

Let's FACE It Together: Facial Exercise and Rehabilitation



Presented by Christine Conti, M.Ed

CEO, ContiFit; Creator of Let's Face It Together™
International Fitness Presenter & Educator,

*Webinars made possible by the
MedFit Education Foundation*



Webinar Details

- All listeners are muted to minimize background noise. Only the presenter and moderator will be audible.
- Questions will be addressed at the end of the webinar. Please enter your question(s) at anytime throughout the presentation by using the Go To Webinar “Question” feature in your control panel.
- A recording of the webinar will be made available for future viewing to all MFN members and webinar registrants.

About the Presenter

Christine Conti is an international fitness presenter & educator, with over 20 years in the industry. She has been nationally certified varsity coach and group fitness and personal trainer through AFAA/NASM since 2001, and has completed over 30 group and personal training certifications during her career.

She is CEO of Conti Fitness & Wellness, an online resource for education and counseling to create positive changes through physical and emotional practices. She is the creator of Let's FACE It Together™ Facial Fitness and Rehabilitation, an exercise program and certification to help reduce signs of aging, prolong onset of disease, and rehabilitate injuries.

Christine also understands the importance of movement as medicine on a personal level; she has battled a severe autoimmune disease for the past decade. Through proper exercise, nutrition, and mindset practices she has been able to reduce symptoms and decrease dependency on medications.



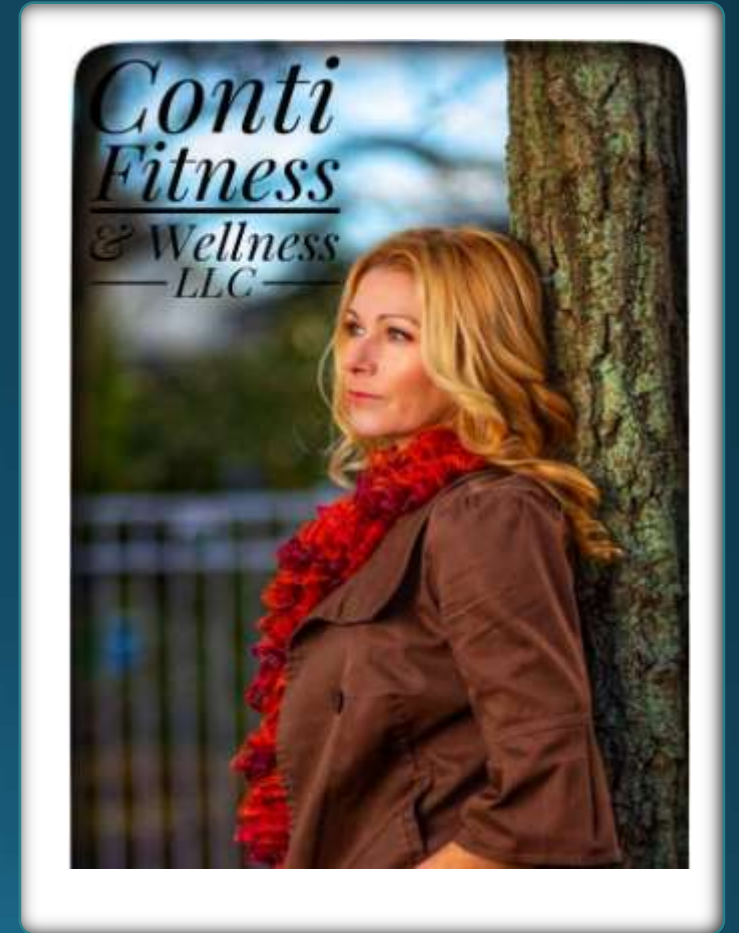
Let's FACE It Together™

Facial Fitness & Rehabilitation

Christine Conti, M.Ed, BA

www.ContiFIT.com

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Let's FACE It Together™

- **WHO IS CHRISTINE CONTI?**
 - **Former DI Athlete, Investment Banker, Teacher, Coach, Personal, Group and Master Trainer**
 - **20+ Years in the Fitness Industry**
 - **20+ Exercise Certifications**
 - **International Fitness Educator/Presenter/Motivational Speaker**
 - **Podcast owner/co-host**
 - **Autoimmune Disease Exercise Specialist**
 - **30+ marathon finishes, 2x Ironman,**
 - **Chemotherapy Athlete & Survivor**
 - **Wife, Mother of two, may or may not be Wonder Woman**

