

VITALVAULT DIRECT ACTION GUIDE // 002

FACIAL DE-BLOAT BLUEPRINT

THE 14-DAY ACTION PLAN: CARVE HOLLOW CHEEKS, REMOVE DOUBLE-CHIN WATER & GET A SHARP JAW



BEFORE DROPPED TONGUE

AFTER LEAN JAWLINE & TIGHT CHIN

PILLAR 01

FLUSH TRAPPED WATER

Drink 4L water and eat potassium to flush trapped cheek water.

PILLAR 02

TONGUE POSTURE

Hold your tongue on roof of mouth to pull chin skin tight.

PILLAR 03

GROW JAW MUSCLE

Chew tough mastic gum to make your jaw corners wider.

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"Every step in this guide is written in plain, direct English. No medical talk. No boring theory. Just simple daily habits, cold water tricks, jaw chewing exercises, and a 14-day calendar that works."

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FOCUS: HUNTER EYES & DAILY SCORECARD

WHY A LEAN FACE CHANGES EVERYTHING

"When you talk to someone, they judge your face in less than two seconds. If your cheeks look soft, round, and swollen, you look tired, out of shape, and low energy."

You can have great cheekbones and a wide jaw underneath, but if your face is buried under trapped salt water and extra face fat, nobody can see your bone structure.

SPEC THE LEAN FACE REALITY

[GREAT BONE STRUCTURE] + [PUFFY WATERLOGGED CHEEKS] →

Soft, tired, average look

[AVERAGE BONE STRUCTURE] + [CARVED HOLLOW CHEEKS] →

Sharp, clean, disciplined look

[GREAT BONE STRUCTURE] + [CARVED HOLLOW CHEEKS] →

Top 1% standout attractive look

THE 4 THINGS THAT MAKE A MALE FACE STAND OUT:

- **Low Face Fat:** Hollow cheeks, zero double-chin skin, and a clean, sharp jawline edge. This is the #1 sign that you are lean, fit, and take care of your body.
- **Strong Male Features:** A solid brow bone, deep-set eyes, and wide jaw corners that show high natural testosterone.
- **Balanced Proportions:** Even facial thirds from your hairline down to your chin that make your face look calm and balanced.
- **Sharp Contrast:** Tight, smooth skin framing dark eyebrows, pink healthy lips, and clean white teeth.

PROTOCOL CONTINUES ON NEXT PAGE →

LEAN FACE VS PUFFY FACE: THE KEY DIFFERENCES:

- **The Lean Face Look:** Clear hollow under the cheekbone, sharp corner at the jaw, tight skin under the chin, and alert, deep-set eyes.
- **The Puffy Waterlogged Look:** Round moon cheeks, blurry jawline that blends into the neck, sagging skin under the chin, and swollen, tired eyes with dark bags.

FACIAL FEATURE	LEAN & CHISELED FACE	PUFFY WATERLOGGED FACE
Cheeks	Hollow curve under cheekbone	Round, puffy bulge
Jawline Edge	Sharp, clean border	Blurry line blending into neck
Under the Chin	Tight, flat 90-degree angle	Loose pocket of trapped fluid
Eye Area	Alert, deep-set, rested	Puffy eyelids & tired bags

COACH

WARNING

Coach Warning: Face Fat Hides Your Real Skull: Most guys who think they are ugly simply have 18% body fat and 3 pounds of trapped salt water in their face. Until you get lean and flush that trapped water, you have never actually seen what your face looks like.

THE FACE SHAPE TEST: CHECKING YOUR FACE PROPORTIONS

"Attractiveness is not random luck. It comes down to simple balance and proportions. You do not need surgery to look great; you just need to understand your face shape and fix the soft parts you control."

Take a straight-on photo with your phone camera placed six feet away at eye level, in front of a bright window. Never use a close-up selfie lens because it warps your nose and makes your jaw look narrow.

SPEC THE 3 SIMPLE FACE CHECKS

[FACE WIDTH vs HEIGHT] →

Cheekbone width compared to the height from brows to upper lip

[MIDFACE BALANCE] →

How tight and compact the middle part of your face looks

[CHIN SIZE] →

How strong your chin looks compared to the space above your mouth

THE 3 CORE PROPORTIONS IN PLAIN ENGLISH:

- **Face Width-to-Height:** This compares how wide your cheekbones are to the height of your upper face. A wider, more compact face naturally looks more confident, masculine, and strong.
- **Midface Compactness:** The space between your eyes compared to the length between your eyes and upper lip. A tight midface makes you look younger and more energetic.
- **Chin Projection:** The space between your nose and mouth compared to the space from your mouth to the bottom of your chin. A strong male chin should take up about two-thirds of your lower face.

PROTOCOL CONTINUES ON NEXT PAGE →

THE 60-SECOND FACIAL RATIO AUDIT:

- **Step 1: Check Cheekbone Width:** Look at the widest point of your cheekbones. If your lower cheeks stick out wider than your cheekbones, you have excess face water.
- **Step 2: Check Midface Length:** Look at the space between your nose and upper lip. If it looks long, growing a neat stubble mustache balances it immediately.
- **Step 3: Check Your Chin:** Look at your side profile. If your chin sits too far back, a shaped 5mm goatee instantly adds projection and fixes the look.

