



THE SOUL FACIAL:
A PROTOCOL
FOR LIVING
YOUR
BEST
LIFE

Changing the course of your life is as simple as making the single decision to do so. Once your mind is made up, it's time to put the protocol to work!

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Allow me to reintroduce myself...

Hey, love! Cherie, here - your favorite skin therapist, and I want to congratulate you for

taking the first of many steps towards truly living your *best* life! Take it from someone who knows (yup, that's me), shifting your thoughts from negative and toxic to positive and flourishing is by no means easy or fun. But it's necessary.

A part of my own mind-shifting process included realizing and receiving what I truly enjoy doing - helping people look and feel beautiful. In doing this, I became an esthetician! What do I do as an esthetician? Essentially, I use customized protocols to treat, correct, and heal my clients' skin, helping them achieve all the skin goals they never imagined they could. This, I discovered, is one of my greatest joys!

So, how does an esthetician come to be giving mindset advice?

Well, the road to transitioning into who I am now has been all but smooth, my friend. Hurdles, mountains, droughts - I've experienced them all. And being the structured person I (sometimes) am, I sat down and mapped out what I did to get out of my toxic cycles, and now I'm sharing these simple steps with you... with a twist!

You see, I initially prepared this information for an online event some time ago. I was agonizing over how to present what I had to say in the most relatable way possible, when one of my good, good girlfriends said, "Well, Cherie, just use what you already know. You're an esthetician, be an esthetician."

Boom!

And with that, the downloads started coming, and The Soul Facial was born. The perfect combination of skin care and mental wellness; a simple process to finally kick toxic cycles to the curb. For good!

So, go ahead. Get comfy, and get to know a little bit of my journey before embarking on your own. All I ask, is that you enjoy the ride!

Here we go!

Begin at the beginning...

Retraining your mind must be one of the most difficult life tasks, ever. Let's consider the facts: You've lived your entire life, up to this point, believing and operating under a specific set of beliefs and values. These specific mindsets have contributed to how you navigate your day-to-day, make critical decisions, select your friends, determine your career path, etc., and overall how you live your life. For some, these specific mindsets have also contributed to the years upon years of unhealthy cycles.

So, when you really think about it... spending the time to reverse toxic and stagnating self-beliefs - whether brought on by your own actions, or the words and actions of others - may seem like a daunting, and sometimes painful task.

However, it can be done! How do I know?

Well, my dear, because I've done it, by the grace of God. And I continue to do it, because every now and then a check-up is necessary.

"Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect."

- Romans 12:2

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Take a peek at my experience...

In 2018, I made up in my mind that I would no longer allow the fears and lack of faith of others, nor the resulting anxiety and depression brought on by what “lacked” in my life, dictate how I feel about myself or how I decide to live my life. I came to the stark realization that God had given me a very unique vision, and that most people, no matter the role they play in my life, just won't get it.

I also realized that this is OK.

I decided that I wanted to go back to the vision God had given me so long ago, and to fully submit to His will and His process, so I could one day experience the manifestation of the vision He gave me. Even though I knew this journey would be painful at times, I was willing and obedient, because I believed that what God had on the other side of the fears and false beliefs I had adopted over the course of time, was the life I desired and deserved. Sure, I heard some of the worst things from some of the people closest to me.

They only knew who I used to be, under all the lies, you know? So the new creation God was bringing to the forefront didn't make sense to them.

“Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things.”

And *that* was OK!

- Romans 12:2

I remained focused and kept pushing towards what He had consistently shown me for my life. Then, once I finally experienced that “mental shift,” and I started believing what my Heavenly Father said about me in His WORD, there was NO WAY I was going back to the false version of myself. This new chick was all the way LIT and I loved her!

Sure, every now and then the enemy tries his hand, but my mind is healed! He's not making his way back in, because I decided that he no longer has a place here - my joy was renewed, and my peace had been restored. I decided to hold on to everything that is good, and forever release what doesn't serve me well.

Now, dear heart, it's your turn to heal and experience the overflowing promises of God's peace and joy for yourself.

Will applying these steps to your life once ignite the shift you're looking forward to?

Probably not.

This journey requires you to put in some intentional work and reapplication of the process. However, once you understand how to recognize your triggers and the most effective ways to address them, it'll be smooth sailing from there, my friend.

My prayer as you dive into this protocol, is that you will begin to release what was never meant for you, then fully embrace and nurture all that you were created to be and do. I also pray that, just as how I now experience the abounding peace and joy I mentioned before on a daily basis, you will also know the same in your own life.

It's no accident that you're here, I hope you know that. This is the beginning of a beautiful journey. Remember it, because your life will never be the same again!

With love and peace as you go,

Chere 

cleanse

[klenz]

verb (used with object), cleansed, cleans·ing.