Let's FACE It Together™

- **THE WHY BEHIND THE PROGRAM:**
 - **Grandma Jeanne- Quadriplegic**
 - **Grandpa Charles- Parkinson's**
 - **Christine Conti- Autoimmune Disease**
 - **Prolong the onset of disease**
 - **Restore Movement & Function**
 - **Improve Strength**
 - **Increase Confidence & Mood**
 - **Increase Facial Gestures and Expression**
 - **Decrease Signs of Aging**
 - **Increase Smiling & Laughing**
 - **Encourage Social Interactions**

Let's FACE It Together™

Facial Exercise & Rehabilitation Program



- Backed by years of scientific research and studies
- Improves muscle strength in face and neck while reducing signs of aging and increasing confidence
- Videos and manual to create custom facial exercise workouts to be completed for 5-10 minutes per day
- Ability to become a certified instructor and work with clients in a personal or group setting.
- Let's FACE It Together™!

Let's FACE It Together™

Facial Exercise & Rehabilitation Program



- THE FITNESS CONCEPT:
 - -Specific movements increase muscle strength and function
 - in your body
 - -The same concept applies to the muscles in your face
 - -Tightening the skin affects elasticity
 - -Facial aging is caused by a loss of elasticity
 - -Decrease signs of aging by improving elasticity

