

# TEACHER CERTIFICATION ONLINE COURSE OVERVIEW

EVERYTHING YOU  
NEED TO KNOW



June 2022

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# About

# FUMIKO

*"I developed the Face Yoga Method to help you walk with confidence in the world."*

**Fumiko Takatsu**



**Education and teaching are sacred to Fumiko Takatsu, founder of The Face Yoga Method. She knows the importance of empowering yourself with skills that last a lifetime, and being able to pass on these gifts to improve the lives of others.**

Fumiko has always been a teacher. From her career in her twenties and thirties teaching High School and College, to now teaching women globally how to reclaim their confidence.

Fumiko created the Face Yoga Method out of necessity after a tragic car accident that left her face misaligned. She realized that just as she was rehabilitating her body through specific and regimented strengthening exercises, she could also do the same on her face.

After years of trial and error on her own face, Fumiko was able to isolate certain muscles, tone specific parts of her face and develop **over 70 Face Yoga exercises that can strengthen, tighten and brighten the face.**

The Face Yoga Method was born.

Since 2012, Fumiko and her business partner and sister-in-law Maria, have built a female-led business and created multiple **online Face Yoga Method Programs that have helped over 1 million people worldwide.** Additionally, Fumiko has published four books, two eBooks, developed a Skin Care Product Line and has been featured in countless media channels for her work.



As seen on:



Northwestern University

**This year, our goal is to build an amazing class of Face Yoga students who are committed to not only learning at the highest level, but also investing in their own growth and developing a career of service.** If this sounds like something you want to be a part of, we encourage you to join us.



# About

## FACE YOGA

*She is dedicated to helping people all over the world to look and feel their very best.*

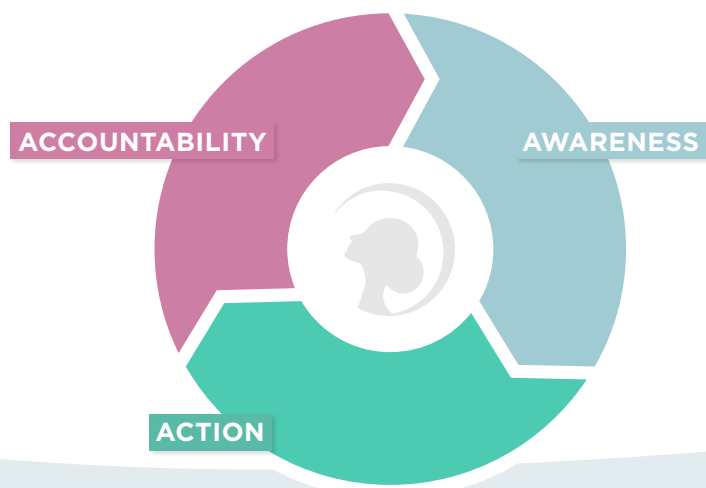


**Facial exercise is the practice of using the 57+ muscles of the face to achieve a desired outcome and is most popularly used to prevent wrinkles, diminish fine lines and correct asymmetry.** When done correctly, facial exercise has very low risk and creates beautiful results 100% naturally, which makes it the best alternative to Botox and invasive procedures.

### OUR METHOD

For nearly two decades, **Fumiko has mastered her Method of facial exercise and helped millions of Face Yogis reclaim their face, their glow, and their confidence.** After years of trial and error, Fumiko has designed a **bulletproof Method** that when taught correctly, can address any facial concern of any student.

**The Face Yoga Method is composed of three interdependent aspects that come together to create a formula of success.** For the Teacher Certification Course, we broke down the Method in a way where we could teach others how to use it. And the more we taught other Teachers, the more our Course grew, and the more the Method became an example. It became that **unique toolkit that you will be able to use to help anyone.**



### SECRET #1: AWARENESS

*After years perfecting the Face Yoga exercises, Fumiko realized that there is so much more than just strengthening and toning the muscles. Face Yoga was a mindset. First, you must become so AWARE of the unconscious aging habits that cause the signs of premature aging so that you can break these habits once and for all.*

### SECRET #2: ACTION

*You have to take ACTION and learn the technique of Face Yoga poses and how to implement them into your daily life. The Face Yoga Method poses are so fine-tuned that practitioners only need to spend 10-20 minutes per day to see amazing results.*

