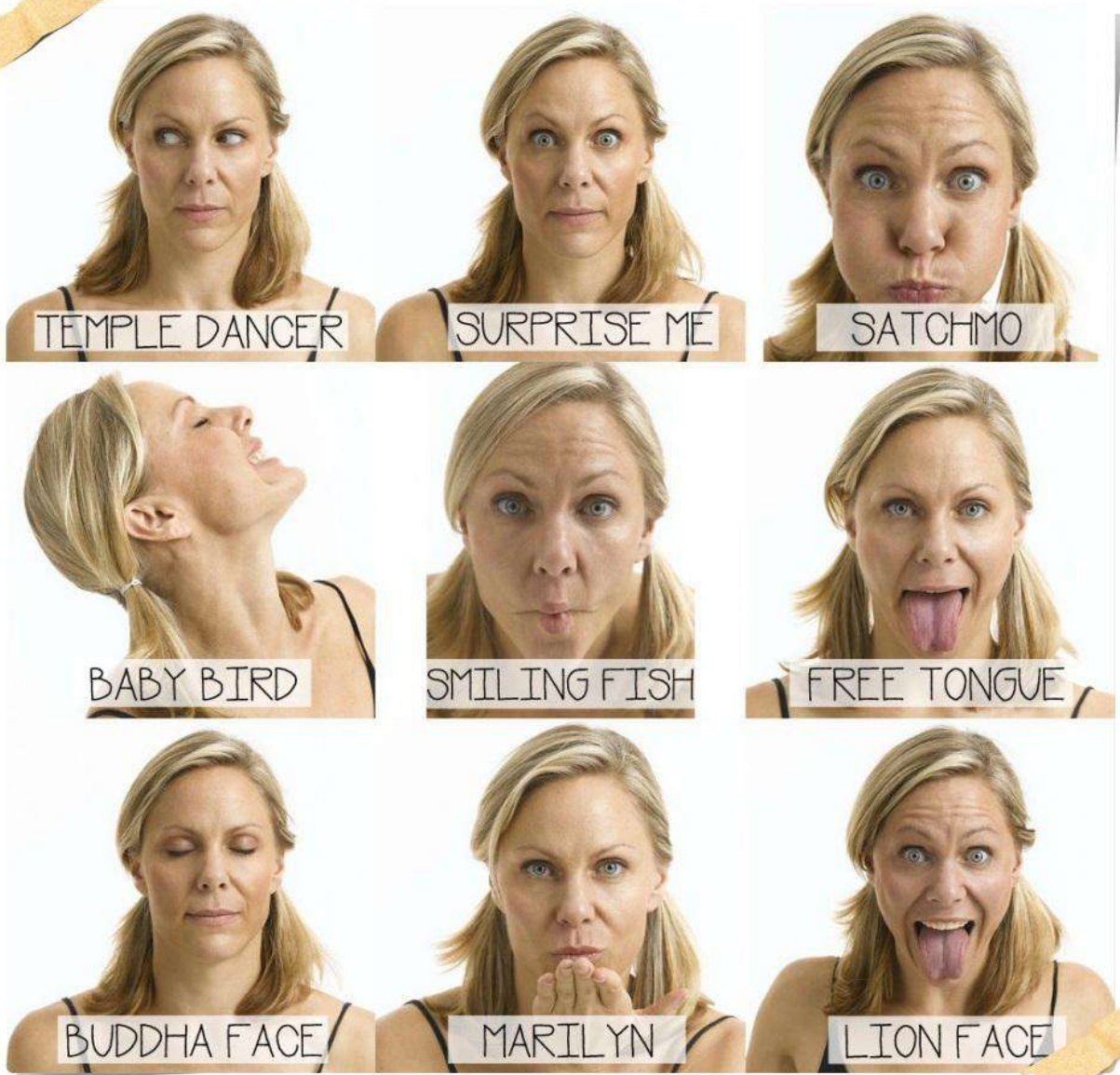
And once you finish it, please e-mail us with your feedback. We work very hard to give our readers exactly what they want, so don't be shy!

He's Not That Complicated



GET INSTANT ACCESS!

Facial Exercises - A Mini Guide



Disclaimer

Information found in this book, "Facial Exercises - A Mini-Guide" should not be used for diagnosis or treatment of medical conditions, or as a substitute for professional medical care. If you have a health concern or believe you may have a health problem, please consult your healthcare professional. We assert that this is only for informational purposes and is not a substitute for the advice provided by your own physician or other medical professional. You should not use the information contained herein for diagnosing a health or fitness problem or disease. You should always consult your own physician and medical advisors. Reasonable care has been taken to provide you with correct and accurate information, but we take no responsibility, nor make any warranties as to its accuracy thereof. We assume no liability or responsibility for any errors or omissions in the content of our book.



Introduction

In the current busy and misinformed world, it is not uncommon to find individuals who are very healthy by the looks with heavily built bodies, firm muscles, and sporty physiques because they work out and take good care of their bodies.

However, these same people have a totally different look when it comes to the neck up, in their taking care of their bodies they totally ignore the neck up and you might notice that a great percentage of them have wrinkled faces, double chins, chubby cheeks, eye bags and indelible stress marks among other unwelcome facial features. The face is a very important part of the body that most people ignore to take care of, no matter how small it may seem, it is very important.

Other than feeding it well, the face needs proper care just like any other part of the body. The good thing is that the face uses the same one main principle that any part of the body uses when it comes to taking care of it: The muscles are just like any other body muscles that should be exercised regularly and long enough. Failing to exercise any muscles in the body may cause them to either loosen or become weak and flabby.

To work out the muscles, you will need to have them working “against” something or resistance. Unworked facial muscles will lose tone, become loose, gain fat and seem lifeless, causing drooping and sagging of the face. To give them back life, you will need to exercise them to make them fit, beautiful and healthy through stretching, lifting and contraction. Just like any other bodily muscles, the facial muscles can be given a new lease of life and greater oxygen and blood supply through physical training.

While performing facial exercises, you will notice that it has much greater benefits than just getting fit and healthy. The first great advantage of facial exercises is that they slow down the signs of aging by up to fifty percent. We know that aging is often characterized by dark spots, wrinkling, eye bags, and saggy skin among other features and often set in as early as mid-thirties.

Most people are always seeking ways to keep their faces young with the treasured youthful appearance and often resort to “magic creams” among other unconventional methods but do these methods of slowing aging signs really work? Are they even natural at all?

Yoga is the answer to most people’s facial health problems, simply put. This is not a miracle because its results are astounding but more of a fusion of science and art, they are simple but effective exercises you can do to make the facial skin and muscles smoother, stronger, younger and firmer with better mood and energy and this will impact on your general facial appearance over time.

Other than exercising, we will also address at the importance of other facial care procedures including detoxification, purification and distressing on the face, overall body, spirit and mind.



Regaining Youthfulness through Facial Fitness

Most people understand the benefits of exercising to the muscles, skin, heart and general health but these exercises should not be done only from the neck downwards. The facial muscles and skin deserve toning and firming through exercise too and although it may be a different kind of exercise compared with the rest of the body, they have to be effective.

The major problem with facial exercises is that most people have no idea how to do them. The few exercises they know do not seem to be significant in getting the face toned and worked out. It is only through practice that the facial muscles can be toned, continuously and repetitively.

Yoga exercises pay off fast, they lift the skin and firm up the sagged and wrinkled areas, they also do away with fine lines and the face will get greater supply of oxygen and blood to make it healthier and full of life. This happens because the toxins and wastes in the face will be washed away and dullness, bloats and stress marks will be done away with too to leave the face rosy, luminescent and full of life.

