

I wanted to thank you for coming in today to listen to the show because you are going to love it. My guest today is a friend of mine and a colleague, Dr. Rebecca Stephens, and we had a blast in this conversation talking specifically about Cosmetic Acupuncture its benefits.

Why? **It's really a great add-on to have in your practice.** And everything that surrounds Cosmetic acupuncture, all the details, how we go about a treatment plan. Rebecca shared our knowledge and wisdom with us, so get ready for a fun show. Oh, let's go!

Welcome to Acupro, a show dedicated to making Chinese medicine and acupuncture easy to grasp and fun to learn. Hi, I'm your host, Clara Cohen. I support practitioners and students like you in changing the world one patient at a time. My goal is to share my passion for TCM and empower you to achieve superior patient care.

I love to showcase the amazing benefits of acupuncture because after all, acupuncture rocks!

Clara

Welcome to the show, Dr. Rebecca Stephens. I'm so grateful you agreed to come in here today and share your knowledge and wisdom with all of us. Thank you.

Beckie

So happy to be here. Thanks for having me.

Clara

Before we start, I wanted everybody to get to know you and a little bit of your background. You are a registered acupuncturist, registered TCM practitioner and registered doctor of traditional Chinese medicine in BC. Or British Columbia, Canada, for the people that are listening from all over the world.

You've been practicing since 2011 in the suburbs of Vancouver, your practice focuses mostly on pain, cosmetic acupuncture--which we're gonna talk about today, and women's health. You are also a professor at a local college inspiring your students to fall in love with Chinese medicine.

That's the little nutshell of Rebecca. Now, how did we meet? Your sister was my students years ago.

Beckie

Yeah. And she raved about you. You were one of her absolute favorite teachers.

Clara

You are so sweet. I remember her saying to me, *"You have to meet my sister. She'd be the perfect fit to work alongside you in your clinic."* And she connected us and the rest is history.

Beckie

It was a match made in heaven.

Clara

Oh my God. We worked together at the same clinic alongside each other for almost 10 years I think. We shared patients, we learned from each other.

We helped each other when one of us was on holiday to take care of, our patients that needed full on care. We also taught at the same college for many years as well.

Beckie

You got me my first teaching gig. Yeah, it's been amazing. It's been an amazing journey.

Clara

Such a great history and became friends. One of the things I wanted to share is, we call you Beckie, I think Rebecca is very formal and you're such unformal, the opposite of a formal person.

Beckie

I sound so formal in my courses, but I'm not really very formal at all.

Clara

You are not formal at all. That's why Beckie suits you well.

For the people that have never met you before. One of the things I have to say about you--that's a big quality--is you're genuine and authentic. That's why Beckie suits you.

Beckie

It's true, you. Thank you.

Clara

And another thing, as we became friends was very fun to do is ask you tons of questions on plants and trees and landscaping, and you guys are going to know why this is the case. Actually, Becky just gifted me a whole irrigation system for my vegetable garden, which I'm about to start.

Oh my God, my adventure in growing my own vegetables is gonna be a lot of fun. I definitely will text you a lot when it comes to that.

Beckie

I was thinking, *"What would be the perfect gift to give Clara, to take up all the time that she doesn't have because she's ridiculously busy? I'll give her this huge system to install!"*

Clara

What a great idea. That's okay, my husband just retired. He can help me.

Beckie

I think he'll enjoy that.

Clara

Yeah, he will. One of the things that I wanted to start with is ask you, and that's really a great segue: what you did before? Like most of us practicing, you did something else before you went into TCM. Right?

Beckie

It's usually a second career, or a third for some people.

Clara

So what did you do before you started and why did you decide to go to TCM School? Go back to school for Chinese medicine?

Beckie

I think I took a very twisted path. Probably like a lot of people did. You do some zigs and zags in life. So my background is agriculture--actually--agricultural plant science. And for me, I've always been very outdoorsy. I have a background in farming and forestry.

So I guess you can, not too much of a zag to think of herbal medicine. I was interested in herbal medicine because I'm a plant nerd. I was, thinking about maybe a little bit of career shifting, just, using different parts of my brain and was researching herbalism and came across Chinese medicine, herbalism and loved it. I loved the theories of it.

As I was researching that, I came across this thing called acupuncture and I was like, *"oh, it keeps popping up every time."*

Because you can't talk about them separately. So every time you're looking at Chinese medicine, you were finding acupuncture as well.