- 1. to make clean.
- 2. to remove by or as if by cleaning

to cleanse the soul from sin

Show me what you're working with! Your new life starts with one decision; the easiest part of your process. Let's jump in!

For Skin: In the world of esthetics, when I cleanse my client's face, I'm removing all the surface dirt and debris that has accumulated. I'm removing every visible – and even some invisible – element that could be harmful to

the skin.

For Life: It's all the same in life! During the cleansing process you look at what's present. The things and people you can immediately identify as being out of place and not in agreement with the vision God has given you for your life.

These are the distractions. They usually sneak up on you, out of nowhere, only to bring disorder and confusion to your life and purpose. What are these things? They could be bad habits, places you go you know you're better off not going; people who negatively influence you or "pop up" from "out of nowhere"... don't let the distractions fool you! Pitch 'em all to the curb and keep it moving! Most importantly, ask the Lord to reveal to you anything that doesn't align with *His* plan for your life. He knows you better than you could ever know you, and His will is far greater than anything you could ever imagine for yourself!

Wash in the Word: *"Create in me a clean heart, O God, and renew a steadfast spirit within me. Do not cast me away from Your presence, and do not take Your Holy Spirit from me. Restore to me the joy of Your salvation, and uphold me by Your generous Spirit."* Psalm 51:10-12

"Pay attention to your patterns. The ways you learned to survive may not be the ways you want to continue to live. Heal and shift."

- Dr. Thema Bryant-Davis

Action Steps:

That part was easy. Now let's WORK, work!

For Skin: This has to be everyone's favorite part of a facial! We use combinations of scrubs, enzymes, and skin-friendly acids to remove the top, dead layers of skin and reveal the brand new, glowing baby skin beneath. Between treatments, I always recommend my clients exfoliate at least once every week to maintain their results. That after-glow is what we all strive for, right? Now, consider what regular exfoliation will do for your life...

exfoliate

[eks-foh-lee-yet]

verb (used with object), **ex-fo-li-at-ed**, **ex-fo-li-at-ing**.

1. to throw off in scales, splinters, etc.
2. to remove the surface of (a bone, the skin, etc.) in scales or laminae.

For Life: Though sometimes uncomfortable, this method leaves you primed and polished, ready to take on all- new-everything. This is when you must make the decision to intentionally and consistently remove what doesn't align with your purpose. Like, really dig in. No matter how uncomfortable things may seem, do the hard work of shedding all the dead weight that has been hampering your glow. Meditate on the following scripture for the most graceful approach to accomplishing this. It's pretty simple, really.

Wash in the Word: *"Come to Me, all you who labor and are heavy laden, and I will give you rest. Take My yoke upon you and learn from Me, for I am gentle and lowly in heart. For My yoke is easy and My burden is light."* Matthew 11:28-30

Action Steps:

IT'S ABOUT
TO GO
DOWN!

tone + treat

[tohn]

verb (used with object)

1. to remove residue left behind by cleanser
2. to restore natural balance

[treat]

verb (used with object)

1. to deal with (a disease, patient, etc.) in order to relieve or cure.
2. to subject to some agent or action in order to bring about a particular result:
to treat a substance with an acid.

Now that the gunk is gone, you have to infuse your life with a new healthy mindset, before any of the old ways of thinking try to sneak back in...

For Skin: Once I've gone through a series of cleansers, masks, lotions, and potions with each client, toning their skin helps to remove residue and restore balance. Once we tone the skin, we infuse it with serums that will target and correct prior damage done. Here's how this method applies to

your life...

For Life: How do you speak to yourself? How do you treat yourself? With love, or with contempt? By now, you should be at a place where you've realized that old habits and ways of thinking do not serve you, and that new healthy habits, a new mindset, and a new way of living rightfully belong to you. Remember that death and life are in the power of **your** tongue. Set a new tone for your life by speaking positively and powerfully to and over yourself. Shower yourself with affection, and don't beat yourself up because you didn't get "it" right, the first time around.

While you're pouring newness into and over yourself, remember that counseling is a real thing, and it helps. If you believe that you need some sort of therapy, seek it, be consistent, and be healed! Don't ever allow yourself or anyone else to make you feel as though there's something wrong with getting the help you need. Just like you see a doctor to help you maintain your physical health, speaking with a trained professional to maintain your mental health is just as (if not more so) important.

Wash in the Word: *"Death and life are in the power of the tongue, and those who love it will eat its fruit." Proverbs 18:21*

Action Steps:

Here comes the fun! You've cleansed, analyzed, exfoliated, toned and treated – now, it's time to layer on the good stuff...

moisturize

[mois-chuh-rahyz]

verb (used with object), mois-tur-ized, mois-tur-iz-ing.

1. to add or restore moisture to (something):

to moisturize one's skin with lotion; to moisturize hair.

