

## Example article for press release and newsletters



### WHAT DOES YOUR FACE REVEAL ABOUT YOU?

#### “Face Reading – How to read the traits of the face”

Personology, often referred to as “Face Reading”, is the scientific study of reading inherited genetic traits of the face, helping us understand human behaviour and recognise who we really are.

Personology for profiling has been used for many years. It has proved invaluable in so many areas, not least in career assessment and relationships. Understanding who they really are by their genetic facial traits has opened up a new outlook on life for many people, as one’s face never lies. Finding out what their gifts and challenges are has reduced stress in many people’s lives as they now have positive direction and purpose.

With regards to finding your ideal partner, you will understand that looks, although at first appearing important, they are no basis on which to plan a long term relationship. Recognising and understanding genetic traits in a potential partner will prove much more beneficial. An additional benefit is that understanding the traits of your children and those around you will greatly improve your relationships.

This information is not based on intuitive or psychic readings, but is supported by scientific research and studies over the past 70 years, with controlled studies and investigative programs making it the most validated method or system known to date with 92% accuracy. Couples who used personology in domestic conflicts were successfully helped in 86% of cases.

The system was discovered by the late **Judge Edward V. Jones** USA, validated by Personologist **Robert Whiteside** and research by Personologist, **Dr Paul B. Elsner**. This system was used in the penal and correctional facilities institutions of the USA with excellent results.

The book “**Face Reading – How to read the traits of the face**” has been prepared to present valuable, reliable and accurate information in a user friendly illustrated handbook that will be of positive benefit to all that use this excellent tool. It will help bring the very best out in everyone. Education is serious but can also be fun. You will learn a wealth of information about every person you meet in just a few minutes. You will never look at a face the same way again. The book has 210 pages with over 150 real life photos of genuine individual examples of each of the traits, with explanations of the positive aspects of the traits and what happens if the traits are out of control. There are no bad traits, there are only good traits and traits that may have gone out of control! No matter who you are, you have wonderful gifts and great potential. This book will help you discover your gifts and who you really are. Business, social and domestic relationships are guaranteed to greatly improve by applying the knowledge gained from this book.

# THIS IS AN IDEAL TOOL FOR SPECIAL SERVICES

- Police and public order organizations.
- Security and airport staff.
- Those working with offenders and institutions.
- Lawyers and those working within the court system.
- Social services and relationship counselling.
- Marriage guidance counselling agencies.
- Marketing and sales training.
- Business communication and customer service training.
- Education and schools.
- Career assessment and human resources agencies.
- Domestic help organizations.
- Dating agencies and partner matching

## **The book will help you**

- Understand who you really are and what your facial traits mean.
- Discover your gifts and what possible challenges you might face in life.
- Know immediately how the person you are talking to will react.
- Know how to assign the right person to the correct job.
- Know exactly how much information to give to any individual.
- Understand your partner and why you may conflict.
- Avoid misunderstandings in dealing with others.
- Understand your children and their learning abilities.
- Find your perfect partner and never argue.
- Understand the six basic traits for an ideal partner.
- Understand mood swings, the cause, how and why they affect you.

## **A wonderful tool**

There are 68 traits of the face plus about 20 environmental traits. You will learn how to identify these and very quickly recognise the real person behind the mask, no matter what expression the person tries to display, or what make up they may wear, using a validated scientific system that is 92% accurate.

Information Presented By Personologist Richard M. Phelan - UK

***The Face Never Lies***

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## How To Purchase The Book.

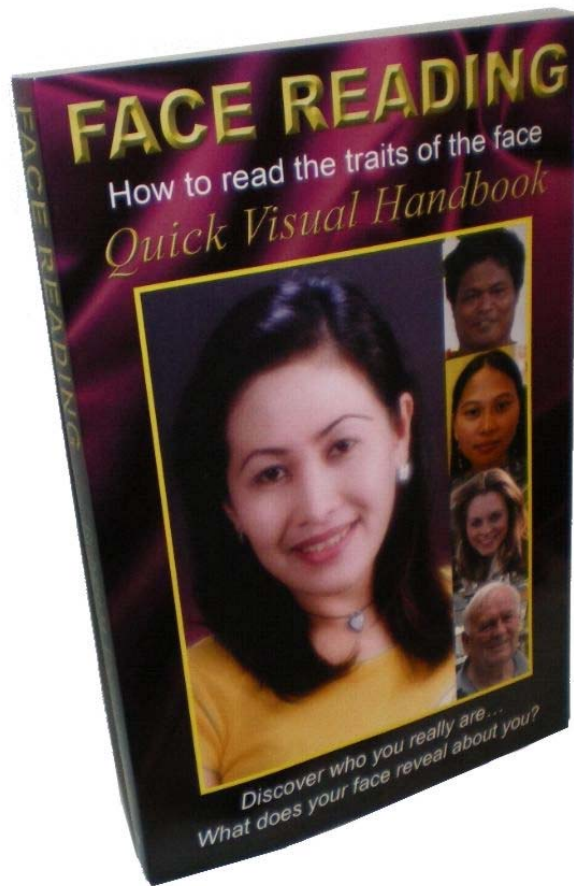
**Price £12.99**

Visit bookshop below:

ISBN number **9781438923642**

Title: **Face Reading** by Richard M Phelan

Enter authorhouse publishers book shop via **[www.facereading.tv](http://www.facereading.tv)**



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Example from the book:

The "Mug Shots" (Figs. D and E) are discussed on the following page.