I'm like, *"Oh, if I'm interested in this one thing, I better see if I'm interested in this other thing."*

So I honestly, and I've heard this story from a few people, I just tried it myself.

I decided to try acupuncture, and I was just blown away. I was just amazed at how quickly I got results.

and I was like, *"Oh, I need to know more about this."* And went from there. I guess the rest is kind of history. Started into school, decided to just dive right in and take the full five years. First interest was pain, because I guess that was my first experience with it.

But then, it just grew from there and you realize all the amazing things it can do.

Clara

The amazing benefits of Chinese medicine. We all went in with an open mind and an open heart, and then we fell in love, right? We totally fell in love with it. That's what happened. So, because today is dedicated to talking about something that you're really well-versed, which is Cosmetic acupuncture, and I'm not at all.

I have lots of questions for you. And one of them is, because you did pain for many years and you really enjoyed. Treating patients with pain and the results. I've seen it over the years working with you were astonishing and your patients were so happy and so in love with what you did with them.

So it went into a different direction because cosmetic acupuncture is completely different from that. So why did you connect with it?

Beckie

That's another little bit of a funny story. Cosmetic acupuncture was one of the very first CEUs I ever took. I actually took my first class when I was still in school, and it was because my best friend at school wanted to take the course. She wanted someone to go with her, so I did. And I was like, *"Oh, wow, this is really neat."*

And the presenter, she was fantastic sparked the interest and I was like, *"Oh, okay. Check into this."* And then, of course, you start as you're learning it, right? You start practicing in a clinic and people love it. And it's just this, I guess it's just a different way to connect with people. The treatments are really enjoyable.

It gives you this kind of segue in to talk to them about other parts of their health as well, which I really liked. Yeah, I guess it just develops alongside at the same time. At first, I was only doing a little bit of it, but then just, like everything else, right? You start doing a little bit of it and it just grows from there, and then you start doing a little bit more and more, so yeah.

It's part of my practice.

Clara

I know that many patients love it, because I've had patients over the years that, inquired about what you were doing with cosmetic acupuncture and decided to try it and were so pleased with it. So one of the questions I have is, what's the difference for people that don't know between things like Botox, an invasive way of looking at wrinkles and aging and all that process versus acupuncture?

Beckie

It's completely different.

Sometimes students will ask me, "How do you compete with Botox with something like cosmetic acupuncture?" And I say, "You don't. It's completely different."

Like it is just a completely different idea. So I guess if we're just talking about Botox, no negative opinions whatsoever. Whatever you wanna do whatever resonates with you, go for it. This is just completely different.

When you're thinking about how Botox is in a nutshell, kind of paralyzing things to hold them still to reduce wrinkles and whatnot. Acupuncture invigorates things. So it's the exact opposite. You're trying to invigorate the structures, energize the structures, and really improve the circulation of the face to make the face look livelier, whereas maybe Botox flattens the face a little bit. So two completely different effects.

Difference of course is that nothing is injected.

I think that's the biggest you're not introducing any outside substances into the body.

Obviously, when you do, there's gonna be a little bit of increased risk factors, so that's a big separation right there. Nothing injected. I think Botox again, long-term, I don't know how many long-term studies there are.

Have to think about the fact that you're injecting a neurotoxin. The muscles in your face are directly plugged into your cranial nerves. That's a pretty direct tap-in that you might wanna be careful with, right?

Cosmetic acupuncture is not doing that. More stimulating around them, trying to nourish them, trying to nourish the nerves. Not going to have bad systemic effects. The bad effects from Botox have come from it making its way into your system and getting somewhere else.

Obviously, that's not going to happen with acupuncture. It's the circulation effect is systemic, but that's a good thing. Also, we're not too worried about the instrument we're using is pretty tiny. It can touch nerves without damaging them.

Whereas if you touch a nerve with a hypodermic needle, it's got a cutting edge to it, you can cut nerves. And people have had problems from that, right? Severing nerves and then having face droop, eyelid, droop, those sorts of things. Not going to happen with acupuncture. I think education on that is also really important, and no downtime.

So right after the treatment, you might notice a few little speckles on your face from the points, but some of the other procedures where you might feel like you wanna wall yourself into your house for a few days and let you know, let your face look normal again before you go back outside. It's not gonna happen with acupuncture.