WHAT YOU SEE	IDEAL LOOK	FASTEST FIX
Wide Cheeks	Cheekbones Wider	Drop body fat & flush trapped salt water
Long Upper Lip	Tight Space	Grow neat 3mm mustache to hide the gap
Weak / Short Chin	Strong Projection	Grow shaped 5mm goatee to add 10mm length
Round Soft Jaw	Sharp Jaw Corner	Chew mastic gum to build jaw corner muscle

COACH

DIRECTIVE

Coach Directive: Focus On What You Can Control: Stop stressing over your skull bones. Use this quick check to choose your exact action step: flushing cheek water, building your jaw muscles, or shaping your facial hair.

MODULE 01 // CHAPTER 03

BONE TRUTH: WHAT YOU CAN CHANGE VS WHAT STAYS LOCKED

"Do not waste time on internet myths or dangerous trends. You cannot change the width of your skull, move your eye sockets, or shorten your nose bone by pressing on your face with your hands."

However, over 80% of what makes a face look good has nothing to do with bone surgery. It comes down to soft tissues that you have 100% control over every single day.

SPEC WHAT YOU CAN CHANGE VS WHAT STAYS LOCKED

[LOCKED IN BONE: CANNOT CHANGE] →

Eye socket distance, nose bone width, skull shape

[100% IN YOUR CONTROL] →

Cheek fat, jaw muscle thickness, tight skin under chin

[FAST RESULTS: 7 TO 14 DAYS] →

Trapped salt water, morning puffiness, tongue posture

THE 3 SOFT PARTS THAT SHAPE YOUR FACE:

- **The Cheek Fat Pads:** Deep pockets of fat in your lower cheeks. You cannot burn fat from only your cheeks, but when you drop your overall body fat down to 10% to 12%, these fat pads shrink, leaving a natural shadow under your cheekbone.
- **The Jaw Chewing Muscles:** Large muscles sitting right at the corners of your jaw. When you chew tough resistance gum, these muscles grow bigger and push the corners of your jaw outward.
- **The Under-Chin Muscles:** The sling of muscles holding up your tongue. When you rest your tongue flat on the floor of your mouth, these muscles sag. When you hold your tongue on the roof of your mouth, they pull up tight.

PROTOCOL CONTINUES ON NEXT PAGE →

THE LEANNESS THRESHOLD FOR HOLLOW CHEEKS:

- **18% to 22% Body Fat:** Your face bones are buried under fat. Cheeks curve outward, jaw corners are hidden, and your neck blends into your jaw.
- **14% to 16% Body Fat:** Your jawline edge starts showing from the side, but your cheeks still look flat or soft from the front.
- **10% to 12% Body Fat:** Natural hollow cheek shadows form under your cheekbones. The skin under your chin pulls tight, and your jaw corners show clearly from the front.

BODY FAT LEVEL	CHEEKS	JAWLINE
18% to 22%	Round & Puffy	Buried under soft fat
14% to 16%	Flat transition	Shows from side, soft from front
10% to 12%	Hollow cheek shadow	Sharp 90-degree corner definition
Under 10%	Deep hollows	Chiseled bone exposure everywhere

COACH WARNING

Coach Warning: Avoid Dumb Online Gimmicks: Never hit your face with hard objects or try online bone-smashing rituals. You will only cause bruises, permanent tissue scars, and nerve damage. Stick to what actually works: getting lean, chewing tough gum, and dumping trapped water.

FIXING AN UNEVEN FACE: ONE-SIDED CHEWING & BAD HABITS

"Nobody has a face that is 100% identical on both sides. But if one side of your jaw looks noticeably smaller or one cheek looks flat, it is almost always caused by bad daily habits you have repeated for years."

When you chew food only on your right side or smash your face into a pillow for eight hours every single night, you put hundreds of pounds of pressure on one side of your face.

SPEC THE 3 PARTS OF YOUR FACE HEIGHT

- [TOP THIRD: 33%] → Hairline down to eyebrows
- [MIDDLE THIRD: 33%] → Eyebrows down to the bottom of your nose
- [BOTTOM THIRD: 33%] → Bottom of nose down to the tip of your chin

THE 3 BAD HABITS MAKING YOUR FACE UNEVEN:

- **Chewing Only on One Side:** Chewing on one side overdevelops that jaw muscle, making one side of your face look wider and crooked.
- **Smashing Your Face Into Pillows:** Sleeping on your stomach or side presses your cheek into the bed for hours. This traps fluid and flattens out that side of your face.
- **Slouching Over Your Phone:** Looking down at your phone with your head hanging forward stretches the skin under your chin and makes mouth breathing worse.

PROTOCOL CONTINUES ON NEXT PAGE →

THE SYMMETRY RECONSTRUCTION PROTOCOL:

- **Habit 1: Chew on Your Weaker Side:** If your left jaw is smaller, chew food and gum only on the left side for the next 30 days until both sides match.
- **Habit 2: Sleep on Your Back:** Train yourself to sleep on your back using a neck support pillow. This stops you from squishing your face and lets water drain evenly.
- **Habit 3: Chin Tucks for Posture:** Stand straight and pull your chin back like you are making a double-chin. Hold for 3 seconds. Do 20 reps every day to fix your neck posture.