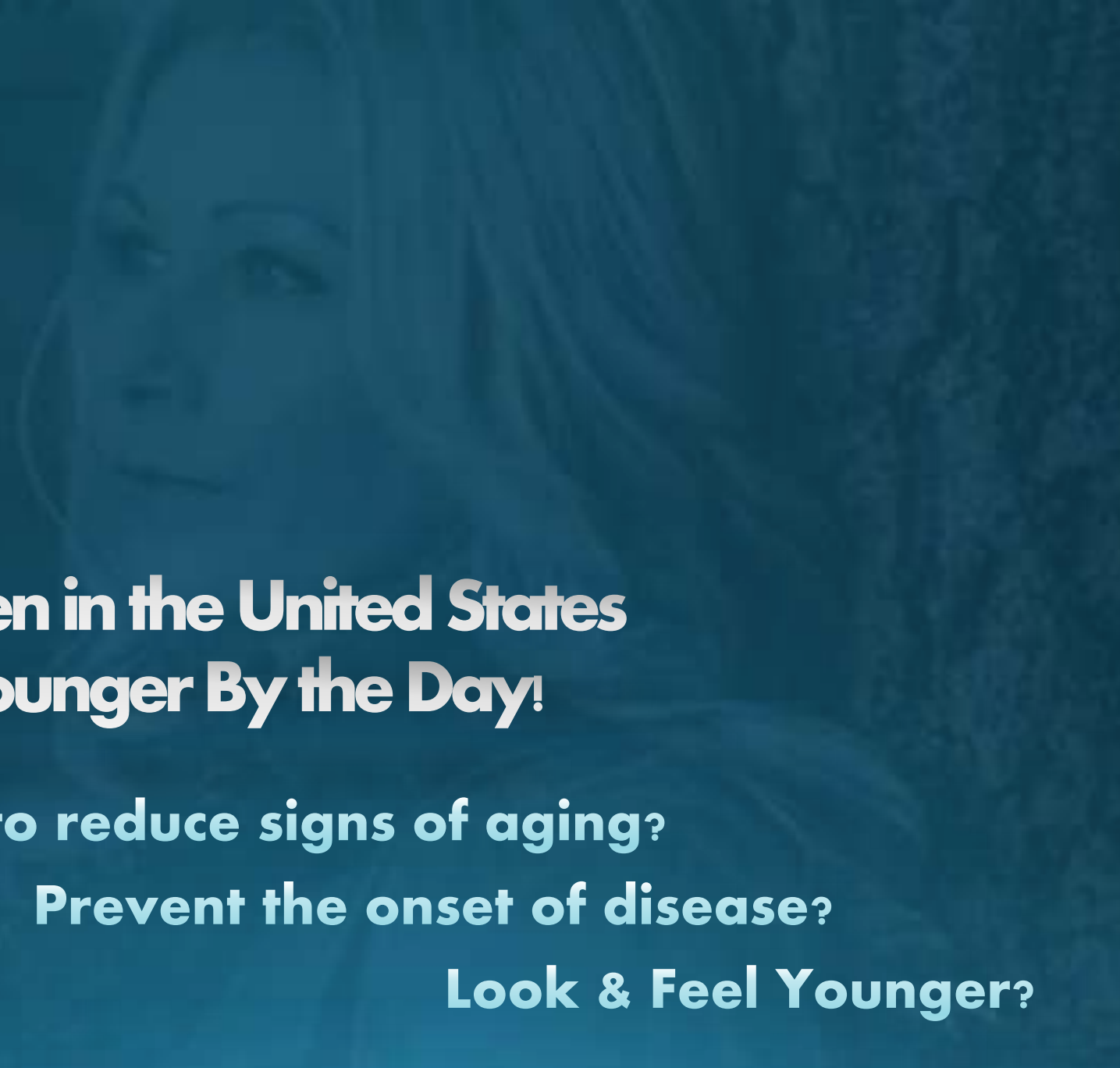
Let's FACE It Together™

Facial Exercise & Rehabilitation Program



- THE REHABILITATION CONCEPT:
- Repetitive movements and exaggerated expressions activate and build muscle
- Valuable in restoring function/prolonging effects of diseases
 - Facial Muscle Paralysis
 - Bell's Palsy/Parkinson's/Alzheimer's
 - TMJ
 - MS
 - Injury
- Correcting/Improving speech impediments

— LLC —



**Ninety-Five Million Women in the United States
Want to Look & Feel Younger By the Day!**

Do you want to reduce signs of aging?

Prevent the onset of disease?

Look & Feel Younger?

Let's FACE It Together™!

**Everyone is getting older!
You are older than when I started
this session!**

THE LFIT SOLUTION:

-A Cost-effective & time-effective way to look & feel younger! Manuals & Trainings!

- **Avoid Expensive Plastic Surgery & Painful Injections**
- **Facial & Neck Exercises**
- **Increase Muscle Function & Strength**
- **Rehabilitate Facial Muscles**
- **Educate Doctors, Nurses, PT's, OT's, Personal & Group Fitness Trainers, etc...**



**Let's FACE It
Together™**

THE
MARKET

Personal & Group Fitness
Trainers

Physical & Occupational
Therapists

Doctors & Nurses (medical
fitness)

Speech
Pathologists/Teachers

Current Programs/Solutions

Happy Face Yoga

1. **Yoga Classes that infuse various facial exercises into a group class format.**
2. **You must either attend a group class or endure a formal training to become an instructor.**
3. **Yoga certification is required.**

The FACE Gym

1. **A Boutique-style brick and mortar that is set up like a nail/hair salon.**
2. **Clients book appointments with a "face technician"**
3. **Their face will be manipulated for them with tools, massage, & creams**

Facial Fitness Devices

1. **Countless plastic or metal devices sold in mass.**
2. **Prices vary. Devices used to smooth skin through self-massage or biting down if placed in mouth.**
3. **Safety concerns for elderly & children. Manuals or certifications are not included.**

Let's FACE It Together™

Facial Fitness & Rehabilitation

Advantages

PARKINSON'S DISEASE

Parkinson's disease symptoms may vary from person to person. Early signs may be mild and may go unnoticed. Symptoms often begin on one side of the body and usually get worse on the same side, even after symptoms begin to affect both sides.

Signs and symptoms may include:

Tremors, trembling of hands, arms, legs, jaw and face

Stiffness of the arms, legs and trunk

Slowness of movement

Poor balance and coordination

Speech difficulty

“The Mask of Parkinson's”

Depression & Loneliness

ALZHEIMER'S DISEASE

Alzheimer's causes a gradual decline in memory, thinking and reasoning skills

Symptoms Include:

Memory loss

Misplacing items

Forgetting the names of places and objects

Becoming less flexible and **more hesitant to try new things**

Obsessive, repetitive or impulsive behavior

Problems with speech or language (aphasia)

Changes in mood, such as frequent mood swings, depression and feeling increasingly anxious, frustrated or agitated

Difficulty in changing position or moving around without assistance

Gradual loss of speech & facial gestures

Significant problems with short and long-term memory

Depression & Loneliness

MULTIPLE SCLEROSIS

Visual changes including double vision or loss of vision

Numbness

Tingling or weakness (weakness may range from mild to severe)

Paralysis

Vertigo or dizziness

Muscle spasticity

In coordination of muscles

Tremor

Painful involuntary muscle contractions

Slurred speech

Fatigue

Depression & Loneliness

Let's FACE It Together™

The Resources

**Comprehensive
Manual of Exercises**



**Myofascial Release
Massage Ball**

**Video Library of
exercises and
classes**

Licensed Music

**Digital, Online & Live
Instructor Programs**



Let's FACE It Together™ Video Tutorials

Easy-to-follow Tutorials



Let's FACE It Together™

TRACTION

Subject Testing

1. **Women/Men (200+)**
2. **Ages 25-85**
3. **United States**
4. **Middle Class to Upper Middle Class**
5. **50% surveyed are looking for ways to decrease wrinkles & other signs of aging**