I. Cheek and Lip exercises

1. The Satchmo exercises

Years of aging and different reactions and expression often take their toll on the cheeks. The satchmo exercises are good to keep the cheek muscles and skin firm and tight. You can do this exercise by puffing up both cheeks with air as hard as you can and then transfer the air from one cheek to another. Do this from left to right and back again to the left cheek four times a set before relaxing. Repeat the exercise up to five times.

2. The Marilyn exercise

This exercise will concentrate on strengthening the mouth ring muscles to make the lips firm and the muscles around the mouth stronger. What you need to do is to isolate the facial muscles to blow kisses while keeping the eyebrows unruffled and smooth. You can add more resistance to the exercise by pressing two fingers on the lips then puckering the lips on the fingers. Do three to four repetitions per set, up to five sets a day.

3. The sphinx smile

This exercise specifically targets the smile muscles around the mouth and lips. Smiling is a good thing but with time leaves undesirable lines at the end of the mouth and eyes. To get rid of these lines, try keeping the eyes and the eye muscles neutral while lifting the mouth corners across and up. Be relaxed and neutral as you smile and repeat this three to four times per set. This will help get rid of unnecessary smile lines on the face.



4. The tongue tracing exercise

This exercise will play a big role in keeping the cheeks firm and lips plump. The neck muscles and skin will be toned if this exercise is done right and long enough and the throat will benefit as well. With your mouth open to an O shape, use the tongue to trace the circumference of the lips slowly in one direction then do it again in the opposite direction. Try to keep the eyebrows and forehead relaxed as you do the exercise, three to five times a set.

5. The fish face exercise

Toning the smile muscles is not that easy especially since these are the muscles that are relaxed most of the time. However, the fish face can do this if you learn to do it regularly. Purse your lips slightly like a fish, withdrawing your cheeks into shallow hollows to have enhanced cheekbones then try to smile and hold the position for about 15 seconds per rep. This is a good exercise done in front of the mirror and is very effective in toning the facial skin and muscles.

6. The puppet face

If you notice that you have developed smooth marionette lines and lifts between the lips and the nose, you will need this exercise to restore a smooth lineless look. Since the exercise works the lips up, it will smooth the area just above the lips and outwards towards the cheeks. Press the fingertips on the creases that are formed on this area, then smile wide and hold the position for a few seconds. Lift the skin around this area up into a smiling position while still pressing hard and repeat twenty to thirty times per set.

7. Tongue and throat

Stretching the tongue outside the mouth will work the muscles on the throat, both internal and external. Stick the tongue out as far as you can then hold the position for one minute while keeping the rest of the face relaxed. At times you will notice that your face will water but this is okay. This exercise is beneficial in increasing the blood flow to the different exercised areas; you can even see the effects almost immediately in the form of rosiness.

8. Kiss the ceiling exercise

Firm your jawline, the throat and neck using the kiss the ceiling exercise. This exercise will also plump the lips and make them firm and full. Stand upright but with the face facing up then try to kiss the ceiling without leaning forward or backward. Hold the kiss position for a few seconds per repetition and do about five repetitions per set.



II. Forehead and the eyes

The eyes are the most noticeable facial features and are often used to judge a person's character. However, it becomes a big problem if there are unhealthy features distracting the real beauty, like eye bags and wrinkles. These features can be gotten rid of through exercises that target these parts to restore liveliness to the skin and muscles around the eyes and make the skin look younger and smooth.

1. Dancer eyes exercise

This exercise targets the eye rings and prevent and heal crow's feet and the sagging skin problems around the eyes. With the head erect and facing forward, move the eyes far left then slowly to the center and to the right before moving to the center and left again. Do not hold a gaze at any time and repeat this ten times per set. When the eyes look watery, close them or look down for a few seconds.

2. Facial relaxation

Also called the Buddha face, this exercise will release any subconscious tightening of the facial skin, frowning and clenching that often lead to wrinkling and lines. In a seated posture, close the eyes and concentrate on soothing any wrinkles on the face in your mind. Breathe gently and be careful not to let your subconscious mind drift to other things that may affect the emotions, just concentrate on soothing the muscles.

3. Anti-drooping and sagging exercise

As the name suggests, this is an exercise that combats facial drooping and skin sagging on the eyelids. The first thing you do is smile with your eyes then place your finger on the crease then use the lower eyelid to increase resistance on the crease. Since this is an isolated movement, try to keep all other facial muscles expressionless.

4. Brow lifting

Use your fingers to raise the eyebrows high while keeping the other facial muscles as neutral as possible. You will notice crease lines on the upper eyelids. Apply fingertip pressure on the raised area and keep the pressure on for a few seconds. Counter the fingertip pressure by raising the frontalis muscles while keeping all other facial muscles as neutral as possible. Raise and lower the frontalis muscles quickly while applying fingertip pressure twenty repetitions a set. This exercise will firm the frontalis muscles – you should even notice circulation immediately you are done with the exercise.



Yoga Poses Beneficial to the Face

Yoga exercises can miraculously transform your face for the better. However, to keep these benefits it is important to keep the face healthy and try to keep proper facial appearance that do not encourage wrinkles, fine lines and other undesired features. This may not be very challenging but the aging factor often comes in and disrupts it all. Facial aging has many effects on the look of the face including the worst signs which are:

Wrinkles – When the skin loses its elasticity, it becomes flabby and causes wrinkles. This happens when one subconsciously over the years clenches and grimaces the facial muscles while expressing their feelings or emotions, in the process creating a mask of undesired features like eye bags, wrinkles and fine lines among others.

Loss of skin tone – Collagen and elastin levels drop with age, the result is that the proteins that are formed by a combination of these two elements will drop and since it is responsible for firming the skin and forming resilience, these two are more likely to fly out the window too. The result is the loss of skin tone, sagging and drooping.

Skin color – With time as a person ages, there will be accumulated dead skin cells on the body, poor blood circulation, accumulation of toxins and debris. The result is that the skin will lose its color to become grayish, ashy and dull. Sometimes this happens on different spots, forming the “aging spots”

Skin dryness – Caffeine, sugar, alcohol and salts dehydrate the skin over time, debris and toxins accumulate and the skin cells will be deprived of oxygen. The result is that the face will puff up and bloat as the skin becomes less defined and papery due to dehydration.

Facial Massage and Acupressure

Massage and acupressure has been around for ages and have been proven to be effective in toning the facial muscles and keep it healthy and lively. Since there are nerve endings on the face, it is believed that these are the energy end points that when properly acupressed can release excess stored energy to relax the face and rejuvenate the skin and muscles as well as the nerves.

Warm up to the massage or acupressure by rolling the head side to side in half circles. Next are the shoulders. Roll them up, back, down and front then reverse the direction of rolling. Do side-stretches on the neck two to three times to loosen the tissues and stimulate blood nerves.

Facial massage is a perfect way to get back the supple, glowing and rosy complexion on the face. Pure regular oil or moisturizing cream can be used although essential oils containing floral extracts and herbs will still do. You can rub a small amount of oil in your palms at a time then start at the center of the face to work the skin and muscles using your fingertips. Work from the center outwards in circles making sure to work the chins, nose, cheeks, between the nose and the mouth as well as the forehead and



temples. Feel the facial contours as you do this then complete the massage by tapping the oil on the face to be absorbed as treatment.

Vital Facial Rejuvenation and Massage Techniques

1. Get rid of the brow and the forehead wrinkles

Rub your temples and forehead using your knuckles, starting at the center of the forehead and radiating it out to the temples. This process will get rid of wrinkles over time as well as relieving stress and headaches.

2. Prevent wrinkles and smooth out facial lines

The area between the nose and the eyes is a great acupressure point that is helpful in relieving sinus conditions. You can smooth out the facial wrinkles and fine lines by pressing the index finger on this area and the thumb on the inner side of the eyebrows.