Clara

Because then with cosmetic acupuncture, it's completely natural. It's safe, it's effective, and when you put needles, and it obviously relaxes the face, bringing lots of blood flow to the area does. It stimulates collagen as well.

Beckie

Yes, absolutely. You're really trying to stimulate a lot of activity in the face.

Clara

Which that way you won't look like some kind of robot Barbie. I'm sorry, but some people with Botox that just look so unreal. It's ridiculous.

Beckie

I think there's like a balance you can find with it, right? Some people do it very well. And just little bits here and there, but sometimes, yeah, absolutely right. Maybe sometimes it's like, "*Ooh, that went a little too far. I can tell that something's been done.*" And I think that's the beauty of cosmetic acupuncture.

It's actually a little trickier to see that something's been done because it's just this all-over effect. And a lot of patients like their feedback is more like, "My friends and family just tell me my skin looks better. I look more vibrant. They ask me what I've been doing. They ask me if I've been on vacation. That, those sorts of things. So, it's just a little bit more natural of an effect.

Clara

It's interesting because before I met you, I went and did a session of cosmetic acupuncture with a friend of mine who just had taken the course years ago. She said, "Can you come in so I can practice on you?" And, I said, "Yeah, no problem!" And I laid there and she did it on me. And if you've never seen cosmetic acupuncture, there's a lot of needles on the face, like a lot."

Beckie

Yes. It takes a lot of needles to get that effect. But it is, it's very natural. But you feel it.

Clara

So one of the things that surprised me is, I was laying there and she put all the needles in and then she left me. Obviously for about 30 minutes to let the needle do its job and self-regulate for the body to bring lots of circulation and collagen.

When she came back and took the needles out, one of the things I have to say that I didn't expect is I felt very relaxed. My jaw was relaxed, I didn't know the muscles around my eyes could be tense, but apparently, they were because they felt really relaxed. That's a really great side effect. Can you talk a bit about that?

Beckie

Yeah, there's so many. It's funny. Like effects, side effects. Which one do you put in what category?

Because that's actually part of it as well. All the different things you're trying to do to the tissues. The points, of course, we know acupuncture works strongly with the nervous system, that's your doorway into working with so many other systems in the body. A lot of the points on the face are powerful zen points if you will. They really relax which helps balance your hormones, which includes your stress hormones, balance your cortisol. And that's part of how you get the face effects too, right?

Like when you're relaxed your body system's working a little bit better, your circulation's working a little bit better, and you start to see it in the face but they also help your tissues detox and you don't really think about that, on a day-to-day basis. How much junk sometimes you're hanging onto in your tissues.

It's natural junk, of course, this is just like metabolic waste products. They're supposed to be produced, but they're also supposed to circulate and leave and be broken down. And a lot of times when people are stressed or if their jaw's clenched they're tense in their day-to-day, that stuff's not leaving.

And you can see it, it's like that skin starts to like, lackluster and you get, it gets blotchy and whatnot. So yeah, you can relax and detox the tissue. The tissue very quickly becomes a lot more healthy because it starts to metabolize a little bit better. You know, and the skin just becomes rejuvenated. So the whole relaxation effect is part of the big effects of, how it helps the skin.

Clara

It's a great side effect of cosmetic acupuncture. Can you walk us through **when a patient comes in interested in trying cosmetic acupuncture, what's your process?** How does it go? How do you decide your treatment? And do you also do consultation or it's just a cosmetic consultation and you add up body points that are not on the face?

That's a lot of questions, but let's start with your process. Yeah.

Beckie

When someone comes in asking about it for the very first time, first I'd like to start with some education. So just making sure that they know what they're coming in for. 'cause like I said, this is a completely different therapy. You're absolutely not competing with Botox because that is not your intended effect. So you need to make sure that's not what they're expecting from treatment. Absolutely. With this treatment, I can reduce some of the signs of aging by improving the health of the skin, but just telling them exactly how it works

Needles are in for these reasons, and for one, we're going to improve the circulation of the face, which is going to help the tissue metabolize Detoxify. Which is, which really helps the appearance of the skin. The points are also in, some of them are like, they're hormone-balancing and stress relieving points. and you can do a little lifting.

So when you put them in, they do that little bit of a micro-damage to the skin and your body, especially with the increased circulation and increased activity that you're stimulating with the points, know, mounts a response. And the, it's a cascade of events that ends in. Production of some really great substances in the skin, which include collagen, so it stimulates the body's own collagen production.