BAD HABIT	WHAT IT DOES TO YOUR FACE	30-DAY FIX
One-Sided Chew	Uneven jaw muscles	Chew only on the weaker side
Stomach Sleep	Puffy, flattened cheek	Sleep flat on your back
Phone Slouch	Loose double-chin skin	Do 20 chin tucks daily
Head Tilted	Crooked jaw line	Keep your head straight & level

COACH

DIRECTIVE

Coach Directive: Small Habits Build Your Face: Your face adapts to the physical stress you put on it every single day. Stop chewing on one side and stop crushing your face into pillows to let your face balance out naturally.

WHY YOUR FACE LOOKS PUFFY: TRAPPED SALT WATER

"Look in the mirror first thing in the morning. If your cheeks look swollen, your jawline is blurry, and your eyes look small and tired, you are not genetically cursed. You are storing two to three pounds of trapped salt water directly under your skin."

Your skin works like a sponge. When your salt and water balance gets thrown off by junk food or dehydration, excess fluid collects right in your lower cheeks and under your eyes.

SPEC

THE PUFFY FACE CYCLE

[TOO MUCH JUNK SALT]

 +

[LOW POTASSIUM]

 → Body detects a salt imbalance

[NOT DRINKING WATER: UNDER 2L]

 → Body holds emergency water in panic

[THE RESULT]

 → Trapped salt water swells up your cheeks

THE 3 BIG REASONS YOUR FACE HOLDS WATER:

- **Bad Salt vs Low Potassium:** Salt pulls water under your skin. Potassium pulls water inside your muscles where it belongs. When you eat chips, ramen, or fast food without eating potassium foods, your face holds onto water like a balloon.
- **Not Drinking Enough Water:** When you do not drink enough water, your body panics. It releases an emergency hormone that forces your body to hold onto every drop of salt and water it has.
- **Late-Night Carbs & Sugar:** Every gram of processed carbs you eat stores three to four grams of water with it. Late-night pizza and sweets make you wake up with a swollen face the next morning.

THE 3-SECOND FINGER PRESS TEST:

- **The 3-Second Finger Press Test:** Press your index finger firmly into your lower cheek next to your mouth for 3 seconds, then let go. If a dent or pale white circle stays behind, your face is holding trapped water.
- **The Morning vs Night Test:** If your jaw looks much sharper at 8:00 PM than it did when you woke up at 8:00 AM, your problem is 100% trapped water, not fat.

FOOD OR HABIT	WHAT HAPPENS INSIDE	HOW YOUR FACE LOOKS
High Junk Salt	Pulls water under skin	Puffy lower cheeks & round jaw
Low Potassium	Water cannot clear out	Bags under eyes & swollen chin
Sugar & Carbs	1g carbs holds 3.5g water	Full-face swollen morning look
Low Water Intake	Body holds water in panic	Trapped bloat that will not go away

COACH

WARNING

Coach Warning: Cutting Water Makes Bloat Worse: When guys see a puffy face, they often stop drinking water. That is the worst thing you can do. When you stop drinking, your body panics and holds onto face water even tighter. You have to drink a lot of water to flush water out.

THE 14-DAY WATER FLUSH: 4 LITERS OF WATER & POTASSIUM

"To get hollow cheeks and show off your sharp jawline, you need to turn off your body's water-holding panic reflex. You do this by giving your body plenty of clean water and natural potassium."

When you drink 4 full liters of water and eat 3,500mg of natural food potassium every day, your body dumps all the trapped salt and water out through your urine within 3 to 7 days.

SPEC

THE 14-DAY FLUSH SYSTEM

[DRINK 4 LITERS OF WATER]

→

Tells your body it has plenty of water; stops water hoarding

[EAT 3,500mg POTASSIUM]

→

Pushes water out from under cheek skin into your muscles

[THE RESULT: 3 TO 7 DAYS]

→

Body dumps trapped salt; jawline and hollow cheeks pop out

THE 4 RULES OF THE 14-DAY WATER FLUSH:

- **Drink 3.5 to 4.0 Liters Daily:** Drink 1 liter right after waking up, 1.5 liters between breakfast and lunch, and 1.5 liters before 7:00 PM. Stop drinking heavy water right before bed so you sleep through the night.
- **Get 3,500mg Food Potassium:** Eat real potassium foods every day. Do not take high-dose potassium pills; get it from real whole food.
- **Cut Out Junk Salt:** Stop eating takeout, instant noodles, and salty chips. Lightly salt home-cooked meals with pink salt.
- **Zero Alcohol for 14 Days:** Alcohol dehydrates your organs, which causes your face to puff up with rebound water the next morning.

MODULE 02 // CHAPTER 06 // CONTINUED

THE 3,500MG DAILY POTASSIUM PROTOCOL:

- **Coconut Water (500ml):** Gives you 1,000mg of natural potassium and hydration.
- **One Large Baked Potato with Skin:** Gives you 900mg of potassium (much more than bananas).
- **Two Bananas:** Gives you 800mg of potassium.
- **A Handful of Cooked Spinach:** Gives you 500mg of potassium and minerals.
- **One Whole Avocado:** Gives you 700mg of potassium and healthy fats.