3. Fighting eye bags and eye area discoloration

You will need to rub outer point of the nostrils to rid the facial toxins that often cause eye bags and eye discoloration. To detoxify the skin and oxygenate it, press the index finger on the apple of the cheeks.

4. Loosen up tension on the face

Brushing off exercise will relax the facial muscles and release tension. Place the fingertips at the center of the forehead then sweep horizontally outwards, repeating this five times. Brush downwards from the eye sockets too, lightly running the fingers down the cheeks.

5. How to improve skin color

Use your thumb and index finger to pull the middle earlobes to the side repetitively five times. Grab the lower ear lobes and pull them five times as well then do the same for the upper ear lobes. This is ancient Indian yoga techniques enhances circulation on the face to restore color.



Feeding the Face

One of the biggest problems people face when it comes to proper health care is what to eat, when to eat and how much to eat. As far as facial care is concerned, what you eat directly determines how healthy you will be. Proper diet is the key to proper health, it will determine how fast your skin will age, production of new cells to replace older cells, blood circulation on the skin, toxins removal and generally the look and feel of the skin. Here are a few tips to guide you to eat well and feed the face to make it healthier and young.

1. Give full attention to your meals

Eating should be a gradual process that is not hurried, it should be an independent activity and not a by the way thing. Chew food properly in silence and be sure to notice all the texture, aroma, colors and aromas of the food. Concentrate on your meals and avoid any distractions that may make you swallow improperly chewed food or tempt you to go for fast foods next time.

2. Eat well to your full

Be careful not to over eat but eat well. Your body knows what it needs and how much of it is required and you have to supply it. As long as you are eating healthy, you will know that eating and keeping healthy is a balancing act that you have to do it yourself.

3. Do not eat if you are not hungry

Do not eat just because there is food, you will train the body to demand more and more. Eat a balanced diet and try to stay away from regular snacks that are rich in carbohydrates, fats and other unhealthy food preservatives and coloring. If you have to grab a bite once in a while, go for a fruit or something with fiber because they are healthier than processed foods.

4. Your food should be whole

To minimize the chances of overeating and regular temptations to grab a snack, eat whole meals rich in fiber because they take longer to be processed, make you full faster and best of all contain only good ingredients for your skin and body in general.

5. Take lots of water throughout the day

Water should not be reserved only for meal times, practice drinking water throughout the day to assist in digestion and to detoxify the body. A healthier skin should be properly hydrated at all times and the best way to do this is to ingest as much water as you can through drinking.



Skin Maintenance and Improvement

Other than feeding the skin, there are some basic steps you will find necessary to maintain a healthy and vibrant skin that when combined with proper feeding and exercise makes the skin healthier, more vibrant and lively. These are cleansing, sloughing, refining, moisturizing, purifying and protection.

Cleansing

This is a very important facial procedure that removes bacteria, excess dirt and oils. Although there are many over the counter cleansing agents, not all are appropriate for all skin types; one has to be very careful when choosing the skin cleanser to use. The bottom line of skin cleansing is the removal of dead skin cells that form a layer on the skin. It is advisable to cleanse the face at least thrice every week using refined cleansing methods.

Sloughing

This is the removal of the accumulated dead skin cells on the face. The dead skin cells often cause discoloration and damaging of the living cells but can be easily sloughed away using fruit ingredients. The citric acid in the fruits will exfoliate the skin to expose the healthy alive skins for a better look.

Refining

Refining is done using toners. This is the removal of excessive oil in the skin to brighten the skin and make it rosy. Sometimes refining works well in combination with moisturizing but this largely depends on whether your skin type is dry or oily.

Moisturizing

Moisturizing is dampening the skin. The most common moisturizing mistake that people make is to use excessive moisturizer. If you have an oily face, it may not be necessary to use excessive moisturizer because the skin will moisturize itself anyway.

Purifying

Clay is one of the best cleansers because it leaches itself on impurities on the skin and those under the skin surface and dries the oils that may be present on the skin as well. This will leave the skin healthier and better looking.

Protection

Skin protection is important, the facial skin is particularly very vulnerable to most hazards and dangers of the environment since it is always exposed. The sun's rays are particularly very dangerous on the skin and you have to put measures in place to protect yourself from its harmful effects. Wear protective sunshield even when there is no direct sunlight to prolong the life of your skin.



Conclusion

When you meet someone at any time, the first place that will make an impression is not even in your handshake – it is the look on the face. It is therefore safe to say that the face represents your overall personality and since you only have one shot of making a first impression, why not wear a healthy, beautiful looking face that will leave a positive impression of the rest of your body?

The double chins problem, chubby cheeks, crow leg lines, wrinkles and eye bags are facial features we need not put up with the rest of our lives, you can have a new you by following a simple but effective guide to restore the youthful and healthy you.



Whether you are young or old, thin or fat, the **Face Fitness Formula** will do wonders in giving you the lean, beautiful and firm face that represents your real identity.

This formula is guaranteed to work and is not that taxing. You need to set aside only 14 minutes of your day and get the perfect facial look without going for expensive and

painful surgeries, no side effects, no healing time and there are 15,000 who have benefit from the Face Fitness Formula.

[Face Fitness Formula](#)

Not only is it natural and safe, it also gives you results within a very short time of four weeks and has been described as the greatest no-fail facial fitness program anywhere. You now have no reason to hate your face every time you pass a mirror or dread the time you meet new people because you can shape your identity. Get rid of face fat, double chins, eye bags, rid aging signs and sculpt those cheek bones among other facial improvements, all in one face fitness formula.

Download The Face Fitness Formula Today!

[CLICK HERE](#)

[Facial Exercises Guide](#)





Flawless Face

Secrets To Looking Leaner, Younger And Happier

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Introduction



In recent years, there has been a lot of discussion regarding beauty and appearance. You often hear people say “beauty is only skin deep.” However, those same people invest much time, energy, and money trying to look flawless.

We want to believe that our looks do not matter and that focusing on appearance is vanity. The fact of the matter is that it is one of our most basic human instincts to place value on appearance. In prehistoric times, early humans used appearance to choose mates and leaders. In modern times, your appearance remains equally important.

Your face is the focal point of your appearance and you are completely justified in wanting to have the best face possible. It is the part of your body other’s first see and it is the main body part used for communication. Therefore, it is easy to understand why the way your face looks can impact your successes or failures in life.

Most of your body is relatively easy to perfect. It is not that achieving overall fitness is easy, but it is gained through basic steps. If you eat right, live healthily, and exercise regularly you will gain a lean, fit body which is the envy of all your peers.

Unfortunately, achieving a face that others are envious of is a more complex task. It will take concentration and commitment. No matter how dedicated you have been to improving your looks, you will have to do more.

A flawless face does require exercise, a healthy diet, and good lifestyle choices, but the requirements do not stop there. You need to nurture your skin. You must learn to control your facial muscles and expression. You must learn to release tension which ages and degrades your looks. These are only a few of the changes you must make to reach your goals.

There are important changes you must make, but they are not impossible and you should not feel overwhelmed. In fact, you will find these changes make you happier and healthier. This will further increase your rejuvenated and vibrant appearance. With guidance, you will finally learn the secrets to sculpt your face into the youthful, sexy, and strong vision you want it to be.

First, Skip the Injections

It may seem like a simple idea. You want to have a younger looking face and you believe the easiest way to do that is to head to the doctor for a shot of Botox or whatever is the latest beauty medicine. It does seem easy, but in the long run you are only adding to your problem.