For Skin: moisturizing someone's skin isn't as simple as slathering on whatever you have closest to you. The process is quite the opposite. Much like treating with serums, I take my time selecting a product that will nourish the skin and satisfy its every need.

Once I've made my selection, I take my time massaging it into the skin so that it penetrates several layers. This can also be achieved by incorporating specific tools that will help the unique product reach the deepest layers possible. This helps the skin to further find and retain its appropriate balance.

For Life: This where the fun *really* begins! Moisturizing supplements your lifestyle. You accomplish this when you surround yourself with people who are in agreement with your vision and your path, and who are for your success. People who reinforce your new positive outlook and mindset, and who genuinely want to see you win. These are the people who will encourage you during your lowest moments and help push you into your destiny. Keep in mind that this must work both ways, and as much as your new "circle" pours into and cheers for you, it's only fair that you do the same!

Wash in the Word: *"As iron sharpens iron, so a man sharpens the countenance of his friend."* Proverbs 27:17

Action Steps:



Photo: Unknown

protect

[pruh-tek]

verb (used with object)

1. to defend or guard from attack, invasion, loss, annoyance, insult, etc.; cover or shield from injury or danger.

Mama, we made it! Are you excited?! This is the final step! Another easy one, this takes dedication to Living Your Best Life. Here we goooooo!

For Skin: Something I find myself drilling into my clients, as it is the most important step when it comes to skin care:

PROTECTION. Many people believe SPF is only necessary during the summer months or when they're traveling to exotic Caribbean islands. What do I tell them though? That they're absolutely wrong! No matter the temperature, UV rays are always present, and they're what matters when it comes to maintaining your youthful glow and keeping discoloration, burns, and even cancer far, far away. And **yes!** UV protection is necessary, even for my melanated beauties. You should protect your skin daily from UV rays generated by the sun, electronics (blue light is not your friend), and incandescent and fluorescent bulbs.

For Life: The same way you need to protect your skin, you need to protect your mind and your life. The greatest thing you can do to preserve all of the work you've sown into yourself to correct your mindset and change your life... is to put on the mind of Christ! You've identified what kept you stagnant for so long, you've done the work to remove these things from your life, adopted and cultivated new habits of speaking positively to and over yourself, and you have surrounded yourself with people who do the same. Seal all the work you've done with the word of God. Continuously ask Him for wisdom, understanding, knowledge and discernment so you don't fall back into old ways of thinking or behaving, because going back simply is not worth your new-found peace. Find a few scriptures to hold on to that speak to your personal experience. Meditate on them whenever you feel former habits trying to creep up on you. They will try, but you'll be prepared! Remember, just because you've found your new self does NOT mean that former things won't rear their ugly heads every once in a while. They absolutely will! Stay protected with your WORD (the sword of the Spirit) and you will win, every time!

Wash in the Word: *"This Book of the Law shall not depart from your mouth, but you shall meditate in it day and night, that you may observe to do according to all that is written in it. For then you will make your way prosperous, and then you will have good success." Joshua 1:8*

"No weapon formed against you shall prosper, and every tongue that rises against you in judgement you shall condemn." Isaiah 54:17

Action Steps:



Cleanse, Rinse, Repeat.

If you have made it through your protocol, put in the work, and committed to adopting a new mindset - **Congratulations!** You are well on your way to Living Your Best Life, the life God predestined for you!

Continue breaking through the barriers that have long kept you stagnant and afraid. Use this protocol as a reference in the future, when you experience those moments where old habits attempt to manipulate their way back into your life. Remember what you've overcome and decide to *never* go back!

Live Your Best Life!



About Cherie

Cherie Elder is an up-and-coming skin care expert in the Washington metropolitan area; she currently holds licenses to practice esthetics in both D.C. and Maryland. After her graduation from the renowned Aveda Institute, she continued expanding her education and has earned certifications in a variety of advanced skin care treatments. Realizing the lack of knowledge of how to treat and care for skin of color, she obtained a certification in Multicultural Skin Treatments, under celebrity esthetician and Obama White House Esthetician, JoElle Lee. Cherie continues to consistently take continuing education courses to ensure her clients receive the most cutting-edge treatments.



As someone with dry skin who has experienced acne and discoloration herself, Cherie understands that no two combinations of skin type and condition(s) are the same, and that each should be addressed individually.

Through the case-by-case customization of protocols, she infuses a variety of modalities and therapies into her treatments, and works progressively with each client to achieve their greatest skin health.

Beyond her skin care expertise, Cherie believes that her ability to connect with and understand the underlying needs of her clients makes her one of their greatest assets and provides a solid foundation for long-lasting provider/client relationships.

If you would like to get in touch with Cherie, reach her here:

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If you are interested in making a Studio appointment:

[CLICK HERE](#)