TIMELINE	WHAT HAPPENS INSIDE	WHAT YOU SEE IN THE MIRROR
Days 01 to 03	You pee more frequently	Body dumps the first 1 to 2 lbs water
Days 04 to 07	Salt levels normalize	Eye bags drain; cheeks look tighter
Days 08 to 11	Trapped water is gone	Jawline edge clearly visible in light
Days 12 to 14	Real face shape emerges	Hollow cheek shadows & clean jaw

COACH DIRECTIVE

Coach Directive: Commit to the 14-Day Flush: Stick to 4 liters of water and real potassium foods for 14 straight days. Do not skip days. The difference in your jawline will look like you dropped 10 pounds of pure body fat.

ICE WATER & FACE DRAINAGE: CLEARING MORNING PUFFINESS IN 5 MINUTES

"Unlike blood, which gets pumped around by your heart, the fluid under your facial skin does not have a pump. It relies entirely on muscle movement, cold temperatures, and your hands to drain away from your cheeks and eyes."

When you sleep flat for eight hours, fluid sits still in your face. To get rid of morning puffiness in five minutes, you use cold water to shrink the blood vessels, followed by simple hand strokes to sweep the fluid away.

SPEC THE MORNING DE-PUFF ROUTINE

[ICE WATER DUNK] →

Ice cold water shrinks puffy blood vessels and pushes fluid out

[COLD ROLLER] → Chilled metal rolls remaining fluid out toward your ears

[NECK SWEEP] →

Sweep your hands down your neck to drain fluid into your body

THE 3 MORNING COLD STEPS:

- **The Ice Water Bowl Dunk:** Fill a clean bowl with cold tap water and 10 ice cubes. Take a breath and dunk your whole face for 15 seconds. Do this 3 times. This immediately wakes up your face, shrinks puffy skin, and removes 60% of morning puffiness.
- **Cold Rolling:** Keep a metal face roller or two spoons in your freezer. Roll or press with light pressure from your nose outward to your ears, and from your chin up toward your earlobes.
- **Neck Drainage:** Use your hands or a smooth stone tool with a drop of face wash or oil. Never drag tools across dry skin.

PROTOCOL CONTINUES ON NEXT PAGE →

THE 4 SIMPLE MORNING FACE SWEEPS:

- **Stroke 1 (Under-Eye Sweep):** Glide your finger or tool from the inner corner of your eye outward along the bone toward your temple. Use very gentle pressure because under-eye skin is thin.
- **Stroke 2 (Cheek Sculpting):** Place your fingers at the corner of your mouth and sweep upward under your cheekbone toward the top of your ear. Repeat 10 times.
- **Stroke 3 (Jawline Sweep):** Hook your knuckles along your jawbone and glide firmly from your chin tip back to your earlobe.
- **Stroke 4 (The Neck Drain):** Sweep your hands straight down the sides of your neck from under your ears down to your collarbone. This moves the fluid down so it leaves your face completely.

TOOL / METHOD	HOW IT WORKS	BEST FOR
Ice Water Bowl	Shock cold shrink	Waking up & clearing full-face puff
Frozen Spoons	Cold metal press	Flattening bags under eyes quickly
Face Roller	Smooth cold pressure	Smoothing cheeks and lower jaw
Hand Sweeps	Pushes fluid out	Emptying fluid down to collarbone

COACH

DIRECTIVE

Coach Directive: Always Sweep Down to Your Collarbone: Never drag tools inward toward your nose or up toward your forehead. The drain points for your face are under your ears and down at your collarbone. Always finish by sweeping down your neck.

MODULE 02 // CHAPTER 08

STRESS, ALCOHOL & BAD FOOD: STOP WAKING UP WITH A SWOLLEN FACE

"You can dunk your face in ice water and drink 4 liters of water every day, but if your body is inflamed from stress and bad food, your face will stay swollen and red."

Stress releases hormones that make your body hoard salt and water. When you combine poor sleep, alcohol, and junk food, your face swells up like a balloon.

SPEC HOW BAD HABITS SWELL YOUR FACE

[POOR SLEEP: UNDER 7 HOURS] →

Stress hormone spikes; body locks onto face water

[ALCOHOL DRINKS] →

Dehydrates organs; face holds rebound water for 48 hours

[CHEAP FRIED FOOD] → Irritates your gut and shows up as a puffy, red face

THE 3 BIG REASONS YOUR FACE SWELLS UP:

- **Lack of Sleep:** Getting less than 7 hours of sleep spikes your morning stress hormones. This makes your body hoard water in your cheeks and under your eyes.
- **Alcohol:** Alcohol dehydrates your vital organs. To protect itself, your body holds emergency water under your skin, leaving your jawline blurry for two to three days after drinking.
- **Fried Junk Food:** Fast foods fried in cheap seed oils irritate your stomach and intestines. This internal inflammation shows up directly on your face as puffiness and blotchy skin.

