



FACEUNWIND · FREE GUIDE

The 7-Minute Lift

Facial massage for firmer, younger-looking skin. No tools. No products. Nothing to buy. Just your hands and seven minutes.

8 STEPS

7 MINUTES

HANDS ONLY

FREE PDF

BEFORE YOU START

The short list

Light pressure throughout – the skin should move with your fingers, not slide underneath them. Clean hands. A little oil if you prefer.

- Light pressure only – the skin moves with your fingers
- Clean hands every time
- Stop at sharp pain, pinching, dizziness, or numbness
- Nothing on broken skin, rashes, or active infection
- Skip it after a recent facial procedure or injury
- Tap under the eye – never drag or stretch that skin
- Stay off the front of the throat
- Speak to a professional about any pain or medical condition

THE RESEARCH

It has been measured 3 years

Northwestern University dermatologists ran a daily facial muscle routine with middle-aged women for 20 weeks. An independent panel rated their after photos an average of three years younger, with measurably fuller cheeks.

JAMA Dermatology · 2018

These studies tested facial exercise and tool-based massage, not this specific routine. They are why the method is built the way it is – not a promise about your results.

2.2–3.3 mm

A randomised controlled trial put 34 women through ten minutes of facial massage, five times a week, for eight weeks. Jawline and mid-face measurements reduced by 2.2 to 3.3 millimetres. Elasticity and muscle tone both improved.

Journal of Cosmetic Dermatology · 2025

Release first

01 Settle and warm the hands 45 SEC

0:00

Sit tall, shoulders soft, teeth apart. Rub your palms together until warm, then cup them lightly over your face without pressing. Three slow breaths — out a little longer than in.

Where you feel it: warmth, and the first drop in tension.

02 Jaw release 60 SEC

0:45

Find the muscle just above the back corner of the jaw — clench once to locate it, then unclench and leave the teeth apart. Small, slow circles with two or three fingertips, both sides. Work down toward the jaw angle and back up.

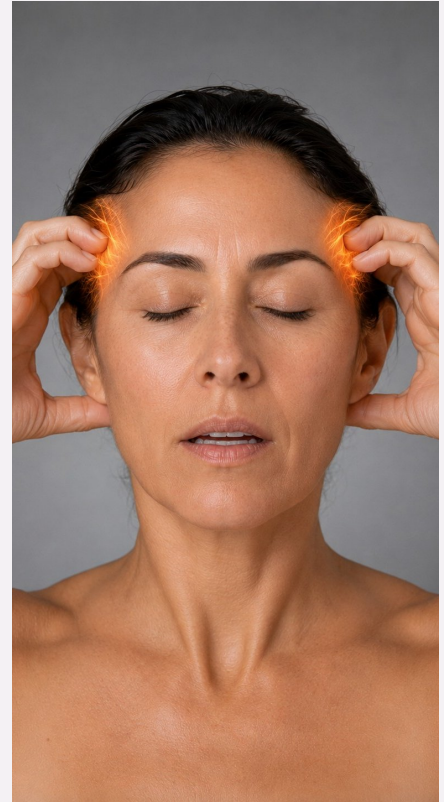
Where you feel it: the broad muscle at the back of the jaw.

03 Temples and brow 45 SEC

1:45

Fingertips at the temples, slow circles. Then the pads of your index fingers just under the inner ends of the brow bone, sweeping outward along the bone to the temple. Four or five passes.

Where you feel it: a light spreading along the brow bone.



Step 3 · Temples and brow

The lift half

04 Cheek sweep 60 SEC

2:30

Flat fingers either side of the nose. Sweep outward along the top of the cheekbone toward the ear, then repeat just below it. Slow, even, light — eight to ten passes each side.

Where you feel it: a smooth glide across the cheek. No dragging.

05 Under the eye 30 SEC

3:30

Ring finger only — it's the weakest finger, which is the point. Tap gently along the bone under the eye, inner corner outward. Tapping only. Never drag, stretch, or press here.

Where you feel it: light tapping on bone, never on the lid.



Step 4 · Cheek sweep

Define, then drain

06 Mouth and jawline 45 SEC

4:00

Small circles at the corners of the mouth, then a light pinch-and-release along the jawline from the centre of the chin out to the ear. Three passes each side.

Where you feel it: the jawline edge.

07 Neck and collarbone 60 SEC

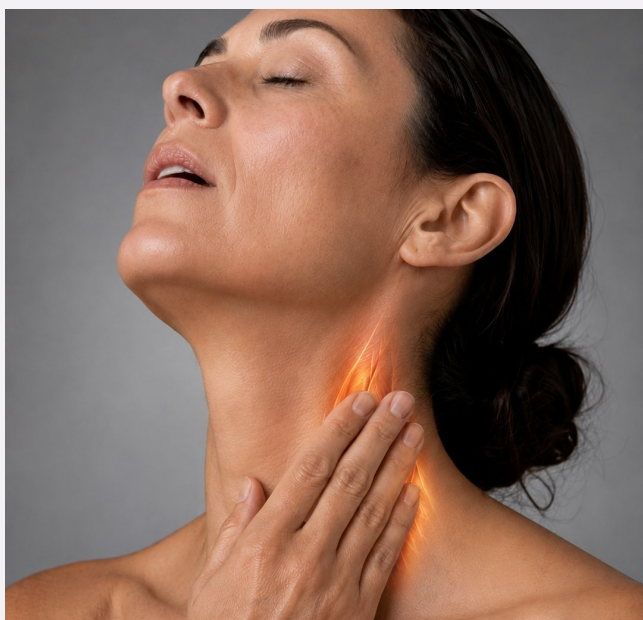
4:45

Flat, open hands. Downward only — from under the ear, down the side of the neck, finishing at the collarbone. Very light, more stroke than massage. Ten slow passes each side. Stay off the front of the throat.

Where you feel it: one long downward stroke.



Step 6 · Jawline pinch-and-release



Step 7 · Downward neck sweep

Finish where you started

08 Close 45 SEC

5:45

Warm the palms again, cup them over the face. Three slow breaths. Notice how the jaw is sitting now compared with seven minutes ago.

Where you feel it: stillness. This step matters more than it looks.

TOTAL: ABOUT 7 MINUTES, INCLUDING THE PAUSES.

MAKING IT STICK

Same time, same order, every day

The routine works best as a daily anchor — morning for de-puffing, evening for unwinding the day's clenching. Keep the order: release the jaw and temples first, lift second, drain last. The order does more than the pressure.

If seven minutes is too much on a given day, do steps 1, 2, and 7 — settle, jaw, neck. Two and a half minutes that keep the habit alive.

EDUCATIONAL CONTENT ONLY

FaceUnwind provides educational self-care and self-massage content. It is not medical, dental, or cosmetic advice, and it is not diagnosis or treatment. Nothing here is intended to diagnose, treat, cure, or prevent any condition, and individual experience varies. Stop immediately if anything hurts. Consult a qualified healthcare professional about any injury, pain, skin condition, jaw problem, or medical condition, or before starting if you are unsure whether this routine suits you.

FaceUnwind is operated by Scala Media EOOD, Manastirski Livadi - B, estate Bokar, Bl. 48, Fl. 1, Ap. 2, 1404 Sofia, Bulgaria. VAT BG208305251.
© 2026 Scala Media EOOD. Free educational content. · faceunwind.com · hello@faceunwind.com