

NOĒSA

LIGHT UP THE MYSTERY
OF YOUR FACE



EVERY PERSON IS BEAUTIFUL

because he has a soul and because every second of his life is connected to the mystery of life. All of us breathe the universal Light of Life. And all of us float in the absolute harmony of the cosmos. If this were not the case, our life would not exist. We people are the image of the cosmic mystery.

The following texts are excerpts from a lecture that I gave within the framework of a workshop in the NOESA showroom in Berlin. The title of this workshop was: “You can become more beautiful than you are beautiful.”



Gerd Gerken, Founder of NOESA



MYSTERY BEATS EVERYTHING!

Every person can look a lot more beautiful than he really is. How does this work? It works when a person understands how beauty develops and of which components it consists.

There are different levels of beauty. For example, there is visual beauty. This is the lowermost level. And then there is interactive beauty. This is the uppermost level.

Visual beauty involves mainly aesthetic criteria that are relatively objective, e.g. the question: Is a face symmetric or asymmetric? Or: How great is the distance between the eyes and the mouth?

This visual beauty is the key factor for appeal.

Interactive beauty involves totally different criteria: What is the message of the face? What effect does the face have in the brain of other people? Which hormonal impulses are generated if you look at a beautiful face?

This beauty is reactive and interactive. And its key factor is desire.

So we can see: normal beauty generates appeal. The higher form of beauty generates desire.

The secret of your Mystery involves being more than merely visually beautiful.

Mystery is the message that generates desire.



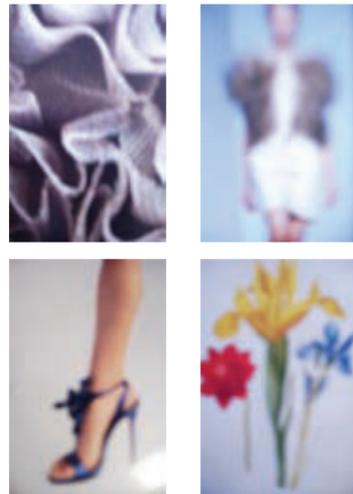
Mystery is the cause of this desire. Mystery occurs when the message of your face causes lust hormones to be released in the brain of another person. Mystery is thus an effective message. Mystery is ennobled interaction.

This means: the symmetry in your face has a biologic cause. You can correct it in only a strongly limited way. Just as, for example, it is very difficult to correct the distance between the eyes and the mouth.

But you can specifically build up your message. In other words, you can let your Mystery unfold very purposefully ... and ennoble it up to the Peak.

As a result, a very clear strategy becomes apparent: regardless of how beautiful you are objectively (visually), you definitely become more attractive if you construct your interactive beauty and let your personal Mystery unfold. Regardless of how old you are: for your appearance, it is ideal if you let your Mystery have a powerful effect ... every day ... in every situation.

Mystery beats everything.