PROTOCOL CONTINUES ON NEXT PAGE →

THE CLEAN MORNING ROUTINE FOR A LEAN FACE:

- **Rule 1: 10 Minutes of Morning Sun:** Step outside into natural sunlight within 30 minutes of waking. This sets your body clock so your stress hormone drops at night.
- **Rule 2: Magnesium Before Bed:** Take 300mg to 400mg of Magnesium Glycinate before sleep. It helps you sleep deeper and stops you from clenching your jaw at night.
- **Rule 3: Cut Out Sugary Drinks & Fried Takeout:** Swap sodas and fried snacks for clean home-cooked food. Keeping your sugar steady stops water bloat.

SWELLING TRIGGER	WHAT IT DOES TO YOUR FACE	THE CLEAN FIX
Alcohol Drinks	3-day puffy, blurry jaw	Zero alcohol during the 14-day flush
High Stress	Moon face & water hoarding	8 hours of sleep + magnesium at night
Fried Junk Food	Puffy, inflamed face	Cook real meals with olive oil or ghee
Sugary Drinks	Water-bound bloat	Drink clean water & coconut water

COACH

WARNING

Coach Warning: Alcohol Destroys Your Jawline for 3 Days: Even one night of drinking stops fat burning and floods your face with water. Even if you eat clean, your jawline will look soft and blurry for 72 hours. If you want a sharp jaw, stay away from alcohol.

MODULE 03 // CHAPTER 09

PROPER TONGUE POSTURE: MEWING WITHOUT HURTING YOUR JAW

"Mewing is not an internet trick. It is simply the natural way your tongue was designed to rest in your mouth. When your tongue lies flat on the bottom of your mouth, the skin under your chin sags, creating an artificial double-chin even if you are lean."

When you press the whole tongue - especially the back of your tongue - against the roof of your mouth, the muscles under your chin pull up tight against your throat.

SPEC HOW TONGUE POSTURE TIGHTENS YOUR PROFILE

[TONGUE ON ROOF OF MOUTH] →

Vacuum the back of your tongue to the roof of your mouth

[UNDER-CHIN MUSCLES LIFT] → Throat muscles pull up tight like a drum skin

[INSTANT VISUAL RESULT] →

Loose under-chin skin flattens; sharp 90-degree side profile

THE 4 RULES OF PROPER TONGUE POSTURE:

- **The Back of the Tongue:** Most guys only push the tip of their tongue against their front teeth. This is completely wrong and pushes teeth crooked. The power comes from the back of your tongue suctioning against the roof of your mouth.
- **The Swallow Vacuum Test:** Swallow your saliva. Notice how the back of your tongue naturally suctions against the roof of your mouth. Keep that exact suction seal effortlessly.
- **The Butterfly Bite:** Lips gently closed with no straining. Your back teeth should lightly touch or hover just 1mm apart. Never clench hard.
- **Nose Breathing Only:** Never breathe through your mouth. Breathe through your nose when walking, lifting, working, and sleeping.

PROTOCOL CONTINUES ON NEXT PAGE →

THE INSTANT VISUAL PROFILE TEST:

- **Step 1:** Stand sideways in front of a mirror with your head straight and relaxed.
- **Step 2:** Let your tongue drop flat to the bottom of your mouth. Notice the loose, hanging skin under your jawline.
- **Step 3:** Swallow and hold the vacuum seal with the back of your tongue. Watch the skin under your chin instantly pull up and tighten by 50% on the spot.

WHAT TO DO	PROPER EXECUTION	WHAT TO AVOID
Tongue Place	Entire tongue + back 1/3	Pushing tip into front teeth
Suction State	Gentle vacuum hold	Pushing upward hard with force
Teeth Contact	Light touch or 1mm hover	Clenching teeth hard together
Breathing Mode	100% Nose Breathing	Breathing through your mouth

COACH

DIRECTIVE

Coach Directive: The 24/7 Suction Seal: Your tongue is the natural support beam for your face. Keep the back of your tongue suctioned against the roof of your mouth all day long. It takes three weeks of practice before it becomes an automatic habit.

MODULE 03 // CHAPTER 10

MOUTH TAPING AT NIGHT: STOP MOUTH BREATHING WHILE YOU SLEEP

"Mouth breathing while you sleep causes your tongue to drop into your throat, stretching out the skin under your chin into a double-chin. Taping your lips before bed keeps your mouth closed, forces nose breathing, and keeps your jaw tight all night."

SPEC THE NIGHTTIME MOUTH-TAPING PROTOCOL

[GENTLE PAPER TAPE] →

Use 3M Micropore 1-inch paper tape from any pharmacy

[VERTICAL STRIP] →

A single small strip placed vertically across the middle of lips

[THE RESULT] → Stops dry mouth, stops jaw sag, keeps chin tight all night

ITEM	WHAT TO USE	WHY IT MATTERS
Tape Material	3M Micropore Paper Tape	Gentle, skin-safe, peels off easily
Strip Placement	Single Vertical Center	Leaves mouth corners open to cough
How Often	Every night for 30 days	Deepens sleep & stops mouth snoring
Morning Profile	Tight, flat under-chin	Keeps jaw muscles tight all night

COACH DIRECTIVE

Coach Directive: The 30-Night Mouth Tape Challenge: Tape your lips every single night for 30 straight nights. You will stop waking up with a dry mouth, sleep much deeper, and keep your under-chin skin tight 24 hours a day.