Fitness Professional Testing

1. **Fitness 2018-2019 Conventions: NYC, Philadelphia, San Francisco, Boston, Dallas, Chicago, VA.**
2. **Virtual PT and Group Fitness and Wellness Conventions 2020**

Medical Fitness Testing

1. **Occupational Therapy**
2. **Speech Pathology**
3. **Physical Therapy**
4. **MedFit Network**
5. **RISE Fitness-Parkinson's, DE**

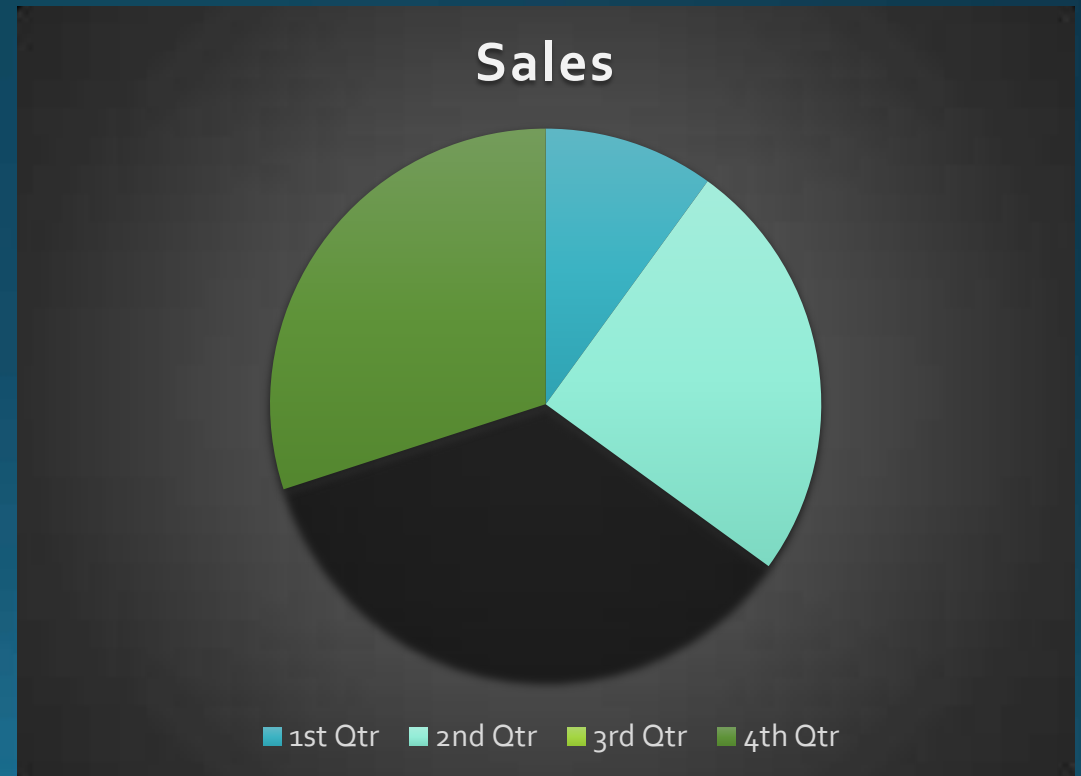
Let's FACE It Together™ Business Model

The Marketing

REVENUE BREAKDOWN



The Projected Revenue



Let's FACE It Together™

Financial Forecast

FACIAL REHABILITATION:

- **HOSPITALS**
- **REHABILITATION CENTERS**
- **PHYSICAL THERAPY CENTERS**
- **SPEECH THERAPY CENTERS**
- **ONLINE CERTIFICATIONS**
- **ONLINE VIDEOS/RESOURCES**
- **WEBINARS/CONTINUING ED**

FACIAL FITNESS

- **FITNESS CENTERS/BIG BOX GYMS**
- **BOUTIQUE STUDIOS**
- **BEAUTY SCHOOLS/SALONS**
- **WEBINARS/COURSES**
- **ONLINE MANUALS/VIDEOS**
- **ONLINE FITNESS CERTIFICATION**
- **REVENUE SHARES: HEALTHCARE/
FITNESS COMPANIES**

Let's FACE It Together™ Live & Virtual Trainings Monthly Options

Let's FACE It Together (TM)
Facial Fitness & Rehabilitation

VIRTUAL CERTIFICATION
\$79.

www.ContiFIT.com



Christine Conti M.Ed. BA
LFIT Creator



Tricia Silverman RD, MBA
LFIT Nutritionist

FEATURING

Look and feel younger by the day!