DESIRE IS MORE IMPORTANT THAN APPEAL

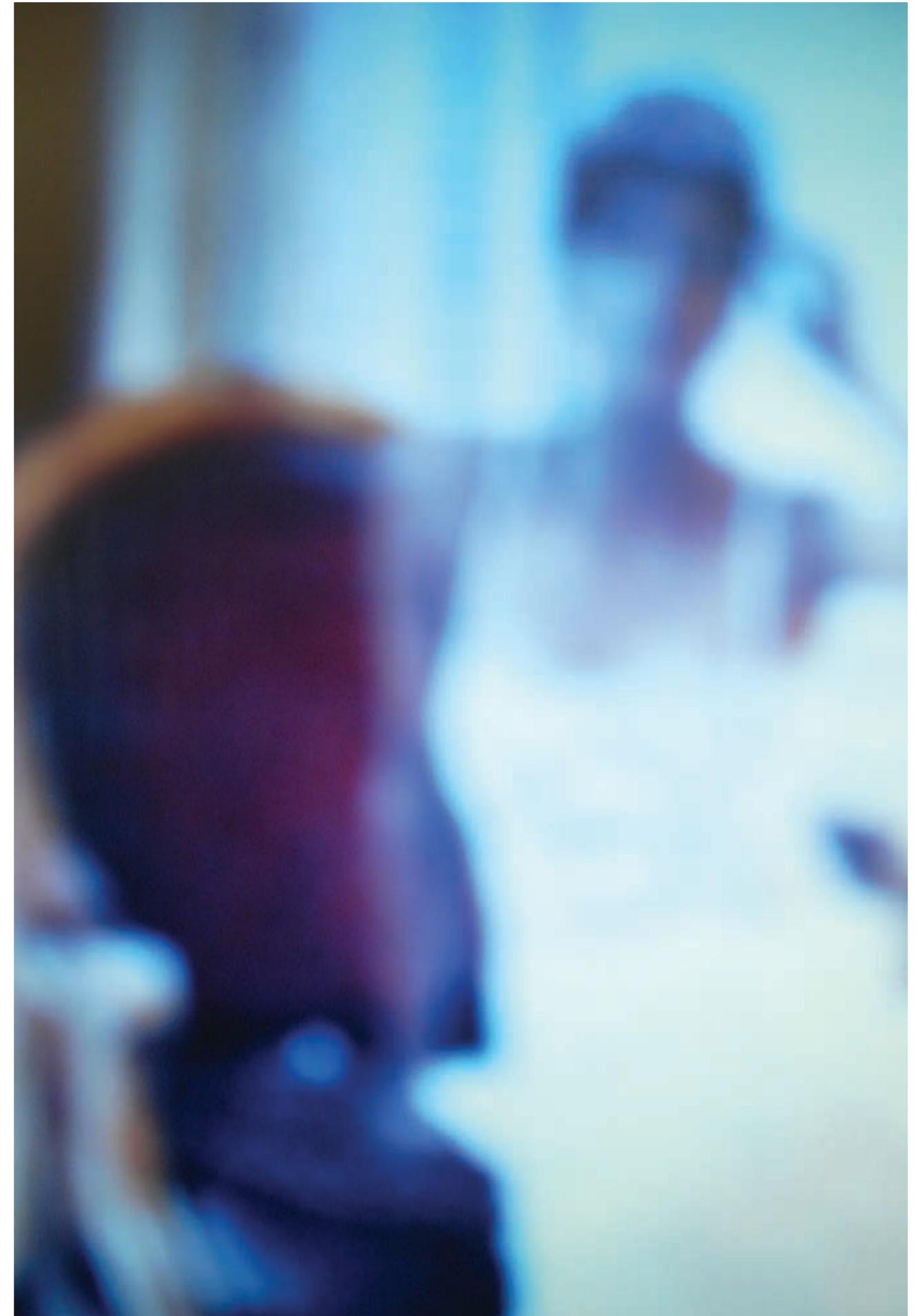
How you look is judged using the eye. Mystery is judged using the brain. The look generates appeal. Mystery generates desire. These are the decisive differences.

Everything that appeal creates occurs as the perception of aesthetic factors that are objective, such as the outline of the eyes or the shape of the nose.

Everything that desire creates is different. It is carried out using energy, namely as an interactive energy. This results in the following:

If Mystery is present in your face, everyone who looks at you is automatically positively stimulated in a certain region of the brain (amygdale / limbic system). A spontaneous release of the so-called “lust hormones” takes place there. And as a result, that what scientists call “physical attractiveness” changes suddenly: everyone who looks into your face experiences you as being especially beautiful ... more beautiful than you are objectively.

All of this has been proven over the years in many scientific studies (see the scientific sources on page 20). Therefore, researchers differentiate very clearly between “Cold Beauty” and “Warm Beauty”.