### SECRET #3: ACCOUNTABILITY

*Your community will make or break your success. The right teacher and support will keep you on the right track, motivated, and focusing on the physical and mental results. Fumiko understood early on that Face Yoga was a movement that thrived in the presence of community.*





# Your Certification EXPERIENCE

*This 5-month course will not only give you an in-depth understanding of what Face Yoga is, but will also guide you on how to turn your personal practice into a business.*

## PREREQUISITES

**No previous Face Yoga knowledge or experience is required to join the Course.** This Course caters to both regular Face Yoga practitioners, as well as beginners. The Course will include an in-depth study of **70+ Face Yoga poses** with novice and advanced variations to **cater to a variety of student competency levels.**

## VIDEO LESSONS

**The entire Course is held in an online classroom with a self-study format.** This means that you will be able to take part in the Course from anywhere in the world, without having to leave the comfort of your own home. **You will have access to the training materials anytime** and will be able to follow along based on your own schedule and learning speed.

## TRAINING MATERIALS

Throughout the Course, there will be downloadable PDFs, worksheets, checklists and cheat sheets to aid in learning and comprehension for each module.

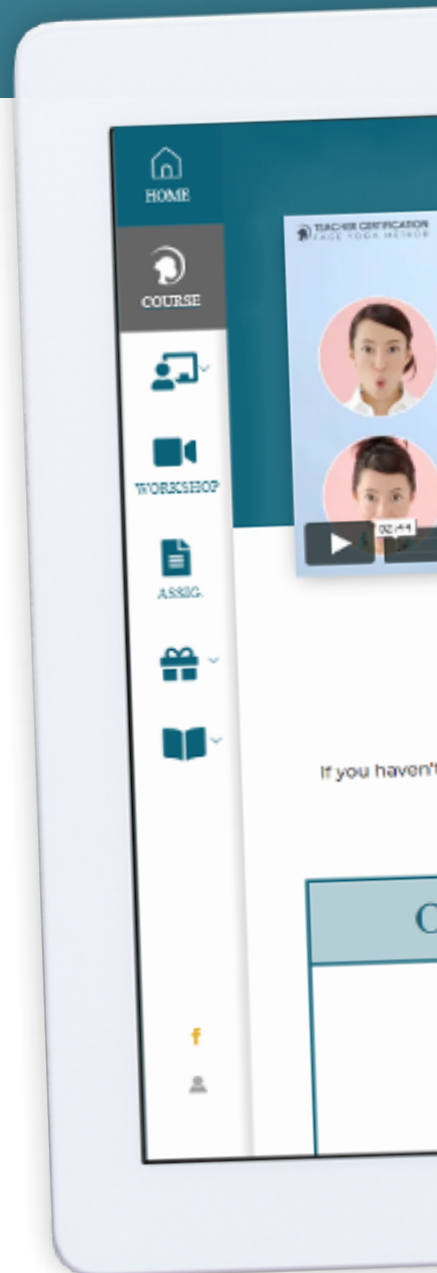
## WEEKLY LIVE ONLINE CLASSES

Throughout the Course, you'll have the opportunity to attend a **LIVE online class with Fumiko** about the most recent Module. This is where you will be able to dive deeper into the topic, experience the tools being used with real-life examples and ask any questions you may have.

These weekly classes are scheduled according to the group's availability. If you are unable to join the online class, you will be able to submit your questions beforehand and access the replay within 24 hours. **All classes are recorded, timestamped and archived for your reference.**

## FACEBOOK SUPPORT GROUP

During the course, you will be **invited to a private Facebook Support Group** that will act as the most immediate avenue for which you will be able to connect with the other students in the Course and get clarification from your Head Coaches and Fumiko.





# Teacher Certification

## COURSE CURRICULUM

*You will learn the entire Face Yoga Method, how to apply it to yourself, and how to teach the Method to others while building a profitable business.*

**All of our tools are designed to support masterful teaching.** This means that we focus on finding the cause of our clients' issues, rather than simply treating the symptoms.