Learn to reduce signs of aging, improve facial & neck muscle, & regain function. Scientifically proven to prolong the onset of disease and grow confidence! Let's FACE It Together(TM), this is the NEW FACE OF FITNESS!

Get certified to work with special populations including: Parkinsons, Alzheimers, Bell's Palsey, Stroke, M.S., Paralysis, Speech, and more.

Included:

LFIT Manual, Licensed Music, Rollga Myofascial Release Balls, Video Library, Trademark Use & Certificate

FIND OUT MORE

www.ContiFIT.com

LET'S FACE IT TOGETHER™

Reverse Signs of Aging & Prolong the Onset of Disease!



LEARN CUTTING EDGE TECHNIQUES TO IMPROVE:

Parkinson's Disease & M.S.
Bells Palsy & Alzheimer's Disease
Stroke or Paralysis
Facial Injuries & Speech Impediments

LET'S FACE IT TOGETHER™ TESTIMONIAL

"I took your workshop last weekend in Dallas. I really liked the session. I will be getting certified. I have to tell you that I teach a PWR Class (Parkinson Wellness Recovery). I have a man that has been in a wheelchair, and I've never heard the man speak. I practiced your techniques from the "Let's Face It Together" session, plus some vocal exercise. By the end of class he was talking just like you and I. It was amazing. His wife was amazed.

Wednesday Morning I woke to an email: Frank's caregiver are amazed how much and how clearly he has talked today. You are a miracle worker. You have no idea of how much speech therapy he has had and nothing produced this result! Thank you!

"It made my day, this is the reason I've spent 13 year in this field. It's about changing lives..."

Chris E. Conn, BS, CPT, PW E.T.
Wellness/Fitness Coordinator



LET'S FACE IT TOGETHER™

FACIAL FITNESS & REHABILITATION

YES YOU CAN!

www.ContiFIT.com
Info@ContiFIT.com

LET'S FACE IT TOGETHER™

FACIAL FITNESS & REHABILITATION

- REDUCE SIGNS OF AGING
- PROLONG ONSET OF DISEASE
- IMPROVE SPEECH & SWALLOWING
- STRENGTHEN FACIAL & NECK MUSCLES
- INCREASE CONFIDENCE
- HAVE TONS OF FUN

Purchase a comprehensive manual and ROLLGA myofascial release ball or become a Certified Instructor Today!

INCLUDED IN THE ONLINE OR LIVE 3 HOUR CERTIFICATION:

Manual, 2 Myofascial release balls, video library of facial/neck exercises, licensed music, licensing/trademark rights, a certificate of completion.

WWW.CONTIFIT.COM

About CHRISTINE CONTI, M.ED., BA

Christine is a former investment banker, teacher, coach, and collegiate athlete with over 20-years of experience in the fitness business industry. She has helped build companies and is currently an international fitness educator and presenter. She researches and writes functional fitness programs while consulting for fitness companies around the U.S. In addition to keynote speaking events, she is the owner and co-host of Two Fit Craziess & a Microphone Podcast and serves as an ambassador for the Women in Fitness Association and the MedFIT Education Association and the MedFIT Network. As an IRONMAN and competitive marathoner, Christine also fights an ongoing battle with advanced R.A. which fuels her passion to inspire healing through movement.

LET'S FACE IT TOGETHER™



Book a LIVE workshop

Book a LIVE Certification

Get Certified Online



www.ContiFIT.com

Contact

Christine Conti

- ▶ Instagram: @get_ContiFIT @LetsFaceitTogetherTM
- ▶ Facebook/Twitter/LinkedIn: Christine Conti
- ▶ Podcast: Two Fit Crazyies & A Microphone

- ▶ www.ContiFIT.com
- ▶ info@ContiFIT.com
- ▶ www.TwoFitCrazyies.com



Upcoming Webinar

Whole Person Integrative Eating®: An Evidence-Based Re-Visioning of Nutritional Health and Healing



Presented by Deborah Kesten, MPH

International Nutrition Researcher and Author

LIVE PRESENTATION: Tuesday, June 16, 10:00am PDT

Registration will be available on medfitclassroom.org.

MedFit Network members: access **free** registration via your account dashboard

Upcoming Webinar

The Meditation Landscape



Presented by Angela Singer

Founder, Traverse Meditation Studio

LIVE PRESENTATION: Tuesday, June 23, 10:00am PDT

Registration will be available on medfitclassroom.org.

MedFit Network members: access **free** registration via your account dashboard

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Thank you!

Question and Answer Segment

Please type your question in the questions box to be answered by the presenter.

For More Info or Questions
Email: ivy@medfited.org