Next time you head to the market, check out the cover of the social magazines and tabloids at the newsstand. You are bound to see dozens of people, men and women, who have the unmistakable look of an artificially enhanced face. According to society, these are the “beautiful people”, but what do you really see when you look at them?

Do you see people who are obviously insecure? Are you reading headlines blatantly exposing their enhanced looks and essentially mocking them? Do you dismiss their looks because they are clearly not earned and not naturally occurring?

If you answered yes to those questions, you are not alone. More and more, people are turning away from unnatural beauty. People who are clearly using injections to improve their looks are losing the respect of the public.

If the growing social unacceptability of artificial enhancements is not enough to stop you, consider what you are doing to yourself physically. Injections leave you bruised for a day or more, which is surely not how you want to present yourself. They also artificially plump up your skin, leaving a hollow appearance once they wear off.

Finally, these injections are filled with harmful chemicals. Every day we learn about one more chemical that causes deadly diseases like cancer or worse. Medicines that were once thought to be safe are now known to cause vast damage. Do you really want to chance your long term health and your most prominent feature, your face, just for a few weeks of artificial skin rejuvenation?

Control What Your Face Says About You

Have you ever noticed someone who would otherwise be very attractive, but something about their face gives them the exact opposite appearance? This is not a reference to a scar or some other blemish that cannot be helped. It is someone who has a lean face with defined muscle, yet something subconsciously detracts from their attractiveness.

No matter how fit their face is, they are projecting an image that is flawed. They might be a strong individual, but their face does not send that signal. Assuming that no one would purposely want to appear flawed, they probably not aware of the problem. Not being aware of the problem means they have no control over it.

Is your face betraying you in the same manner? Have you ever seen a picture of yourself when you did not know you were being photographed? Did the image seem like a stranger? Did you think you looked tired, depressed, mean, or was some other negative emotion clouding the beauty of your face? If the answer is yes, then you are not in control of what your face says about you to the world.

Training Involuntary Muscles

A smile or a frown is one of the simplest ways to communicate. There are over 43 muscles in your face, all controlled by the cranial nerve. They are responsible for every facial expression or movement you have, but the most common and understood is the smile or frown.

These two expressions are so simple and yet can change your appearance so much. A rather plain person can look young and vibrant with a big smile on their face. An otherwise stunning beauty can look horrid walking around with a frown.

What Do You Look Like When You Are Not Concentrating?



Of the 43 muscles in your face, over half are “involuntary” muscles. This means they act without you having to consciously think about moving. Unfortunately, for most people the natural state of these involuntary muscles is to form a frown. As busy schedules and hectic lifestyles take a toll on our psyche, those frowns become more intense until they form lines on our face.

How do you think that frown is perceived by the other people you meet? Here is a quick way to find out. Get a darker makeup pencil such as a blemish concealer or brow liner.

Get close to the mirror and let your face form its natural, resting expression. If you see any obvious lines, color them in with the pencil.

Next, try to exaggerate your frown as much as possible, changing your expression from sadness, to frustration, to anger. Each time you change your expression, make sure you color in any obvious lines. Once you are confident you have contorted your face for every negative emotion, resume your natural resting expression.

Chances are, you are not happy with what you are seeing. However, what you are seeing is how your face projects itself to the world when you are affected by negative emotions. Even your resting facial expression probably projects a negative image.

Granted, these colored in lines on your face are an extreme representation. This does not mean that the facial lines which exist naturally are not giving others the same impression. You should also know if you continue to age with negative emotions clouding your life, your face will begin to resemble these lines more and more.

Change Your Involuntary Expression

The best way to correct this problem is to change the expression on your face even when you are not concentrating on it. Put simply, you need to smile more. However, it is more than simply smiling when you think about it. You have to retrain your brain to smile even in a natural resting state.

You may try to convince yourself that you already smile a lot. This is a very common mistake. To prove it, set a timer for 5 minutes and then make sure you maintain a smile the entire time. At the end of the 5 minutes, your face will feel the same relief your arm would feel if you had just released a very heavy load.

If you were regularly exercising your smiling muscle, you would not have felt any relief when you stopped smiling. In fact, not smiling would have been more work. It is time you started working out your smile muscles.

Unfortunately, this is easier said than done, but it is not impossible. Any bad habit can be broken. You can break the habit of letting your negative emotions keep you from a flawless face.

Although it can seem contradictory, smiling is the quickest and most effective way to relieve your negative emotions. A smile actually exercises certain facial muscles. When these muscles are flexed, it makes the skin more radiant, firm, and supple.

The more you exercise your smile muscles, the more your involuntary muscles will be trained to naturally stay in a smile-like position. Furthermore, the use of your muscles in this way will signal your brain to release endorphins, the hormones used to reduce stress and increase joy. Of course, being stress free and happy is the best way to achieve a more flawless face that others are envious of.

Smiling Exercises



You must make an effort to smile every moment that you can. Even in the most stressful situations, you must make certain you are smiling. A good exercise is to set a timer at 10 minute intervals throughout the day. Each time it goes off, note if you were smiling.

Then, make an effort to keep smiling as long as possible until the next interval is up. Bad habit breaking is a slow process and it may take more than a month to achieve the results you want. However, if you focus eventually

you will find that you are smiling each time the timer sounds.

You also need to retrain your brain so that smiles come more naturally. Instead of seeking out the negative, focus on the positive. If you are in a very stressful situation, take a look around. It may be a person across the street who is unconsciously whistling a happy tune or the child in the backseat of the car next to you who looks ready to burst with energy.

Somewhere in sight there is always something to smile about. It is important that you form a habit of looking for the positive. You should incorporate this idea into the smiling exercise you learned earlier. Each time the timer goes off, make a note of something worth smiling about, no matter how large or insignificant it will be. This will train your brain to quickly and automatically seek out the happier aspects of life.

There are also other diversions which will surely increase your smile frequency. Taking a walk outside is bound to produce a smile once you are surrounded by fresh air, sites, sounds, new faces, and the increased blood flow from the exercise. Taking up a new hobby or getting a new pet will also help relieve stress and increase your natural smiles.

Use a Caring Touch

Without knowing it, we touch our face hundreds of times a day. A touch may be to apply lotion in the morning, brush a stray hair away from our cheek, rub our weary eyes, or wash our face at the end of a long day. No matter the reason, you should always handle your face with care.

Don't Let Delicate Skin Stand in Your Way

There is a myth that if you touch your skin you will cause wrinkles and discoloring. Your skin is thinner on your face and more delicate, but not that delicate. In fact, it thrives from being touched.

Touch is one of your most basic sensations. All of your skin is designed to feel and be touched, including your face. Has a touch ever caused goosebumps or some other emotional response? This is your skin's way of telling you it enjoyed the sensation of touch.

Your face enjoys touch just as much as the rest of your body. This is why facials and other forms of facial massage are so popular, because your delicate skin still wants to be touched. It is a subconscious desire that, when fulfilled, makes your skin thrive.

The Nurturing Touch of Acupressure



Sometimes a caring touch does not necessarily mean a soft touch. There are times when a stronger hand is needed. This is when many people turn to massage, but acupressure can be more productive.

Many factors influence how healthy and flawless your face appears. As you have learned earlier, your negative emotions can disfigure you. Smiling is important to keep your face lightened and healthy. However, sometimes the muscles and skin of your face can actually trap and store negative energy, compounding the effects.

When your face traps this negative energy, it has many consequences. Naturally, your expression is going to remain in a constant smile or frown, artificially aging you, detracting from your looks, and essentially turning people off. However, the tension you feel will also become very pronounced on your face.

The areas of your face which hold in your negative energy, such as your temples or between your eyes, are going to quickly get deep lines. The same pressure that forms these deep lines is also restricting blood flow to the area which will cause water retention and skin discoloring. In the end, your dissatisfaction with your appearance will cause even greater tension and start a cycle of negative energy.