Clara

What kind of points, or what points exactly do you use that are hormone balancing?

Beckie

The points around the jaw are, actually. And I know you know this. It's funny because you learn these things in school and it's not until you see them in practice that you really realize the power of them. Sometimes I'd have people come in and they'd be like, *"Okay, I just want minimal body*

points." And I'm like, okay, "So I'm just gonna put in the heavy hitters, to stimulate things in the face and a couple of hormone balancers in the body."

"But just focus on the face, just however many points you wanna put in the face."

And you would notice in doing this, a lot of people's other complaints would start to go away. You get people with menopausal symptoms and you notice how much just by working around the jaw, you can affect a lot of those symptoms.

Clara

That we see a lot in practice. Something that I learned later on after school is that the jaw and the pelvic area are connected. They're the same.

And often when there's a lot of tension in the jaw, there's also lots of tension in the pelvic floor specifically.

Beckie

With an acupuncture pin, you can stimulate a little bit deeper than a lot of other therapies can, and you really clear up, you get the circulation going around those ganglia, and it's just, it's amazing what happens. It happens very quickly.

Clara

I love that you call them pins!

Beckie

I do, I tend to call them pins, which comes from years and years of trying to calm down nervous patients.

Clara

Oh, that's awesome.

Beckie

I always say pins.

Clara

So when you do a consultation for cosmetic acupuncture, do you do a full TCM consultation, or do you just focus on the cosmetic?

Beckie

When I'm doing the free 15-minute consultation, that's where I really focus on cosmetic. That's just a free little session just to again, set their expectations accordingly. This is a process. We are trying to create a sustainable change, so this is going to take a little bit of time, so don't expect to see something drastic on your first appointment.

So I'm going through all that with them, and at the same time I'm asking them, *"Okay, where are your focus areas?"*

In the very first one, we are, I think for time's sake, we're just focused on their concerns with the face.

I'm not taking any official notes because it's not an official appointment. I am just scratching things down, to save time for next time they come in.

And if we've gone over the whole process and I've told them exactly what to expect and they've asked all the questions they want and they're like, okay, let's do it. Then on the first appointment, absolutely a full TCM intake because this is a holistic treatment. And one of the first things we learned in school, and it's absolutely true:

The health of the body reflected in the face, reflected in the eyes. If you want the best effects, you need to work on the person as a whole system.

Clara

Absolutely. I so agree. And so when you explain, you do the 15 minutes meet and greet kind of thing to answer a question and to educate the patient. And then you could see them for a full consultation and start the cosmetic treatment plus body, which I think is fantastic. 'cause you can combine both.

Beckie

Yeah, absolutely. It's totally essential.

Clara

Do you explain, because I'm sure patient's question is, ***"how many session do I need?"***

Beckie

That's the first question you get. And my response to that is always, *"We need to see how you respond to the first couple treatments."*

Because I think when patients put you on a spot like that, I don't think you can just say that because everybody's different, right? Like you're working with individuals, everybody responds differently. Then when you're going into your intake and you're figuring out all the perpetuating factors, you start to really gauge. Okay, what am I gonna expect from this? So you need to give yourself a little bit of time, right? *"Let's just see how you respond to the first two, three treatments, and then we can talk a little bit more."*

Clara

Then I guess that's my next question: is educating the patient on what other things they can do to contribute to the outcome and successful outcome of Chinese medicine and doing cosmetic acupuncture?

Beckie

Absolutely, and I think that's actually one of its huge strengths is that it gives you this door, this open door to talk to somebody about their health. And you have to remember what kind of demographic you're usually working with, right? When people come in and they're willing to spend time and build this foundation and, really trying to make skin healthier. They're usually invested in I'm willing to do a little bit of this work myself. So then you get to educate and you get to talk to them about diet, exercise certain supplements and herbs that might really help them out. And they're, most often more than happy to go on this journey with you.

Clara

Because I think obviously when we look at aging, my mom, who--bless her heart--was the best mom in the world. For 60 years, she smoked two packs a day. As French woman. And her skin was so dry, so wrinkled because of, I would say the sun damage. Because she was in the sun a lot. She loved being outside in the sun and the fact that she was smoking.

Do you explain to patients what are the damaging to the skin causes? What are they and how we can, avoid them so what are those causes?