### MODULE ONE: THE SCIENCE

Here, you will delve into facial physiology, including muscles, the skin, and blood circulation. You will discover what causes signs of premature aging and how gravity affects our muscles. Most importantly, **you will learn HOW facial exercises work** to lift up and tone the face and make you an authority in your field.

### MODULE TWO: THE TEACHING

You will **acquire the tools you will need to hold space, support your students and take the seat of a Teacher.** You will study the components of a successful Face Yoga group workshop, private class or online session, as well as how to support any type of student that comes to your class. Most importantly, you will uncover the secrets of supporting people through their own individual Face Yoga Journey and have them coming back to your classes time and time again.

### MODULE THREE: THE POSES

You will learn more than 70 Face Yoga Poses for the entire part of the face, from the forehead, to the eyes, nose, cheek, mouth and neck, and jawline. **You will discover exactly how to perform these Face Yoga Poses and teach others how to practice them.** You will master each Pose and learn how it strengthens a particular muscle group, as well as the benefits.

### MODULE FOUR: THE CORRECTIONS

You will discover how to examine your students' performance and ensure that they are practicing the exercises correctly. You will learn the tools to **confidently create a bespoke routine according to specific facial concerns that will have your clients coming back to you time and time again.**

### MODULE FIVE: THE ASSESSMENT

In the final Module, we give you all the tools and tips you need to feel overprepared and confident signing up for your one-on-one Final Assessment with your Head Coach.





# Marketing MODULE

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*A step-by-step curriculum you can follow in order to create a business that thrives so that you get a return on your investment as quickly as possible!*

**If you want to work full-time, if you want to work part-time, or if you'd like to teach Face Yoga as a hobby, we give you everything you need to know to be able to build that business and create a career with the lifestyle and freedom you deserve.**

#### **THE BUILDING BLOCKS OF YOUR BUSINESS**

The Marketing Module focuses strictly on how you can make a living with Face Yoga, how to build a business from the ground up and the secrets of advertising your offer in your market.

You will have access to specialists in the fields of entrepreneurship, marketing and branding that will push you to make your dream business a reality. We give you the tools to spread your Face Yoga business on-and-offline in the modern world. Example topics include:

- **Where Your Ideal Customer Is And How To Speak To Them**
- **Writing A Strategic Marketing Plan**
- **Website Creation 101**
- **How To Optimize Your Offline Promotion Strategy**
- **The Secrets Of Online Presence And Social Media**
- **Done-For-You Email Marketing Swipe Files**

*My biggest fear was Marketing, it was so intimidating for me. But having the Marketing Module and Maria there to share all this great information helped me immensely and gave me the push to start my own business.*

LOUISE BRETON



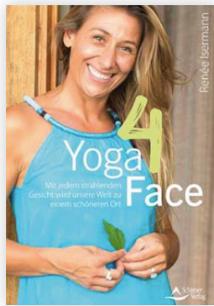
# Business Possibilities

## EXAMPLES FROM OUR GRADUATES



### MAKING FACE YOGA YOUR SOLE INCOME GENERATOR

**Susan from the United States** used the Method and the marketing tools that we provided her to be able to build a successful Face Yoga business that is now the sole income generator for her family. Her knowledge of the Method and passion came through when in less than a year after graduating, Susan started appearing in news segments by NBC and ABC News and is now teaching both in-person and online.



### BOOK PUBLICATION

**Renee from Austria** always dreamed of becoming an author. Less than a year after graduating from the Teacher Certification Course, she wrote her first book that incorporated the Practice of Face Yoga with her other passion, essential oils. She found that the combination was perfect for her existing clients and market.



### IN-PERSON CLASSES, WORKSHOPS AND EVENTS

After graduating, **Anna from Poland** was inspired to make a huge shift in her life. After a 17-year long career as a lawyer, she quit her job and focused 100% on teaching Face Yoga. She took the leap of faith and has never looked back since. Ana is now a full-time Face Yoga Teacher with a successful Face Yoga business, leading weekly Face Yoga workshops and teaching group classes in corporations and the workplace.



### ONLINE CLASSES AND PRIVATE SESSIONS

During the Teacher Certification Course, **Anita from Spain** found the perfect connection between physical and mental wellbeing and wanted to share this practice in her native language of Spanish. Interest was immediate. She has since expanded her offering to include online Face Yoga sessions to broaden her Spanish “classroom” and to be able to work from home.





