

Welcome to our July issue. The focus this month is on **FACIAL PAIN/CONDITIONS** that affects our smiles and facial expressions/appearances, taste, hearing, etc. – **Ramsay Hunt Syndrome, Bell's Palsy, and Temporomandibular Joint (TMJ) disorder.**

Just recently 28-year-old Justin Bieber, a Canadian popular singer and teen idol, was recently diagnosed with Ramsay Hunt Syndrome and announced cancellation of his upcoming concerts. He publicly released a statement saying he has the syndrome and showed photos of the paralysis of the left half of his face. He described the facial paralysis as not being able to blink his eye, can't move his nostril, and unable to smile from that side of his face. This neurological disorder is believed to be caused by infection from the shingles virus that affects the facial nerves.

In 2017 Angelina Jolie revealed she suffered with Bell's Palsy which caused her face to droop. You can only imagine her concern as her beauty was compromised by this facial condition. The facial nerves that direct the muscles on the side of her face controlling blinking and facial expression were paralyzed and drooped. She is not alone in this facial nerve condition with a report from the National Institute of Neurological Disorders and Strokes saying it affects about 400,000 Americans each year occurring in both men and women.

Country singer, LeAnn Rimes' suffered from TMJ problems and had to cut her March 2014 concert short when her jaw popped out of place as she was singing. OUCH!! She described the agony of hearing her jaw pop, then experiencing intense pain, and hearing loss in her left ear. Even Burt Reynolds suffered from TMJ while he was filming the movie, City Heat, when he was struck in the jaw with a metal chair by his co-star during a fight scene. He suffered intense jaw pain, migraines, chewing problems, and maintaining his balance to the degree that he put his career on hold for 2 years to deal with the pain and to seek treatment. The temporomandibular joint works like a sliding hinge connecting the jawbone to the skull. The strain on the jaw joint affects the facial nerves and can affect the trigeminal nerve causing pain or discomfort in the face, ears, and head.

### Facial nerve, CN VII of 12 cranial nerves and trigeminal nerve connections

1. Starts at the brainstem
2. Goes thru the base of the skull near the vestibulocochlear nerve
3. Enters the face near the ear
4. Branches out through the salivary gland

### Facial nerves perform motor and sensory functions

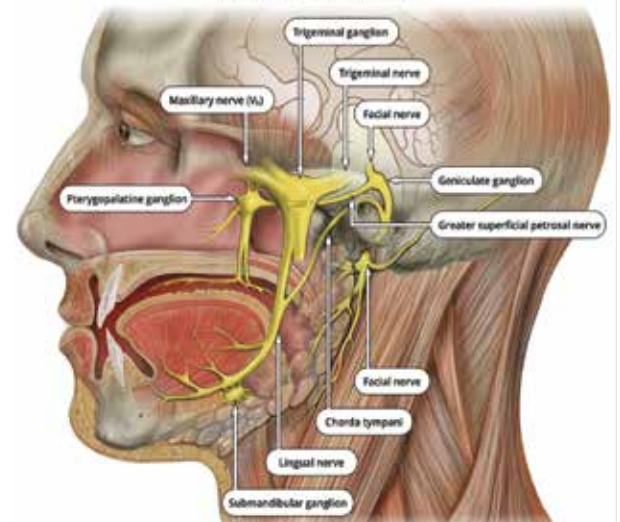
- Controls the muscles that make facial expressions (smiles and frowns)
- Controls muscles in the inner ear for sounds (loudness)
- Helps make tears and eyes to blink
- Sends taste signals from your tongue to the brain (loss of taste)

RST-SANEXAS neoGEN® Electric cell-Signaling Treatments (EcST) can help to relieve facial nerve pain and improve muscular function so that your patients can return to looking and feeling better about themselves. These conditions tend to be acute but left untreated can become chronic so providing treatment can reduce long-term injury and decrease the possibility of needing surgical procedures. Page 2 gives you some basic placement guidelines for placing the electrodes on the jaw/face.