Beckie

Just taking in unnecessary toxins into your body. Giving yourself a toxic load know, your body's preoccupied. So if it's preoccupied with this toxic load that you're handing in every day, how is it going to properly nourish your skin and your tissues?

And that's actually the fun thing about the cosmetic acupuncture as well is because it takes a while to get all those pins in. You end up having fantastic conversations with your patients as you're doing it, and it's just a big education session.

And just every time they come in, you talk about it a little bit more and a little bit more education, and just sometimes people just need to be reminded of the basics. You know that there are healthy things to do, but it isn't really until someone else tells you, especially somebody in a healthcare position you should really drink more water. This is a why. *"Oh, right. Yes, I should. Oh, okay, sure. I'll set an alarm on my phone, a couple to go off a couple times a day to make it easier."* Those sorts of things, right?

Clara

Yeah. Hydration. A healthy diet with lots of basically fat soluble vitamins, food, right? That is high on vitamin E and D and A, and all those vitamins that are gonna help us really have less dryness.

Beckie

Yep and you relate all that stuff, all that healthy stuff directly to the appearance of the face. And people are in they're like, *"Okay, yes, sign me up. I will do that."*

Clara

Exactly. And then obviously the amount of stress, because when we're stressed, it shows more on our face when we've had a lot of years of stress, it's gonna show up.

Beckie

I'm so glad that's being taken a little bit more seriously these days and that's a newer thing. That hasn't been so long that people have been really taking it so serious. There are still, some people who kind of brush it off *"oh, stress is kinda like the afterthought of all the things that are bothering my health."* But it's no, actually it's number one and this is why. And again, you're just laying it out for them, right? Like the effect on your hormones and, and messing with the whole cycle from the very top of it all. that literally shows on your face.

Clara

It shows on your face, you're absolutely right and stress you're right, is in the back burner. Like it's not the cause, but it's the cause of everything. It causes digestive issue, like you said, reproductive system issue. It shows on the face, like it'll show in your body lots of tension in the shoulders, like you see that a lot with people with chronic pain.

So that I don't understand why stress is not number one in people's mind because they don't think that it's affecting the physical body, but it actually changes the body at the cellular level.

Beckie

Oh exactly. And I think a lot of people get really overwhelmed by it, too. They're just like how am I supposed to do anything about that? And it's actually there's a lot of little things you can do. And even if you do these, and again, in, taking the opportunity for a little bit of patient education, like even just these little things, even just taking the time for this acupuncture appointment for yourself today.

Self-care I think is really important.

Because specifically I think we're in an age where, and I would say women specifically, not saying that men are not, but women in particular. Because of the way things have changed. They push themselves a lot. They overwork, they overthink. They are going to go.

Clara

And don't stop because they're superwomen nowadays and they have to be in their mind and they need to take the time to self-care. And we see this in practice all the time. Patients that you know, need to slow down to stop and smell the roses, like literally.

Beckie

That's right. Yeah. Yeah. The patient that falls asleep as soon as you start putting pins in, because she hasn't slept days, and it is something else to fall asleep during a facial acupuncture appointment, but people do is they're just exhausted.

Clara

Yeah, exactly. It's the little nap. It's rejuvenating nap, not just rejuvenating skin. It's doing the nap as well. **Is there specific supplements that you like to recommend to patients while they're doing cosmetic acupuncture?**

Beckie

I usually try to tailor it to what's going on. I am a little bit of a less is more person. If you can manage as best you can with. Diet and your exercise. I always think those are the best things. But as aging myself, I realize that some supplements do really help. Women over 40. High quality multivitamin tailored to women over 40 is always a good idea to start to check off of your boxes, especially if busy and maybe your diet isn't as great as you would really like it to be because, such is the world we live in sometimes and it's a little too fast. I do like collagen supplements. I think they're great. Not only for the face, but for the joints. Why not? They're pretty safe, natural supplements.

Clara

so perimenopausal or menopausal. So obviously having some herbs to help balance hormones is key to the outcome as well. I totally see that.

Beckie

Yeah, exactly.

Back to the first consultation, like how important it is for it to be a whole body treatment. Because you don't want the personal, only looking better. You want them feeling better too. It's got to be like a whole body experience. And that's the beauty of the treatment.

I think in order to look better outside, you have to start from the inside.

That's what we do. You can't just patch things onto the outside and you, I guess you can, we'd rather not.