This is when an extreme, but nurturing, touch is needed. Westerners are very familiar with the alternative healing practice of acupuncture, but acupressure is a better alternative for the face. The act of simply applying pressure to certain locations of the face can help you release that stored energy and almost instantly rejuvenate your skin.

A Sample Exercise

There are acupressure experts who can help you relieve the most severe cases of negative tension. However, there are plenty of techniques you can do at home to ensure it never gets that bad. For example, lay down on the floor with your head fully relaxed. Use your finger tips to massage the top of your head. Then, move them in a flowing motion from your crown to the base of your head at the spine. Apply as much pressure as you can tolerate.

While the top of your head is not your face, applying pressure in this location can have a tremendous benefit and greatly improve your appearance. The ancient Chinese call this area of the head the “Pool of Wind” because energy stored here can travel throughout the body. Releasing this energy is known to cure headaches, improve vision, and repair stiffness at the neck.

Headaches are caused by muscles that are too taut. Eye vision is impaired when muscles squeeze too tightly on the cornea and optic nerve. The neck becomes stiff when muscles pull on it too greatly.

This one exercise can relieve this muscle based pain. Naturally, it also relaxes all of the muscles in your face, softening your appearance. The relief of this tension will naturally calm and relax you, further reducing your tension. Essentially, this one exercise can break the cycle of tension and start a cycle that will keep your face looking youthful and beautiful. If only one technique can be so powerful, imagine how you would benefit using intensive acupressure.

Eliminate the Fat, Increase the Muscle

Everything you have learned so far in this report will help give your face a more youthful and bright appearance. Of course, all of this work is useless if your flawless face is concealed by extra layers of fat and poor muscle quality. In this society, a face must also be lean and tone to be considered attractive. To finally achieve your flawless face, you must also lose the extra fat and weak muscles concealing your true potential.

Fat makes your face appear puffy and distorts the way the skin should naturally lay. It stretches out the skin and causes irregular bagging and discoloring. It makes skin more prone to acne and other skin problems. Facial fat also increases water retention in your fat, making chubby cheeks appear more bloated and full. Essentially, extra fat in your face adds years to your appearance and masks the brightness it should have.

It has been said that body fat can act like an additional entity in your body, affecting your overall health and changing the shape of your body. It can be very difficult to lose body fat. Unfortunately, even after losing body fat many people are still left with lingering facial fat because they gain fat in their face first but lose it there last.

Think about how many people you have seen who have fantastically fit bodies, but they still have facial fat. It throws off their appearance. No matter how youthful their body looks and feels, they still seem haggard and unhealthy. Facial fat has to be eliminated and muscle tone increased to take their appearance to the next level.

A Nutrient Rich Diet



You already know that you have to eat right to look good. To eliminate facial fat, you must increase your efforts to eat right. This does not mean you need to starve yourself, it just means you should optimize your food to include the most nourishment.

Eating a nourishing diet is not complicated; it is based on making smart choices. If you are already

focusing on fitness in your life, then you are probably already avoiding fast foods, sugary drinks, and starchy foods. This is a great step in the right direction.

Some people go over board and often choose fat-free and sugar-free foods believing they are making the right choice. However, this common mistake can actually increase your

facial fat instead of decrease it. Sugar-free foods are often artificially sweetened. Did you know that artificial sweeteners are made from the same chemical compounds as household cleaners such as bleach? Obviously you would not want to consume bleach because of the dangerous side effects, but you should not expect any different result when you eat artificially sweetened food.

Fat-free foods often have a disproportionate amount of sugar to make the product more appetizing. Additionally, they are filled with chemical fillers to keep the same consistency as the normal version. These chemicals slow down your metabolism, causing you to gain weight. Furthermore, fat-free fillers also strip your body of chromium which is an essential nutrient for building muscle and breaking down excess fat.

Instead of these unhealthy alternatives, you should choose naturally healthy foods. Certain foods can specifically enhance the youthfulness and fitness of your face. For example, you already know that chromium is essential to weight loss and muscle gain, but did you know whole grains and broccoli are an excellent source of chromium? This is only the beginning; there are literally thousands of foods rich in the nutrients you need to have a stronger, leaner face and more vibrant skin.

More Exercise = More Tone and Less Fat



If you are in good shape, but still have lingering facial fat then you are going to have to kick your exercise regiment up a notch. Unfortunately, the fact is that simply exercising your face will not guarantee you will lose facial fat. You cannot direct fat burning to a specific portion of your body. You must exercise enough to keep the fat off of your entire body. The more you exercise the less facial fat you will have.

However, not being able to direct fat burning to your face does not mean you should stop your exercises at your shoulders. Exercising your facial muscles to increase tone gives you a lean look that matches your lean body. It makes the cheek bones and chin become more defined. Tone facial muscles accentuate your best features, without having to artificially achieve those qualities with chemicals of makeup.

When you have more muscle definition in your face, it changes how you are perceived. It provides the appearance of strength and power. These attributes are socially associated with beauty and success.

Ask your grandmother, she will probably tell you about a “chin firming” secret that her grandmother taught her. They knew beauty did not only include healthy skin and a nice smile, it meant having a lean, muscular face. You have to exercise your face.

If you are dubious about the effectiveness of facial exercises, try this simple test. Hold your breath and puff out your cheeks, as if you were a famous trumpet player squeezing out a high note. Hold the facial position for 60 seconds.

When you release the position, were your facial muscles clearly fatigued and ready for rest? If you answered yes, this means those muscles were out of shape. Now, imagine how your face would look if those weak muscles were stronger.

Performing facial exercises has three benefits. Of course, you build muscles in your face to achieve the tone you want. However, the increased activity in your face will proportionately increase the blood flow to your face. Fresh, oxygenated blood will give your skin a youthful blush and luminescent appearance. If you have any discoloring in your skin, exercise will help flush away those old skin cells. It will nourish skin as it grows healthy, new cells.

Also, muscle uses fat as fuel. The more muscle you have, the more fat you will burn. Although you cannot direct fat burning to your face, any body part that has greater muscle tone will help the overall body, including the face, stay fat free.

Getting Facially Fit

Eliminating fat and improving muscle tone are the final steps to getting a flawless appearance of youth and vibrancy. However, normal dieting and the age-old “chin firming” secrets are not enough to get the best results. You need to become facially fit.

The models, actors, and fitness stars you see with naturally strong, youthful faces did not achieve those results by chance. They used intensive techniques to eradicate facial fat and build up facial muscle. While they may have had professional coaching, this does not mean you cannot achieve the same fantastic results.

You can get those same professional results using the *Face Fitness Formula* program. This 30-Day program can help you finally eradicate your chubby cheeks and build facial muscle. Essentially, the program can turn a mediocre face into a tone, sexy one.



Face Fitness Formula

There are basically four components to *Face Fitness Formula*. First, you will be taught how to detoxify and cleanse your body of unhealthy foods, chemicals, and other dangerous substances. These toxins are the primary cause of chubby cheeks and discolored skin.

The next stage will teach you how to revitalize by teaching you skin care, diet, and facial exercise techniques which accelerate the production of healthy skin and muscles. In the third stage, your diet and exercises will intensify with the purpose of strengthening the facial muscles. Finally, you will learn the techniques to finely sculpt your muscles to achieve the definition you want.

In addition to the 30-Day program, *Face Fitness Formula*, will show you how to maintain your results long term. You will learn more about stress, mental outlook, and sleep to help you further master a youthful, bright appearance. Although the diet to achieve a flawless face is very detailed, the program will give you plenty of help with suggested menus and grocery shopping lists.