**You've heard the proverb, "A smile is worth a thousand words." For those suffering from a painful condition, it seems like it's worth much more. A smile has the power to light up a room without saying a single word. Thank you for helping someone smile again so that he or she can live their days with dignity, hope, and happiness they richly deserve.**

*"Thank you for all that you do!"*

### Trigeminal & facial nerve connections



# Facial Placement

*Remember these are not the only placements that can be done for pain or rehab.  
You should make changes and/or adjustments where necessary*



RED



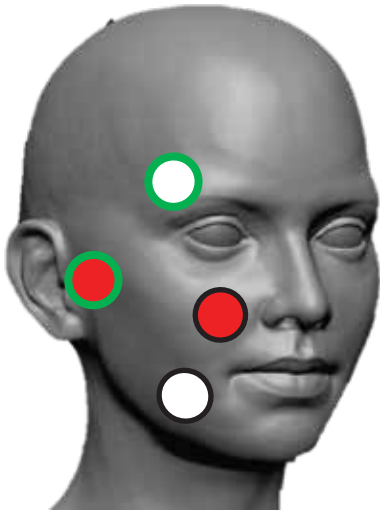
RED/GREEN



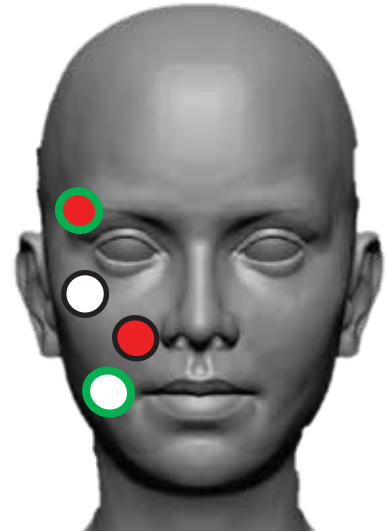
WHITE



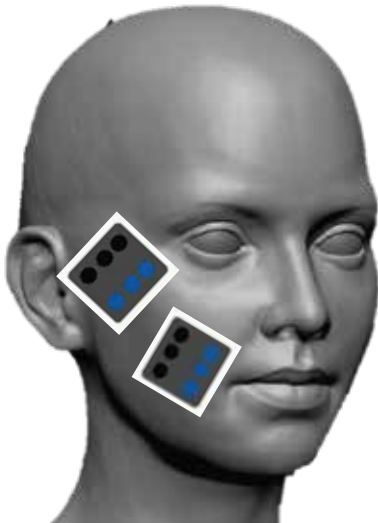
WHITE/GREEN



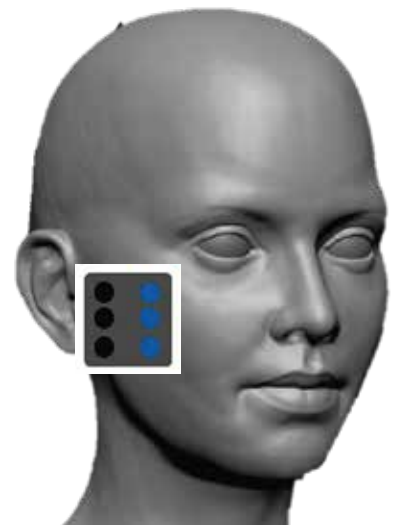
*These Placement options are based on 2" adhesives or small cup electrodes. Both placements shown touch on 3 trigeminal nerve branches. The left is a diamond approach, whereas the right is a linear approach. You can always move the electrodes or target a specific region of the face/head*



*Endogenous or Topical – 4 or 6 Field Electrode*



*This electrode option is the most common for facial related treatments. The image on the right utilizing a single pad is a TOPICAL electrode. If you have an ENDOGENOUS electrode, you need both electrodes and shown on the left. The second electrode can be placed in a multitude of areas.*



## Tips:

*You can always mix or add accessories... Utilize a separate channel for the Endogeneous or Topical 4 or 6 Field Electrodes than you do for your cup/carbon/adhesive electrodes when treating face and head pain. **These are available on our website under Accessories, Catalog.***

*You can also utilize a 3-Part Circuit with your Red, Red/Green, and Green electrodes. This can be used for energy focusing or targeting.*



**RST-SANEXAS neoGEN Basic®**

The neoGEN Basic® can be used for acute and post-traumatic pain or pain associated with neuropathy recommending treatment of a single body part one at a time.

- 20 custom programs with 1 monitor screen
- 2 separate channels of EcST energy
- Carbon electrodes provided
- Optimal features available to add on to the unit includes the vasopneumatic vacuum electrodes and cart for portability and transport
- Provides the same complex treatment functions as the neoGEN® but designed as a smaller unit

Call or email Debbie for more information at **702-315-2999** or [debbie@rstsanexas.com](mailto:debbie@rstsanexas.com)

**“REMEMBER to “Like” Us and “Share” our Social Media posts. Simply click on our social media icons at the top of our website’s Home Page, chose a post you “Like” and, “Share” Us with your followers.”**