BUILDING JAW MUSCLE: MASTIC GUM FOR A WIDER LOWER JAW

"When you look at a sharp masculine face, the corners of the jaw look wide and angular. That width is not just bone; a big part of it is muscle sitting right at the corners of your jaw."

Your chewing muscles work just like your biceps or shoulders. When you force them to chew against heavy resistance, the muscle fibers adapt and grow thicker over 60 to 90 days.

SPEC THE JAW MUSCLE PROTOCOL

[TOUGH RESISTANCE GUM] →

Chios Mastic Gum (10x tougher than normal grocery store gum)

[STRUCTURED WORKOUTS] →

20 minutes, 3 times a week (with 48 hours rest between sessions)

[THE RESULT: 60 DAYS] →

Adds 3mm to 5mm of width at jaw corners; creates a square front look

WHY REGULAR CHEWING GUM DOES NOT WORK:

- **Turns to Mush:** Normal store gum softens into warm syrup within two minutes. It offers zero resistance to challenge the muscle.
- **Artificial Chemicals:** Grocery store gums are packed with sweeteners that cause stomach gas and bloating.
- **The Chios Mastic Gum Fix:** Chios mastic gum is 100% natural tree resin harvested in Greece. It starts out like small glass tears and stays tough and hard no matter how long you chew it.

PROTOCOL CONTINUES ON NEXT PAGE →

MODULE 03 // CHAPTER 11 // CONTINUED

THE CHIOS MASTIC GUM CHEWING PROTOCOL:

- **The Warm-Up (2 Minutes):** Chew two small tears of mastic gum gently to let your warm saliva soften the resin slightly.
- **The Working Sets (20 Minutes Total):**
 - *Set 1:* 10 slow, solid bites on your left back teeth, then 10 on your right back teeth. Repeat for 5 minutes.
 - *Rest 1 Minute:* Take a sip of water.
 - *Set 2:* 15 bites left, 15 bites right, pausing for 1 second when your teeth are fully closed. Repeat for 5 minutes.
 - *Rest 1 Minute.*
 - *Set 3:* Steady alternating chewing at a calm pace for 8 minutes.
- **Schedule:** Chew only 3 days a week (like Monday, Wednesday, Friday). Never chew tough resistance gum every single day.

GUM TYPE	TOUGHNESS LEVEL	DOES IT GROW JAW MUSCLE?
Commercial Gum	1 / 10 (Too Soft)	Zero growth; only makes your jaw tired
Falim Tough Gum	5 / 10 (Decent)	Good for beginners; mild resistance
Chios Mastic	9 / 10 (Rock Hard)	Best choice; builds real jaw corner width
Rubber Jaw Blocks	10 / 10 (Dangerous)	AVOID: Can pop your jaw out of joint

COACH DIRECTIVE

Coach Directive: Treat Jaw Training Like the Gym: You would not bench press every single day. Do not chew tough gum every day. Three 20-minute sessions a week with rest days in between gives your jaw muscles time to recover and grow wider.

MODULE 03 // CHAPTER 12

JAW JOINT SAFETY: STOP CLICKING, POPPING & PAIN

"A wide jaw is useless if your jaw joint is inflamed and clicking. Train your jaw smart: protect your jaw joints by chewing food and gum evenly on both sides."

SPEC THE JAW SAFETY RULES

[CHEW BOTH SIDES EVENLY] →

Never chew only on one side; balance the chewing

[BACK TEETH ONLY] → Never chew tough resistance gum with front teeth

[MASSAGE JAW KNOTS] →

Rub your jaw corners for 60 seconds after chewing sessions

WHAT YOU FEEL	WHAT IT MEANS	WHAT TO DO IMMEDIATELY
Mild muscle ache	Normal muscle fatigue	Rest 48 hours; use a warm washcloth
Clicking/popping	Joint is getting stressed	Cut your chewing time in half
Sharp joint pain	Joint is being strained	STOP ALL CHEWING GUM FOR 14 DAYS
Temple headache	Clenching too hard	Massage jaw muscles & stop clenching

COACH WARNING

Coach Warning: When to Stop: If your jaw clicks loudly, feels locked, or hurts sharp in front of your ear, STOP immediately. You are exercising muscle, not destroying your joint. Rest for two full weeks and use lighter gum.

HUNTER EYES: HOW TO GET SHARP, ALERT EYES

"Your eye area is the first thing people look at when they talk to you. When a guy has wide, round, bulging eyes with droopy lower lids that show the white part under the pupil, he looks tired, nervous, and weak."

In contrast, **Hunter Eyes** look calm, sharp, and confident. They sit deep under a solid brow bone, with the lower eyelid resting snugly against the colored circle of the eye.