Clara

No, that's exactly it. It's looking at the root cause and looking at, healing from the inside so we can feel good on the outside. When people come in and let's say they come for weekly or twice a week session for a certain amount of time. They start to see the difference and they feel really good. **Do you ask for maintenance and how often do those maintenance session come in?**

Beckie

Good question. Of course, everybody asks this, right? And again, it's tailored to individual. Some people will start to see that you're working with someone who's very healthy at the core of it. They've already have a lot of healthy routines. They come in, they start seeing results right away. First treatment, they're already noticing their skin's looking a little bit better.

So you're already thinking to yourself, *"Okay, this is probably gonna take a few less treatments to get a ball rolling."*

I always use that pack of 10 just as like a basic foundation, but honestly, some people can do a few less and some people need a little bit more. Sometimes you're adding a couple more onto that foundation, right? So you're doing that like **once best twice honestly a week to get a ball rolling** and like I said, really like trigger that increased circulation, that increased metabolism.

Because that's what obviously what you want, right? Like the goal of this is the patient satisfaction. And then from there you talk about it.

So how quickly did you get results dictates how often you might need like a maintenance treatment.

Somebody who responded right away, maybe you only really need to see them at the change of seasons, really, right?

Like once every couple months or so, or three months for a little tune-up and then you carry on and then maybe a little bit later you repeat maybe a smaller package, just to kickstart things again, 'cause things happen.

Some people, you're coming in, they have a lot of underlying health things. Again, you have to be working on that at the same time, that's gonna take a little bit longer to start seeing some effects.

And of course, you're educating them about this as you're going. You are definitely doing the 10 pack, you're probably adding a little bit onto it, and then you might wanna see that person even, perhaps like once a month for the tune-up to keep them feeling their best. And you've probably got them on some other regimes as well for the underlying health conditions.

Clara

I always see acupuncture session as, just like interest. It compounds with putting more and more. One acupuncture session is not enough, so we do 2, 3, 4, and it's like interest. It gets better and better. And then you reach your goal.

Obviously the interest goes up or the session goes up, so that, that makes total sense. Yeah, and I think that's important too to do a maintenance session because you are right. No matter what. There's gonna be some kind of stress.

I remember when I turned 30, I was excited. I did not like 40. I felt like I had to become an adult and have a purse. I never had a purse before that. So I'm like, okay, "I gotta start adulting or something." And then I turned 50 and I thought, this is the first half. I still have the second half.

This is amazing. There's a lot of life left, right? And then I'm going towards 60 and I'm like, huh, I don't know about that one.

Beckie

Oh, amazing. Yep. It's all mindset really. In the end. I didn't start feeling adult until like mid 40.

Clara

See?

Beckie

Like a kid the whole way. You're like, "Oh, I am. I am an adult. I've probably been an adult for a while."

Clara

It's the best way to live. You got to be like a kid and have fun, man.

Two years ago, I think, or even three years ago, we discussed the fact that, you should do a course on cosmetic acupuncture because you're so good at it. And I wanted to have exclusive option to put it on AcuPro Academy and we talked about it and you're like, okay, I'll do this.

And last year we, actually 2024, so two years ago, 'cause it was 2022, we launched the cosmetic acupuncture that you recorded in a way that was amazing. You had the camera right in the face of your patient.

Beckie

I was so trying for that.

Clara

You did such a good job so we could see exactly what you were doing and everyone that took the course absolutely loved it is practicing cosmetic acupuncture after they took your course, because you gave everything they needed and the camera angle was so good. You explained the muscle in the face, you explained how to do everything.

And once they completed the course, they were ready to practice.

Which changed everything for for a lot of practitioners, which in turn changed a lot for their patients. So I'd like for you to talk about this course, which is on AcuPro Academy and for people that are. Interested in the course. The link will be in the show notes below, and that course is recorded, so you can watch it as many times as you want if you need to. You have lifetime access and you get a certificate of completion after you pass a quiz.

But this course is such a wealth of knowledge and it's perfect to help people start practicing cosmetic acupuncture. So can you explain a little bit more in detail what's in the course?

Beckie

Sure. It's funny, when you asked me that question, like asking all the other questions about, how did I come into TCM and acupuncture? And it's it's a big zigzag. This was not a zigzag at all. Clara asked me to to make this course and I'm like, "yeah, that's a great idea, because Claire's

full of great ideas." And yeah, so after she asked me, I just, I think I thought about it for a really long time before I made the course.