# Lifestyle MODULE

*Kickstart a healthier,  
more holistic lifestyle for  
yourself and your students!*

**Face Yoga is so much more than just facial exercises. Face Yoga is a holistic Practice that incorporates the face, body, and mind connection. The Lifestyle Module invites you into the intricate universe of Face Yoga as a Practice of self-care.**

**You are a walking billboard for your brand and the Lifestyle Module helps you become the best example of your work that you can be.**



## SKINCARE

Did you know that our skin absorbs up to 60% of what we put on it? There has never been a more dire time in history to be knowledgeable and vigilant of the products we put on our skin. In this section of the Lifestyle Module, you will learn homemade remedies, recipes, and tips for specific conditions such as rosacea, eczema, psoriasis, dull skin, crepe skin and more!



## NUTRITION

We firmly believe that what we eat reflects on our skin. During this section of the Lifestyle Module, you will learn the best foods to create beauty from the inside out. You will discover how to maintain the perfect morning and evening nutritional routine to complement your Face Yoga Practice.



## MINDSET

When we feel beautiful, we look beautiful. Fumiko teaches you how to use visualization, meditation and affirmations to create your dream life and career as a Certified Face Yoga Method Teacher, as well as the tools to exponentialize your clients' results.



# Assignments and ASSESSMENTS

*With months of practice-teaching under your belt, you will be ready to start teaching the Face Yoga Method and transforming the lives of those around you.*

## STUDY GROUP

During the Course, you will be assigned to an optional Study Group that will be chosen based on your location and native language. This provides you with the ability to practice-teach with your peers, hone in on your own unique teaching style, and experience the effectiveness of the Method first-hand.

## ASSIGNMENTS

There will be several assignments to complete for each of the Modules, many of which will be given a deadline for submission. The deadlines are there to keep you on track with your learning. **We want to make sure that once you begin, you keep the momentum.** Submitted Assignments will be reviewed by your Head Coach and you will be given feedback on how to improve.

**Assignments can range from online forms, to recording your elevator pitch, and even uploading a mock Face Yoga class with live students!**

## FINAL ASSESSMENTS

**To be certified by the Face Yoga Method, you must complete two Assessments.** The first is a **video submission** of you performing specified Face Yoga Poses in a sample workshop.

Once we approve the sample workshop, an hour-long **private one-on-one online Assessment** with your Head Coach will be scheduled. Here, you will be tested on your Face Yoga Method knowledge, as well as your teaching ability.

If you fail any of the Assessments, you will be given a second chance later in the month. If you need an extension on your Final Assessment, you have the opportunity to defer the Assessment date up to ONE session past your original Teacher Certification Course.

*I am certified  
and I am thrilled!  
The whole experience  
with Fumiko is  
fabulous. Go For it.  
Do it Now!*

HELEN EARLE



# The

# LOGISTICS

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*This training is 100% online and made available to you from the comfort of your own home.*

## IMPORTANT DATES

**Class begins on June 1st, 2022.**

**Course Dates:**

June 2022 - October 2022

**Enrollment Deadline:**

May 30, 2022 or Until Capacity (whichever comes first)

*If you're unable to join us... the following program will be in 2023.*

## TRAINING FORMAT

All video lessons, weekly live classes with Fumiko, Assignments and Final Assessments will be done **online**. The only thing you need is a good internet connection and a computer.

## TIME COMMITMENT

Students spend an average of **seven hours per week** on the course, making it **easy to fit into any working schedule**. The Training is over the span of 5 months and modules will be released on specific dates for simultaneous group-learning.

## LANGUAGE

**All video lessons and online classes will be in English.**

The Course videos will not be subtitled or translated, but all of them have a downloadable text transcription (script of what Fumiko says) for your convenience and review.