SPEC

TIRED PREY EYES VS SHARP HUNTER EYES

[TIRED PREY EYES]

 →

Droopy lower lids, white showing under pupil, wide round opening

[SHARP HUNTER EYES]

 →

Lower lids snug against colored iris, deep-set, alert horizontal shape

THE 3 THINGS THAT MAKE EYES LOOK SHARP:

- **Upward Eye Angle:** The outer corner of your eye sits slightly higher than the inside corner near your nose. This gives the eye an alert, focused shape.
- **No White Under the Eye:** The bottom rim of your lower eyelid sits right against the bottom edge of the colored circle. If you see white showing beneath your iris, your lower eyelid muscles are weak.
- **Deep Brow Hooding:** Your brow bone projects forward slightly, tucking the upper eyelid underneath so you do not have puffy upper eyelid folds hanging down.

THE SQUINCH EXERCISE FOR LOWER EYELIDS:

You cannot change the bone around your eyes, but you can build up the ring of muscle that holds up your lower eyelids:

- **The Squinch Exercise:** Slightly raise your lower eyelids upward, like you are squinting at something far away in bright sunlight. Keep your forehead and eyebrows completely relaxed. Do not squeeze your whole eye shut; move only the lower lid.
- **Daily Reps:** Do 3 sets of 15 slow squinches every day. Hold each one for 2 seconds. You will feel a slight burn in the lower eyelid muscle.
- **Keep Your Brows Relaxed:** Stop constantly raising your eyebrows when talking. That creates forehead wrinkles and makes you look startled. Keep your eyebrows low, relaxed, and level.

EYE FEATURE	SHARP HUNTER EYES	TIRED PREY EYES
Eye Corner Tilt	Sits slightly higher	Droops downward on the outside
Lower Eyelid	Snug against colored iris	White showing below the colored iris
Upper Eyelid	Tucked under brow bone	Loose, puffy fold hanging down
Eye Opening	Compact horizontal shape	Wide, round, startled look

OPTIMAL

OUTCOME

Outcome Benchmark: The Calm, Intense Look: Doing 30 squinches every day builds lower eyelid tone within a month. It eliminates that tired droopy look and gives you a calm, commanding masculine gaze.

DARK CIRCLES & EYE BAGS: COLD SPOONS AND CAFFEINE SERUM

"Dark circles and puffy bags under your eyes make you look sick, exhausted, and ten years older than you are. The skin under your eyes is the thinnest skin on your entire body, so anything going on underneath shows through immediately."

Before buying random creams, figure out why your under-eyes look dark: trapped fluid, dark pigment, or deep bone shadows.

SPEC THE 3 TYPES OF DARK CIRCLES

[TYPE 1: BLUE / PURPLE] →

Trapped blood and fluid pooling under super-thin skin

[TYPE 2: BROWN MARKS] →

Sun damage, allergies, or constantly rubbing your eyes

[TYPE 3: DEEP HOLLOWS] →

Thin skin over the eye bone casting a natural shadow

THE QUICK PINCH TEST:

Gently pinch the skin under your eye and lift it slightly off the bone:

- **If the dark color moves with the skin:** You have Type 2 brown pigment marks (from sun or rubbing).
- **If the dark groove stays on the bone:** You have Type 3 deep bone hollows.
- **If the skin looks purplish-blue and gets lighter when pressed:** You have Type 1 trapped fluid.

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THE 60-SECOND FROZEN SPOON MORNING DEPUFFING TRICK:

- **The Frozen Spoon Press:** Put two stainless steel spoons in the freezer before you go to sleep. When you wake up, press the curved cold backs of the spoons gently against your under-eye bags for 60 seconds. The cold shrinks puffy skin and drains trapped fluid immediately.
- **5% Caffeine Eye Serum:** Pat two drops of 5% Caffeine Serum (The Ordinary or Minimalist) under each eye. Caffeine shrinks puffy blood vessels and clears trapped fluid within 20 minutes.
- **Hydrate with a Rich Cream:** Dab a rich, thick moisturizer under your eyes before bed to nourish the skin so dark blood vessels do not show through.

WHAT YOU HAVE	WHY YOU HAVE IT	WHAT TO USE
Blue / Purple	Trapped blood and fluid	5% Caffeine Serum + Frozen Spoons
Brown Marks	Sun damage & skin rubbing	Vitamin C Serum + SPF 50 Sunscreen
Deep Hollows	Thin skin over bone	Drink 4L water + Thick Night Cream
Morning Bags	Fluid from sleeping flat	Frozen Spoons (60-second press)

COACH

DIRECTIVE

Coach Directive: The Morning Eye Routine: Wake up, press cold spoons against your eye bags for 60 seconds, tap on caffeine serum, and stop rubbing your eyes with your fists. Your eyes will look sharp, clean, and awake.

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CLEAN GROOMING: DARK BROWS, SMOOTH LIPS & WHITE TEETH

"You can have a lean, de-bloated face, but if your eyebrows look messy, your lips are cracked and bleeding, and your teeth are yellow, your overall look drops by half."

High contrast is what makes a face pop: dark, neat eyebrows framing your eyes, smooth healthy lips, and clean white teeth that show you have self-discipline.