Face Fitness Formula is a one-stop source to completing your face transformation by losing fat and gaining muscle. You have retrained your face to voluntarily project happiness and vibrancy. You have retrained your mind to focus on calm and relaxing thoughts instead of the stress that ages your appearance. If you can retrain your body to build up facial muscles and stop storing fat, you will finally be able to put your best face forward.

Download The Face Fitness Formula Today!

[CLICK HERE](#)



FACE FITNESS CENTER FACE FITNESS FORMULA

Finally, a simple step-by-step formula that's guaranteed to get rid of chubby cheeks and double chin for a leaner, sexier, sculpted-looking face in less than 30 days!...



**The Easiest, Most Affordable Way To
Add Definition To Your Jaw Line And Cheeks
So You Too Can Now Look And Feel Sexier...**



WITHOUT PAINFUL PLASTIC SURGERY!

FACE FITNESS FORMULA

Quick Start Guide

Dear Friend,

Congratulations and thank you for your purchase! You're all set to take advantage of this proven 30-Day program to lose face fat and sculpt higher cheekbones – without surgery.

Setting out on a month-long regime which requires you to stick to a disciplined diet and exercise regime can seem like a very uphill and even overwhelming prospect especially if you are confused and unsure about where to begin.

And hence, to simplify this transition from a relatively unhealthy lifestyle to a more holistic, well-balanced one, we recommend that you follow these six simple steps which take you from chipmunk cheeks to a perfectly sculpted face.



STEP #1:

Take your time with the e-book, exploring "Part One" thoroughly so that you understand the basics of my 30-day program.

Don't try to jump the gun and simply skim through the chapters in a bid to save time and effort. In all probability, doing so may confuse and flummox you even further, and even lead to misguided efforts which lead you further away from your goal than when you first started out.

[Click Here To Explore Part 1](#)

STEP #2:

Read and understand the 30-Day Plan.

Unlike all the other instant quick-fixes that you have tried, tested and discarded, my 30-day plan does recommend a well-balanced approach to your dietary and fitness regimes. And so, before you set out to implement the guidelines which the e-book recommends, spare a few minutes to customize the plan as per your daily schedule, to ensure the best possible results with a minimal investment of time and resources.

[Click Here to Read & Understand 30-Day Plan \(Part 2\)](#)

STEP #3:

Print the "Weekly Meal Planners" and put them up somewhere convenient so that you can refer

to them at a moment's notice.

The four Weekly Meal planners provide you with a comprehensive outline of the milestones – both in terms of diet and exercise – that you need to achieve everyday.

Having this information close at hand works wonders in helping you organize your day better instead of spending unnecessary amounts of time hunching up in front of your computer.

[Click Here to Download](#)

STEP #4:

Download and Print the Grocery Lists and make sure you have everything you need for your weekly program.

Although buying all the groceries at one go may seem like a much easier solution, we do recommend that you stock up on a weekly basis to ensure that the food you eat is as fresh as possible.

Storing your food, especially vegetables for too long, can result in a large number of nutrients withering away, leaving you with a mere fraction of what your body needs.

[Click Here to Download](#)

STEP #5:

Setting Up an Appointment With Yourself to Start the Program.

When you resolve to implement the 30-day diet, make sure that you have plenty of time to devote on yourself on the very first day. If possible, start on a Saturday, so that you can devote every Sunday during this 30-day period to relaxing and rejuvenating yourself.

Take a picture before you begin to allow you to track the changes in your facial contours as you advance from one week to the next.

STEP #6:

Follow the Program & I'll Send You \$100!

Once you have completed the 30-day course, take a picture of yourself and compare it with the one you took right before you started out.

Send us both these pictures, along with a little video clip of yourself telling us about your experiences with my program. If we are impressed with what we see – as we are very likely to be – I'll personally send you \$100!

And remember, I am here to help you. If you ever need help or just want to ask a question, contact us at questions@facefitnesscenter.com or by phone at +357-25-581-478.

Once again, thank you for your purchase and keep reading!

Talk soon,



John Socratous
CEO of The Face Fitness Center

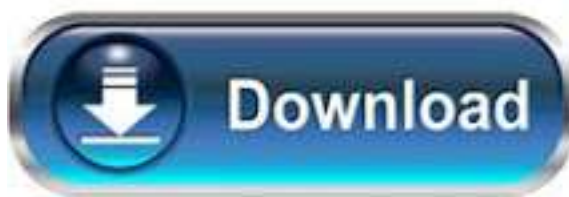


FACE FITNESS CENTER FACE FITNESS FORMULA

Finally, a simple step-by-step formula that's guaranteed to get rid of chubby cheeks and double chin for a leaner, sexier, sculpted-looking face in less than 30 days!...



Week 1	Week 2	Week 3	Week 4
Detoxification	Revitalization	Strengthening	Firming/Sculpting
Check List	Check List	Check List	Check List
Week One	Week Two	Week Three	Week Four



FACE FITNESS CENTER FACE FITNESS FORMULA

Finally, a simple step-by-step formula that's guaranteed to get rid of chubby cheeks and double chin for a leaner, sexier, sculpted-looking face in less than 30 days!...



Bikini Bootcamp Exercise Guide

6 Weeks To A Stronger
Healthier Body



BIKINI BOOTCAMP SCHEDULE

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE
REST DAY	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE
REST DAY	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE
REST DAY	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE
REST DAY	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE
REST DAY	CHEST + SHOULDERS + TRICEPS	QUADS + GLUTES	OPTIONAL: 10 MIN HIIT + ABS ROUTINE	BACK + BICEPS	HAMSTRINGS + CALVES	10 MIN HIIT + ABS ROUTINE

CHEST EXERCISES

Push-up



BEGINNERS: Do your pushups on your knees until you build up the strength to do them on your toes. Start lying face down with hands right outside your chest. Squeeze your abs in and keep your body in a solid plank position as you press away from the floor. (It is okay to peel up at first if you need to until you can build up the strength to hold your body solid – it's better to get full range of motion than to not push all the way up.) Once you're at the top of your plank, shoulders should be directly over your wrists and hands should be about shoulder-width apart, fingers slightly pointed inward. **DO NOT** arch your lower back. Abs stay tight the entire time and eyes stay on the floor. Slowly lower down. Repeat.

ADVANCED: Start in a plank position on your toes, squeezing your abs in and keeping your body solid as you lower down to the floor. Shoulders should be directly over your wrists and hands should be about shoulder-width apart, possibly wider. Elbows travel back at about a 45 degree angle and fingers may point slightly inward. Abs should stay tight the entire time. **DO NOT** arch your lower back. Keep your eyes on the floor as you press the floor away ensuring full range of motion ("chest to deck").

Keep your
ABS
TIGHT
throughout

Lay flat on the ground or bench with the weights in each hand straight over your chest with your palms facing inward towards one another. With a slight bend in your elbows, lower the weight toward the floor making a "T" shape with your upper body. Exhale as you bring the weight back up to the starting position.



Chest Fly

Chest Press



Sit down on the ground, pick up your weights carefully and **THEN** lie back. Lying flat on the ground or bench with abs in and weights in each hand, start with your elbows at 90 degrees (perpendicular to the floor) and arms in line with your chest. Your palms should face down toward your feet and your arms should look like goal posts. Slowly press the weights up until your arms are straight and your weights are about 2-3 inches apart. Your weights should be right in line with your breastbone, **NOT** over your face or over your bellybutton. Carefully lower them back down to the starting position and repeat. Inhale as you lower, exhale as you press up.

Shoulder Press



Standing upright with your core engaged, hold a dumbbell in each hand and raise your arms up to shoulder height with your palms facing forward. Pretend your arms are a field goal like in football. Keep your elbows at shoulder height throughout the exercise. Exhale and press your dumbbells overhead, then slowly lower until you reach the starting position.

