

Why Beauty and Balance are Important for the Lunar New Year in 2020



San Francisco, Jan 24, 2020 (IssueWire.com) - On January 25, 2020, over 1.5 billion people around the world will gather to celebrate the Lunar New Year - the year of the Yang White Metal Rat, the first of the lucky animal signs of the Chinese zodiac, and with it will come a flurry of food, festivities, and photographs.

According to Chinese astrology, the fixed elemental symbol of the Rat is water which makes this year a particularly important one to put one's best face forward in beauty, cleansing, balance, new beginnings, and renewals.

The addition of Metal (the counterpart of Water) also has 2020 focused on certain industries that should thrive, including technology, according to www.TheChineseZodiac.org. In Silicon Valley, where social and search monoliths such as Facebook, Instagram, LinkedIn and Google reside, the fusion of tech, beauty and balance couldn't be more poignant for the Lunar New Year.

On average, almost 95 million photos are uploaded to Instagram every day, just a third of the staggering 350 million photos uploaded to Facebook daily according to a white paper released by the social media giant and published by *Business Insider*. In fact, in an article published on Inc.com, Google reports that its Android devices take 93 million selfies a day. Considering the number of photos that are traditionally taken around any major holiday (consciously or unconsciously), it's no wonder why beauty and balance are at the forefront of the White Metal Rat Lunar New Year.

"In this time, it's important to keep a balance both externally and internally - in order to create the renewal we need to remove all our toxins," shares renowned anti-aging master and specialist in holistic non-surgical procedures Richard Haxton of Richard Haxton's Transformational Skin Solutions of Los Altos (www.SkinByHaxton.com).

"Modern living comes with consequences - toxic exposure to blue light in electronic devices, carbon emissions and poor diet all put our bodies in a place to prematurely age which can take away our self-confidence, and with it, the fortune that should come with the New Year."

This is one of the major reasons Haxton decided to create a method twenty years ago to give individuals an alternative option to plastic surgery and invasive techniques to restore the organic beauty of their youth - his proprietary facial sculpting and the Haxton non-surgical facelift.

As Haxton continues, "The Year of the Metal Rat, combined with Western ideas of 2020, calls for personal harmony. In Eastern philosophy, people born in the year of the Metal Rat tend to be intelligent, observant and popular - loving to attend parties and social gatherings - and at all times keeping conversation to a high point...which is important to note because it shows that the main and primary focal point is the beauty and balance of the face."

In fact, *Psychology Today* author Benedict Jones, Ph.D. - professor at the Institute of Neuroscience and Psychology (University of Glasgow) has written on how the first impressions we form about other people based on their facial appearance can influence important social outcomes and usually are formed within 100 milliseconds. These impressions include traits of valence, trustworthiness, dominance, and competence - which makes finding the most natural means to create balance in the face all the more important.

"We live in the most visually critical time with the impact of social media," states Haxton, "There are literally millions of photos out there that act as a reflection of your life. My wish for the Lunar New Year is that they not only reflect the beauty and balance of the face - but also the heart."



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