SPEC THE 3 GROOMING PILLARS

[DARK CLEAN EYEBROWS] →

Frames your eyes, makes your brow look lower and more masculine

[SMOOTH HYDRATED LIPS] →

Shows you are hydrated, healthy, and take care of yourself

[BRIGHT WHITE TEETH] → The #1 sign of clean habits and personal discipline

THE 3 CONTRAST PILLARS & SIMPLE STEPS:

- **Eyebrows:** Pluck the wild stray hairs between your eyebrows to get rid of the unibrow. Pluck wild hairs below your brow, but do not over-pluck the top. Put a drop of organic castor oil on your eyebrows before bed to make them grow thicker and darker.
- **Smooth Lips:** Throw away cheap lip balms containing menthol or camphor (they dry your lips out so you have to keep buying them). Gently rub your lips with a warm damp washcloth once a week to remove dead flakes, then put pure Aquaphor or Vaseline on before bed.
- **White Teeth:** Use Crest 3D White Strips for 30 minutes a day for 14 straight days. Brush twice a day with an electric toothbrush to remove stains.

PROTOCOL CONTINUES ON NEXT PAGE →

THE 14-DAY TEETH WHITENING & LIP HYDRATION PROTOCOL:

- **The 14-Day Teeth Whitening Run:** Dry your teeth with a tissue, apply the whitening strip firmly, and leave it on for 30 minutes. It lifts coffee and tea stains without hurting your teeth.
- **The Nighttime Lip Seal:** Coat your lips in a layer of Aquaphor or pure lanolin before you go to sleep. It seals in moisture so you never wake up with cracked or bleeding lips.
- **Scrape Your Tongue:** Use a metal tongue scraper every morning. It scrapes off the white film that causes bad breath and makes your mouth look clean.

AREA	WHAT TO DO DAILY	WHAT PRODUCT TO USE
Eyebrows	Pluck unibrow + Castor oil	Pure cold-pressed Castor Oil
Lips	Coat lips before sleep	Pure Aquaphor or Lanolin balm
Teeth	14-day whitening strips	Crest 3D Whitestrips (30 mins/day)
Tongue	Scrape white film off	Stainless steel or copper scraper

COACH

DIRECTIVE

Coach Directive: Clean Contrast Multiplies Your Face: Clean white teeth, defined dark brows, and smooth lips take a lean face from average to top-tier. Do these simple grooming steps every single day without skipping.

THE 14-DAY DAILY ACTION PLAN & SCORECARD

"You now have the complete, step-by-step system to carve hollow cheeks, get rid of loose double-chin fluid, build jaw muscle, and optimize your eyes."

Consistency is the only thing that matters now. Follow this exact daily schedule for 14 straight days to transform your face.

SPEC YOUR DAILY 24-HOUR SCHEDULE

[MORNING: 07:00 AM] →

Ice face dunk + 1L water + neck drainage sweep + eye caffeine serum

[AFTERNOON: 01:00 PM] →

1.5L water + potassium foods (potato/banana) + 20-min mastic gum (M/W/F)

[NIGHT: 10:00 PM] →

1L water before 7 PM + 400mg magnesium + mouth tape + back sleeping

THE 14-DAY MILESTONE PROGRESSION:

- **Days 01 to 03 (The Water Dump):** You pee out the trapped salt water. Your face drops 1 to 2 pounds of fluid; eye puffiness shrinks fast.
- **Days 04 to 07 (Skin Tightening):** The skin under your chin pulls tight against your neck from constant tongue posture.
- **Days 08 to 11 (Jawline Sharpness):** Chewing muscles feel firmer at the jaw corners. Your jawline edge looks sharper in the mirror.
- **Days 12 to 14 (The Chiseled Standard):** Hollow cheek shadows show under good light. White teeth and dark brows complete the transformation.

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14-DAY DAILY SCORECARD & CHECKLIST:

- **Rule 1:** Check off every box every day. If you miss your water goal or forget your mouth tape, fix it the next day.
- **Rule 2:** Take a photo on Day 01, Day 07, and Day 14 at 10:00 AM in front of the same window so you see your real progress.
- **Rule 3:** Never chew hard gum two days in a row; your jaw muscles need rest days to grow wider.

DAILY ACTION	TARGET	DID YOU DO IT?
Clean Water Intake	3.5 to 4.0 Liters	☐ 1L AM ☐ 1.5L Mid ☐ 1L PM
Potassium Foods	3,500mg from food	☐ Potato / Bananas / Spinach
Morning Ice & Neck Drain	5 Minutes	☐ Ice Water Bowl + Neck Sweep
Tongue on Roof of Mouth	All Day (24/7)	☐ Back of Tongue Vacuum Sealed
Mouth Tape While Sleeping	Every Night	☐ Gentle 3M Micropore Strip
Tough Mastic Gum Chewing	20 Mins (M/W/F)	☐ Both sides chewed evenly
Clean Grooming (Lips/Teeth)	Daily AM & PM	☐ Aquaphor Lips + White Strips

OPTIMAL OUTCOME

The Chiseled Benchmark: Congratulations on finishing The Facial De-Bloat Blueprint. Share your before-and-after photos with our team. Send an Instagram direct message with the keyword **"JAW"** or **"FACE"** to get your next advanced guides.