SHOULDER EXERCISES

Lateral Raise

Standing upright with your core engaged, hold a dumbbell in each hand with your palms facing in towards your body. Exhale and raise your dumbbells out to the sides up to shoulder height, then slowly lower until you return to the starting position. Keep your shoulder blades held back and down as much as possible throughout this movement. If doing both arms is too difficult, you may alternate left and right arms, performing only one arm raise at a time.



Front Raise



Standing upright with your core engaged, hold a dumbbell in each hand with your palms facing behind you. Exhale and raise your dumbbells up to shoulder height, then slowly lower until you return to the starting position. Keep your shoulder blades held back and down as much as possible throughout this movement. If doing both arms is too difficult, you may alternate left and right arms, performing only one arm raise at a time.

Posterior Fly

Place feet about shoulder width apart. With a slight bend in your knees, lean forward to about a 45 degree angle with a flat back and your core engaged. It's SUPER important to keep your abs tight any time you are in a bent-over position. Hold your dumbbells in front of your chest with a slight bend in your elbow. Raise arms out to your sides, leading with your pinky finger, until your elbows are slightly higher than your shoulders, then return to the starting position. Exhale as you raise the weights, inhale as you slowly lower them down.



TRICEP EXERCISES

Lying Tricep Extension

Lying flat on the ground or a bench, hold dumbbells over your shoulders with straight arms and palms facing each other. **DO NOT** hold them over your face and be very careful not to drop your weights. Safe form is very crucial here (this exercise is also known as the "skullcrusher" and you can guess why). Without moving your elbows, inhale as you hinge at the elbow lowering the weights down to frame the outsides of your face. Exhale and press the weight back to the starting position focusing on squeezing the back of your arms.



Tricep Dips - Level 1



Sit on a stable chair or bench and place your hands on the chair just outside of your hips with your palms down and fingers facing your toes. Keep your knees in line with your hips and stacked over your ankles for Level 1, legs straight for Level 2, and one leg lifted for Level 3. Bring your hips forward off the chair and slowly lower your body toward the ground with your elbows sliding straight behind you (as if they were on parallel railroad tracks) until they make a 90 degree angle. Do **NOT** let your elbows wing out to the side. Keep your hips as close to the chair or bench as possible throughout the movement. Squeeze the back of your arms and exhale to push yourself back up to the starting position.

Tricep Dips - Level 2



Tricep Dips - Level 3



Always keep your
**CORE
TIGHT!**

Squats

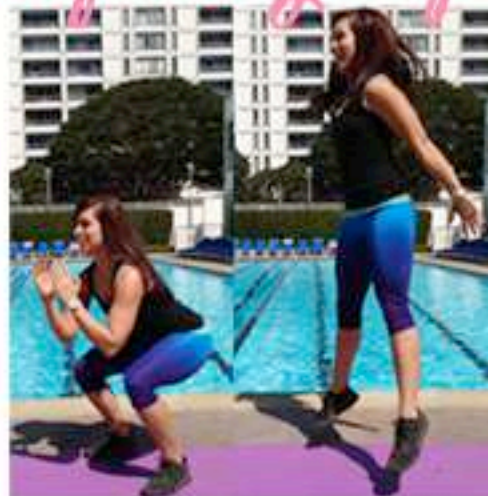


Hook your dumbbells on your shoulders. Stand with feet slightly wider than hip-width apart, toes pointing slightly out. Keep your shoulders back and down with chest up. Engage your core and keep your weight in your heels. You should be able to wiggle your toes throughout this entire movement. Lower your hips back and down into a squat (like you would sit in a chair) until your thighs are parallel with the ground. Make sure your hips are pushing back behind you, your knees do not go past your toes and your chest always stays in an upright position (it should NEVER face the floor). Exhale and push up through your heels as you squeeze your glutes to come back to standing. Do not let the knees cave inward in your squat.

QUAD & GLUTE EXERCISES

Using the same squat form, lower your hips back into the squat but don't go quite as low for the jump version. Inhale and bring your hands in front of your chest when you lower down, then swing your arms swiftly back behind you to help drive yourself straight into a vertical jump as you exhale. Jump as high as you can, but ALWAYS land softly going from "toe to heel" to safely absorbing the impact. Do not slam your feet down when you land. Do as many as you can in a row with good form and take breaks as needed.

Squat Jumps



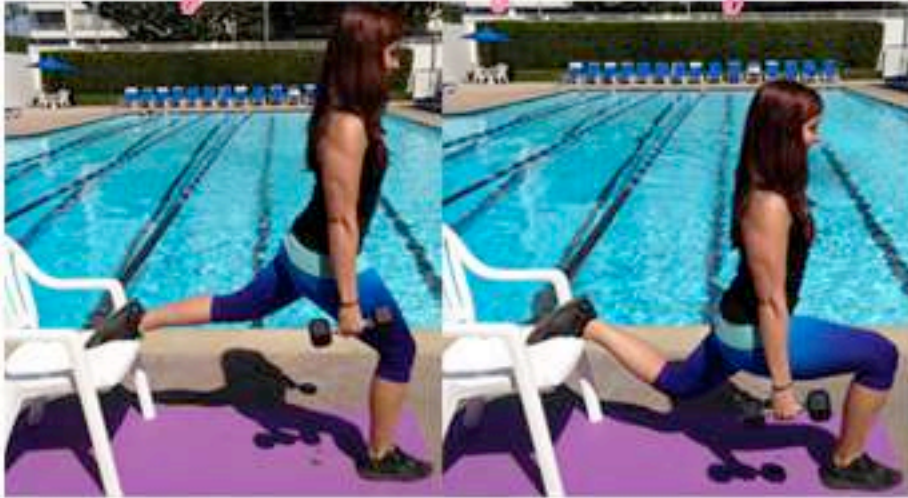
Walking Lunges



Holding dumbbells at your sides with straight arms, take a wide step forward into a lunge with your chest up, core engaged and knee behind your toe. The front knee should stack directly on top of your front ankle. Lower down as low as you can while maintaining your balance and a tight core. Push through your forward heel to stand back up and bring your back leg forward to meet the front leg. Switch legs and repeat as you walk across the room.

QUAD & GLUTE EXERCISES

Bulgarian Split Squat



(Note: You may do regular lunges if maintaining your balance in this position is too difficult.) Holding dumbbells at your sides, place one foot on top of a sturdy bench or chair and step the other foot in front of you in a lunge position. Make sure your front knee is stacked directly over your front ankle. With your torso in an upright position and your weight pressing through your forward heel, “turn the glutes on” as you slowly descend into a lunge. Inhale on the way down, exhale as you drive upward pressing through your heel and continuing to squeeze the legs and glutes. Repeat, completing all reps on one leg before switching to the other side.

Keep the knees
BEHIND
the toes!

Jump Lunges Level 2



Jump Lunges Level 1



Coming into the same lunge position, step or hop into a lunge on the other side. Switch back and forth for as long as you’re able to maintain good form with abs tight. Take breaks as needed. You do not need to go as low into the lunge as you do in a standing lunge. Level 1 – keep your hands on your hips. Level 2 – raise your hands vertically in the air.

BACK EXERCISES

Bent Over Rows



Place feet shoulder width apart. With a slight bend in your knees, lean forward with a flat back and your core engaged until your body is at about a 45 degree angle. Hold dumbbells straight down in front of your chest with palms facing inward. Pull them up to your chest by sliding your elbows back and squeezing your shoulder blades together towards your spine. Your elbows should brush your sides and remain parallel with one another (DO NOT let them wing out to the sides). Slowly lower the weight until your arms are fully extended and repeat. Exhale as you lift, inhale as you lower.