And we have this one thing in common. I think we have a few things in common, but one of the big things we have in common is we both love to teach, right? I remember the first time watching you. Teach the college class sitting at the back as I was learning the ropes of how to go about it myself. And it's just the, the passion you have for it. Really trying to explain it so well to people, lay it out for them in the way that like everybody in the classroom can understand, that really struck me and I really, I loved that.

And when I teach, I just try to do the same thing. I think about, what would've I needed as a student to help me get better?

It's difficult to be a student. It's difficult to start practicing. There's so many nerves and there's so much like a little bit of a lack of confidence.

What are all the things that you could give to a student to make that process easier? How can I teach cosmetic acupuncture in a way that really instills like a lot of confidence into the practitioner? And you can start practicing this right away and you can start seeing results with your patients right away. I called it, fundamentals of facial acupuncture. I could have called it, foundations. That word to me was really important.

I really wanted to make sure I was giving like a really good base to build your own cosmetic practice on, because I think a lot of us do. I took a lot of courses and I took a little bit of this, that and the other thing from all these different courses, which was very expensive, and finally filtered it into something that I do now.

So the way I practice cosmetic acupuncture right now is actually, pretty different actually the way I learned it. Because I learned it these whole bunch of different ways and I just took what made sense to me out of it.

So I'm like, okay, can I give them the best foundation?

I'm gonna teach you everything. I'm gonna teach you how it works, exactly, the equipment that's used and the needling techniques to get the effect. And I'm really gonna focus on camera angles to make sure you can see exactly what my hands are doing and replicate it over and over again.

We're gonna talk in depth into anatomy, the different structures of the face, why you would target them. What the effects of acupuncture are on them, how to palpate and find them. The basics. And then how to do manual therapies on your patient. 'cause you want to be doing that as well.

It's a really great tool, how to integrate it into a business model, how to sell it to your patients and talk about it and educate it. And of course showing actual cases, with the actual real-time needling, and again, like the camera angle is so important really zooming in on exactly what I'm doing. Make it replicatable repeatable, is that the word?

I just wanted to make this package and hand it to the practitioners like: this is everything you need to know to get started as soon as you've finished this course.

I think we made very affordable. You can start practicing and you can start developing your own protocols.

We know that learning all these different certifications can get. Pretty expensive. So making it affordable, for the student or someone who's just very new to this, what kind of package can you give them to just hit the ground running with basically.

Clara

I think you did such a great job and that's why you're a great teacher because you talked about it, the passion when you're passionate about really passing on the information in a way that is very easy to grasp and at the same time, applicable right away? There's nothing better.

Beckie

Exactly. Yeah Thank you. And I think, Clara, like you do things the exact same way. Like you want to give, you wanna give students your everything, right? This is all I've got, do with it, whatever you will. But we're not holding back like this is everything you need and everything we think you need and you can go forth from there sort of thing, right? Yeah. Because we want to, we want people to be great practitioners as soon as possible.

Clara

Yeah, absolutely. And not only that, but it really shows the world the range that acupuncture has. It's not just one thing. It really is wider than a lot of people think. And having that option to offer to patient I think is fantastic.

Beckie

Yeah. Yeah, exactly.

Clara

I'm so glad you came today and you decided to do your first podcast interview with me.

Beckie

Thank you. It's been fun. It's always fun talking to you. Anyway, it's like we're having a phone chat, it's just, except it's recorded and people are gonna listen. But apart from I can't hear Boomer in the background.

Clara

If people wanna know more about you or they wanna contact you, what's the best way to do so?

Beckie

You can Google me, which takes you to my [clinic webpage](#), pretty easy. Just Google "Rebecca Stephens acupuncture." Make sure you spell my name right. And from there is an email address.

That's probably the best way to get ahold of me. Email.

Clara

Yeah, we'll have your website linked in the show notes anyway, so that'll work. So thank you. Thank you for coming in today. I really appreciate you taking the time and I'm sure we'll do another one podcast.

Disclaimer

Thank you so much for spending your time with me today. I truly hope you benefited from this episode and I would love for you to share it with a friend that may benefit from it as well. Follow the show, leave a review, and if you want more, go to my website [acuproacademy.com](#). I have tons of resources there with treatment protocols, case study, free courses, and so much more.

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