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*If you are unable to join us for the next intake of the course, you are welcome to apply and secure your spot for the following program beginning in 2023.*

*Take this Teacher Certification Course. It is so much more than learning Face Yoga poses to change your face, it changes your life. Fumiko and her incredible team have created a community of empowered women.*

SAM AXTELL



# Ongoing Benefits of **YOUR CERTIFICATION**

*Become the guardian of your own success, learn the skills of a lifetime, and open doors to opportunities you only dreamed possible.*

**We work to constantly improve and update the information in the Teacher Certification Course every year. Once you enroll in the Teacher Certification Course, you are part of the Face Yoga Method Family for life. Through December 31, 2023, your enrollment will grant you access to the TCC Course Materials and a FREE business listing on our website.**

## **YOUR CERTIFICATE**

Face Yoga Method is a globally recognized company paralleled by none. As a Graduate, you will receive a digital certificate and badge to prove the quality of your education.

## **MONTHLY GRADUATE FEATURE**

In a constant effort to promote our Graduates, we feature one inspiring Graduate per month who is making a difference teaching Face Yoga in their communities. We highlight their purpose, their business and link back to their website in a post that will be promoted on the Face Yoga Method Blog with over 270,000 visitors per month.

## **ACCREDITATION**

If you are a Registered Yoga Teacher with Yoga Alliance, you will be able to credit up to 100 hours of training to your Continued Education.

## **PERSONAL PROFILE ON OUR WEBSITE**

Upon graduating, you will be eligible to promote your new business in the referral list of our Face Yoga Method website. We get hundreds of requests for a one-on-one consultation options or private classes from Face Yoga practitioners from all over the world. We refer all these requests to the local Certified Face Yoga Teachers in their area.







# Tuition

*The investment in the Face Yoga Teacher Certification Course is something that will pay you both financial and emotional reward for the rest of your life.*

**It is our intention that your investment provides you with a career that will have the potential to create wealth for years to come. You, of course, will have to do the work to make that happen, but we, and the hundreds of Certified Face Yoga Teachers all around the world, know that this is absolutely possible.**

## CURRENCY

**All our rates are in US Dollars.**

If the billing address you provided is outside of the United States, all payments will be charged and made in your local currency and exchange rate will be dependent on your local bank's rate.

## REFUND POLICY

**We have a 15-day refund policy from the date of purchase.** If you are on a one-time payment plan, the entirety of the sum will be refunded. If on an installment plan, the entirety of the first month's sum will be refunded. Once refunded, all access to both the Teacher Training website and relevant groups will be revoked.

## REGULAR PRICING

4-monthly installment payments of \$1,500.

One-time payment of \$5,500.

Available for those who enroll after **April 1, 2022** through enrollment closed.

## PAYMENT TYPE:





# Admissions

*By enrolling in the Face Yoga Method Teacher Certification Course, you are committing to a lifetime of growth.*



**STEP 1:** Complete Teacher Certification Course Application



**STEP 2:** Receive Email Confirmation Of Your Submitted Application



**STEP 3:** Application Is Reviewed Within 48 Hours



**STEP 4:** Receive Email With Acceptance Letter



**STEP 5:** Choose Best Payment Option



**STEP 6:** Complete Enrollment



**STEP 7:** Receive Email With Login Credentials



**STEP 8:** Log Into The Teacher Certification Course Website

**APPLY NOW >**



# Your Faculty

*Meet the global team of Face Yogis dedicated to your success.*

## FACULTY



**FUMIKO | CREATOR**  
**JAPAN/UNITED STATES**

Fumiko is the founder and creator of the Face Yoga Method. After nearly two decades of teaching Face Yoga all over the world, She has created this Teacher Certification Course to empower others to share the unique practice of Face Yoga and create true impact.



**MARIA | ENTREPRENEURSHIP**  
**UNITED STATES**

Maria is the entrepreneurial mastermind behind the Face Yoga Method and is here to guide you in building the Face Yoga business of your dreams! You will meet her in the Marketing Module where she gives you the step-by-step blueprint of starting your Face Yoga business.



**ROXY | COURSE MANAGER**  
**CANADA**

Roxy is a Graduate of our 2019 TCC after her lifelong passion for beauty and skin care led her to pursue her own career in the industry. She is now one of our TCC Coaches and will help Fumiko give you the best Journey to becoming a Certified Teacher possible.