Come into a plank position with shoulders stacked over your wrists, abs in and hips/head in alignment. NOTE: You may also do this exercise on hands and knees if you're unable to maintain your balance in plank. Reach your right arm forward as your left leg lifts, but don't let your hips turn to the sides. Lower arm and leg back down to plank, then switch

Alternating Arm/Leg Raise



Supermans



as you lift your shoulders and legs off the ground by squeezing your glutes and mid/lower back. Carefully return to the floor and repeat.

Lying face down, reach your arms out overhead (to make it easier, bend your elbows to keep your hands closer to your head). Keep your eyes on the floor

On hands and knees on the floor, make sure your shoulders are directly over your wrists and your knees are hip-width apart. Slide your shoulder blades back and down and hold them there. Hold one dumbbell with your palm facing in. With your core engaged (bellybutton in), pull dumbbell up to your chest with your elbow leading toward the sky. Exhale as you squeeze your upper back muscles as you slide your shoulder blade in and down towards your spine. Inhale as you slowly lower the weight until your arm reaches the ground. Finish all reps on one side before switching to the other side.

Single Arm Row



Lat Pullovers



Keep your bellybutton in as you raise the weight up and over your head, maintaining straight arms throughout. Keep your abs tight and do not arch the back too much. Lower the weight down to about 2-3 inches away from the floor. Keep your shoulder blades back and down as you squeeze your back to pull the weight back over to the starting position. Inhale as you raise, exhale as you pullover. Repeat.

Lying face up with feet planted hip-width apart, hold the heads of one dumbbell. Keep your arms straight and start with it on top of your thighs.

BICEP EXERCISES

Hammer Curls



With your shoulders rolled back and down, your core engaged and your dumbbells by your sides with your palms facing your body, exhale as you squeeze your biceps and raise the dumbbells up toward your shoulders. Inhale as you slowly lower back to the starting position and repeat. Make sure your wrists are flat here (not bending backward) and keep your elbows glued to your sides (don't swing your arms).

USE YOUR
MUSCLES,
NOT MOMENTUM!

In & Out Curls

With your shoulders rolled back and down, your core engaged and your dumbbells by your sides with your palms facing upward, squeeze your biceps raising the dumbbells up toward your shoulders vertically. Slowly lower to the starting position, rotate your palms out to the side and curl weight up towards your shoulders laterally. Slowly lower and repeat sequence keeping your wrists flat (not bending backward) and elbows glued to your sides (don't swing your arms).



Calve Raises



Hold weights in your hands with straight arms by your sides. Keep your shoulders back and down and your abs in. Your feet should be hip-width apart. Keep your legs straight as you rise up onto your toes, then slowly lower back down to the floor and repeat. Exhale as your rise up, inhale as you lower. Do not let your feet turn outward or cave inward; keep them parallel with one another throughout.

HAMSTRING & CALVE EXERCISES

Single Leg Deadlift



Stand on one leg, keeping that leg straight with a soft knee (do not lock out your knee). Keep your shoulders back and abs in as you raise the heel of your other straight leg to tilt forward like a teeter totter. Keep your eyes on the floor in front of you. Your body should remain in plank position throughout the movement; the only thing that changes is your hip hinge. Inhale as you lower, exhale as you lift back to standing. When you lift up, focus on squeezing the back of your leg and glute, not putting any strain on your back! This part is super important. Complete all reps on one leg before switching.

Romanian Deadlift

KEEP YOUR ABS ENGAGED throughout this exercise (it is VERY important). With your shoulders rolled back and down, your core engaged, and your dumbbells in front of you with your palms facing your legs, slowly lower them down as you push your hips behind you. Keep a flat back and a slight bend in your knees and only lower down as low as you are able to maintain good form. Inhale as you lower down, exhale as you slowly rise up. Lift using the back of your legs and glutes to stand, NEVER straining your back.



Leg Curl



On your hands and knees with shoulders directly over your wrists, secure a weight behind one knee by squeezing your leg back to hold it tight. Hold the weight firmly with your leg as you press your heel back and up towards the sky. Slowly return to starting position and repeat all reps on one side before switching to the other side.

Bridges



Lying on the floor with your heels near your glutes and knees in line with your hips, rest weights on top of your hips. Keep your abs engaged as you press your hips up, squeezing the back of the legs and glutes as you exhale. Inhale as you lower down and repeat.

ABS ROUTINE

10 V-Ups



Start in a lying position with arms extended overhead and legs straight. Squeeze your legs together and lift them as you tuck your bellybutton in and reach for your toes, creating a "V" shape with your body. Carefully lower down and repeat.

* V-Up Modification *



Modified V-Ups are just a standard situp with your feet flat on the floor and arms reaching overhead. Come all the way up into a seated position with abs in, then slowly lower back down. You may also fold your arms across your chest if you are not yet able to do the full situp on your own.

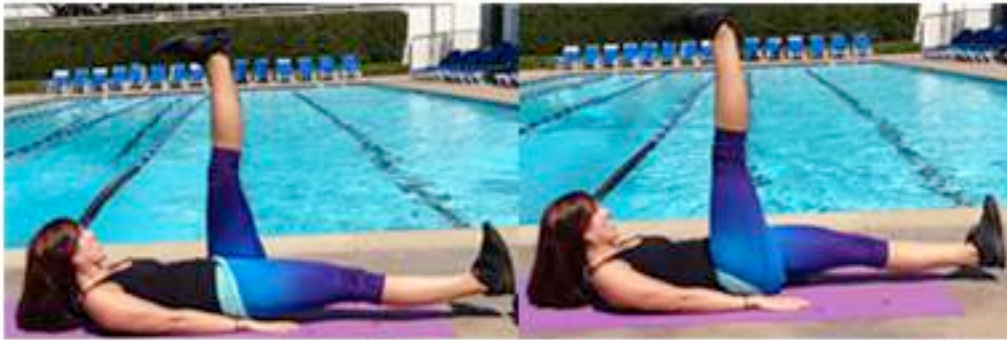
20 Burpees

Starting in standing position, place your hands on the floor shoulder-width apart. Keeping your abs engaged, step or jump back into a plank position (Note: To do a full competition burpee, quickly and carefully lower your body all the way down to the floor at this point), then step or jump back to standing. Try not to let your knees flare out to the sides. Plant your heels & drop your hips as you lift immediately into a vertical jump from here then repeat.



ABS ROUTINE

30 Scissors



Start with hands under your hips. Tuck your bellybutton in towards your spine, keep your low back on the floor, and lift your head up as you tighten your abs. Starting with both legs in the air, feet flexed, slowly alternate right and left legs, lowering each heel down only as low as you're able to maintain your low back contact with the floor and abs in. Each leg counts as 1 rep.

40 Oblique Twists

Starting in a seated position (with or without a light dumbbell), sit up tall with your chest up and abs in. Keep your shoulders back. Your legs can either be in "tabletop" position (shown here) or down with feet planted on the ground. Keeping good posture, tap the floor on each side with your weight (or tap clasped hands if using no weight). Each tap counts as 1 rep.



50 Mountain Climbers



In a plank position (shoulders over wrists, abs in and back flat), alternate tapping your right and left foot as if you were climbing a mountain. Don't let your hips rise up here. Each tap counts as 1 rep.

60 Bicycles

Start in a lying position, bellybutton tucked in towards your spine. With chin slightly tucked and fingers lightly holding your head to help support your neck, bring your left elbow to tap your right knee as your left leg extends. Keep your shoulders and head off the floor as you alternate sides (right elbow to left knee). Each tap counts as 1 rep.



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