Fig A

Fig B



Fig C



Fig D

Fig E

Photos: Police files USA from Dr Paul B Elsner

## UNCONVENTIONAL AND CONVENTIONAL

When an individual appears to always do the complete opposite to everyone else or what is accepted as the norm, they are referred to as “unconventional”. People who have this trait can be mild to extreme and the trait is identified when the inner corners of the eyes are not in line or level, as seen in the mug shots (Fig D and E). It may be only a millimeter or up to seven millimeters difference – but maybe even more. If individuals have this trait, they will tend to do the complete opposite to everyone else. They may come across as disruptive, and not follow the general flow of things. They are more judgmental, may find it difficult to conform, and they hate having to do the same as everyone else. They like to see if they can do things an alternative way. They are, in fact, very creative by nature and can come up with amazing ideas, having a flare for creative abilities because they desire to be different. Conventional people, as seen in Fig A, where the corners of the eyes are level, will tend to just go along with the flow and conform with little opposition or problem.

In one situation, where a man found himself in a court of law being accused of an offence, it was argued by the prosecutor that as everyone would normally do a certain thing, then this man should have followed the same path but didn't, and was therefore automatically guilty. But on examining the man's eyes, he was seen to have a very high score of being “unconventional”. The accused man's explanation of his behaviour was, in fact, very reasonable and was typical of an unconventional person, who would not have taken what was considered the normal course of action. The finding of this trait and presenting this information to the court saved him from what could have been an unjust sentence.

...Discussed further in the book

Another example from the book: Face Reading – How to read the traits of the face

## THE EYES

### MAGNETISM, SERIOUS, JOVIAL, SYMPATHY, EMOTIONAL



Fig A  
High magnetism  
rich colour and sparkling  
very emotional

Fig B  
Low magnetism  
appearance can be dull  
and little sparkle, less emotional



Fig C  
The overhung brow, deep set eyes, more serious nature

Fig D

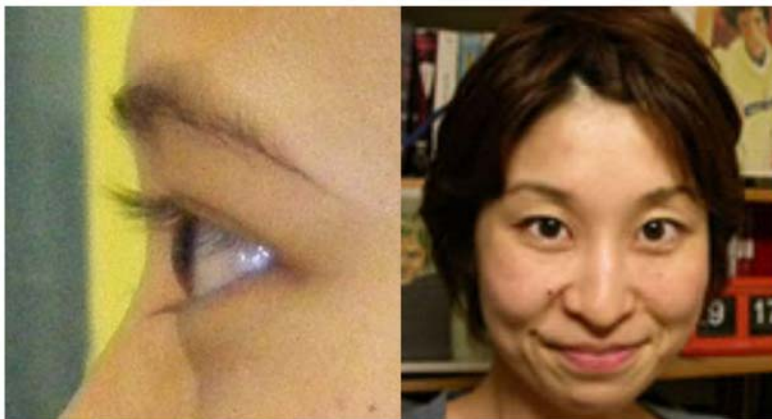


Fig E

Fig F

The protruding eyes, a sign of a more humorous and jovial nature

Have you ever had that experience when someone comes up to you and starts to tell you all their business? They talk to you as if they have known you for many years or as a close friend, then they walk away leaving you wondering why they were telling you all this. It's all to do with "eye magnetism". This is to do with the rich dark iris and sparkle as seen Fig A. Magnetism is a physical trait but we have included it here, with the emotional traits, seeing as we are discussing the eye area. People, both men and women, but more so women, will often tell you they have had this experience. The more sparkling the eye and rich colour, the more magnetic the personality is likely to be. This may attract undue attention. People will just come up and talk for no apparent reason. If this is a problem with a woman, then a simple solution is to wear a pair of non-prescription plain glass glasses. It does the trick and stops the embarrassment.

One man was very upset and complained his wife was a flirt, as she always drew lots of men around her wherever they went or when they were out socialising. She said she had done anything to draw their attention, but close examination showed she had extreme eye magnetism. When the husband understood this he was better able to deal with the situation. He bought her a nice pair of trendy glasses for going out and it did the trick! Those with high eye magnetism will be more sympathetic and emotional in all situations and have strong feelings and emotions toward others. They need to act on what is RIGHT, not what they FEEL at that moment in time.

...Discussed further in the book