# Your Faculty

*Meet the global team of Face Yogis dedicated to your success.*

## SUPPORT



**SILVINA | E-COMMERCE  
ARGENTINA**

Having recently taken over the e-commerce arm of the Face Yoga Method business, Silvina makes herself available for all e-commerce, shipping, or distribution questions you may have.



**CAMILLE | MARKETING  
PHILIPPINES**

Camille is a marketing fanatic and business catalyst who will be sharing her knowledge on how to develop your offer and then empower you with the tools to put it in front of the right people.



**TANIA | TECHNOLOGY  
PORTUGAL**

Tania is our resident technology guru who designs and creates all Face Yoga Method's web pages and apps. She is here to ensure your online learning experience runs smoothly.



**JENNIFER | COPYWRITER  
UNITED STATES**

Jennifer specializes in a distinct narrative that evokes emotion, captivates attention and creates community. She will inspire you to broadcast your own unique story and attract the perfect tribe.



**RENATA | SOCIAL MEDIA  
BRAZIL**

Renata is our social butterfly at the Face Yoga Method who takes great pride in her daily work of communicating the Face Yoga Method message and inviting, with open arms, Face Yogi's just like you, to our online tribe.



**AURINE | CUSTOMER  
SUCCESS | EGYPT**

Aurine's goal is to ensure that you are well taken care of every step of the way, from your enrollment to your graduation. You can reach her anytime.

Contact us anytime at [tcc@faceyogamethod.com](mailto:tcc@faceyogamethod.com)





# Success Stories

*The market is wide open and it's all about getting in early so you're one of the first Face Yoga Teachers in your area!*

*"I held my fourth Face Yoga presentation this past Saturday and truthfully only expected 8-12 people. To my surprise the room was filled with 25 ladies and 1 man. Wow!"*

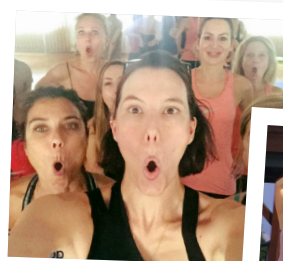
Louise is a Certified Face Yoga Instructor and a registered holistic nutritionist from Ontario, Canada. She's added Face Yoga exercises as an add-on to her existing warm pool therapy classes and her patients love it! Louise has also reached outside her existing practice and is now holding Face Yoga workshops in community centers, libraries, salons and online.



**LOUISE BRETON | ONTARIO, CANADA**

*"My occupation is fashion, beauty, and working with mainly women. Being a Face Yoga Teacher comes hand in hand!"*

Simona is a Certified Face Yoga Instructor and fashion editor from Prague in the Czech Republic. After receiving her certification she's been on a talk show and in four magazines including Esquire. She has held a week-long Face Yoga retreats, holds regular classes in yoga studios and consults with private clients from her home.



**SIMONA RYDLOVA | PRAGUE, CZECH REPUBLIC**



*“This is one of the best things that happened to me in my life! Face Yoga changed my whole lifestyle. I am doing face exercises every day. I have learned and I am still learning so much in the Facebook group even after graduating.”*

Tina is a certified Face Yoga instructor and a physical therapist. Originally from Germany, Tina now resides in California with her family. The Teacher Certification Course was the push she needed to go out of the comfort zone and into her community. Tina now holds regular Face Yoga classes in yoga studios, day spas and online, as well as private skin care consultations.



**TINA SCHOLL | CALIFORNIA, UNITED STATES**

*“Believe in what you do. Face Yoga is such a profound and powerful process, you can be proud of it as a Face Yoga Method teacher.”*

Vanamala is a Certified Face Yoga Instructor in NSW Australia. Her desire to reduce, reverse and prevent the signs of aging, without botox or fillers led her to Face Yoga. She followed her heart and passion and left her 16-year accounting career, and got certified in the Face Yoga Method. She now teaches online, in person, and in private party settings and attributes her success largely to the FYM community and her passion and belief in herself.



**VANAMALA MAYR-REISCH | AUSTRALIA**



**FACE YOGA METHOD**  
TEACHER CERTIFICATION COURSE

# TEACHER CERTIFICATION ONLINE COURSE OVERVIEW

June 2022

Become a  
Face Yoga Teacher

**GET STARTED >**