MYSTERY MAKES YOU MORE BEAUTIFUL

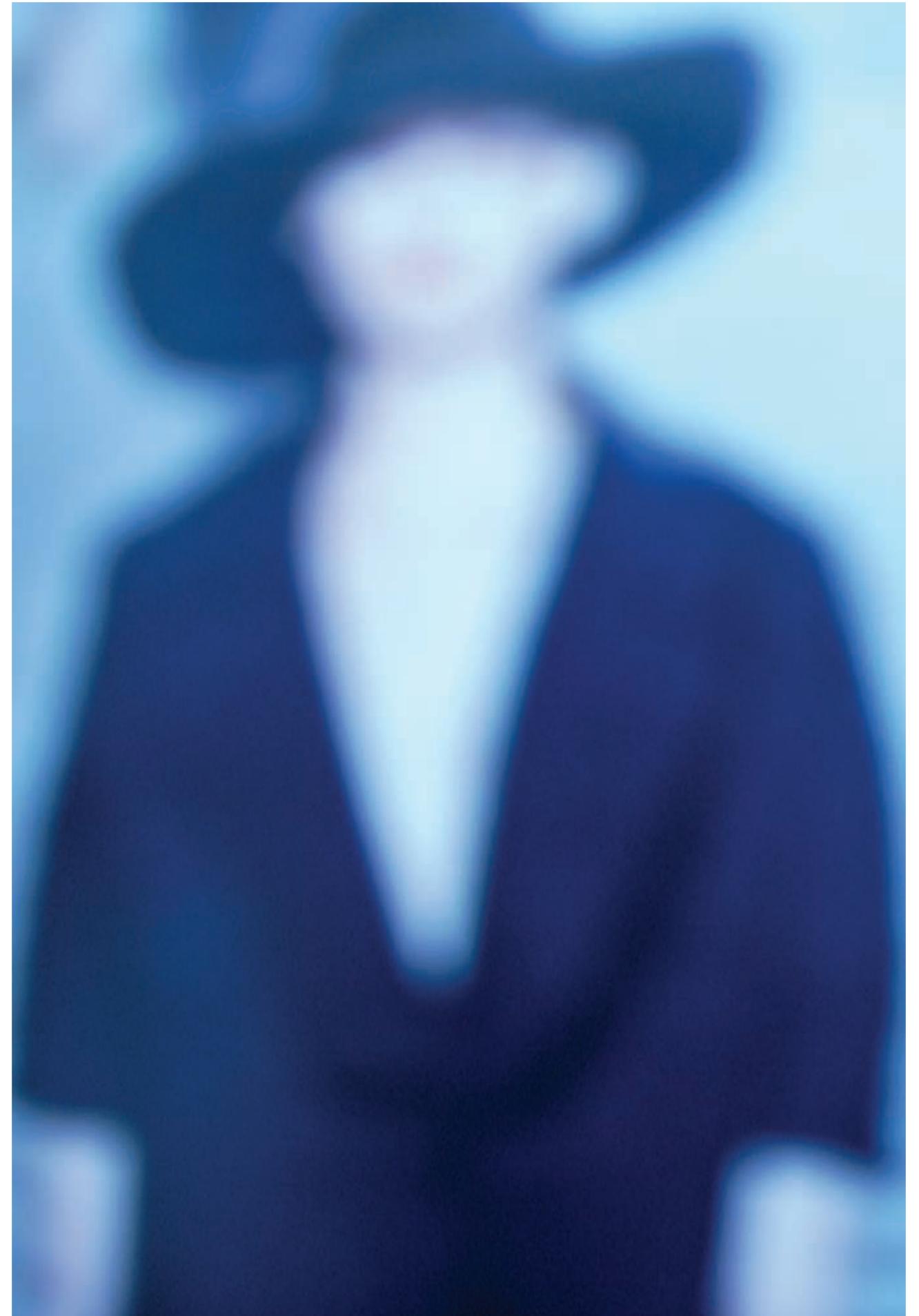
If, for example, you have beautiful skin, this is an objective point in your favor in the sector of Cold Beauty. Good skin is really important. But a well cared-for skin is not yet at 100%. Real attractiveness requires more, namely the effects of sympathy and desire ... by everyone who looks at you. This is Warm Beauty.

Warm Beauty occurs mainly in the brains of other people. Something happens there that scientists describe as follows: you experience more attractiveness than is caused by the beauty that is there.

How does this function, anyway? Basically, it is a 2-step process. In the first step, the cells of your body (especially important: the cells of the face!) are charged with a special energy ... the energy of Life. The more Life energy that is stored, the greater becomes your ability to Glow. As a result, the message of your Mystery takes place in your face.

The second step involves what this message triggers in the brains of other people ... namely hormonally. Desire and sympathy are based principally on hormonal effects.

So-called “mirror neurons” play a decisive role in this regard. Every person has these in his brain. These neurons mirror the energy of Mystery. So to say, they suck the energy that is present within the person into themselves. By the way, this occurs lightning-fast and totally unconsciously. The decision is made within 150 milliseconds ... the decision of sympathy and desire. This is Spontaneous Beauty.

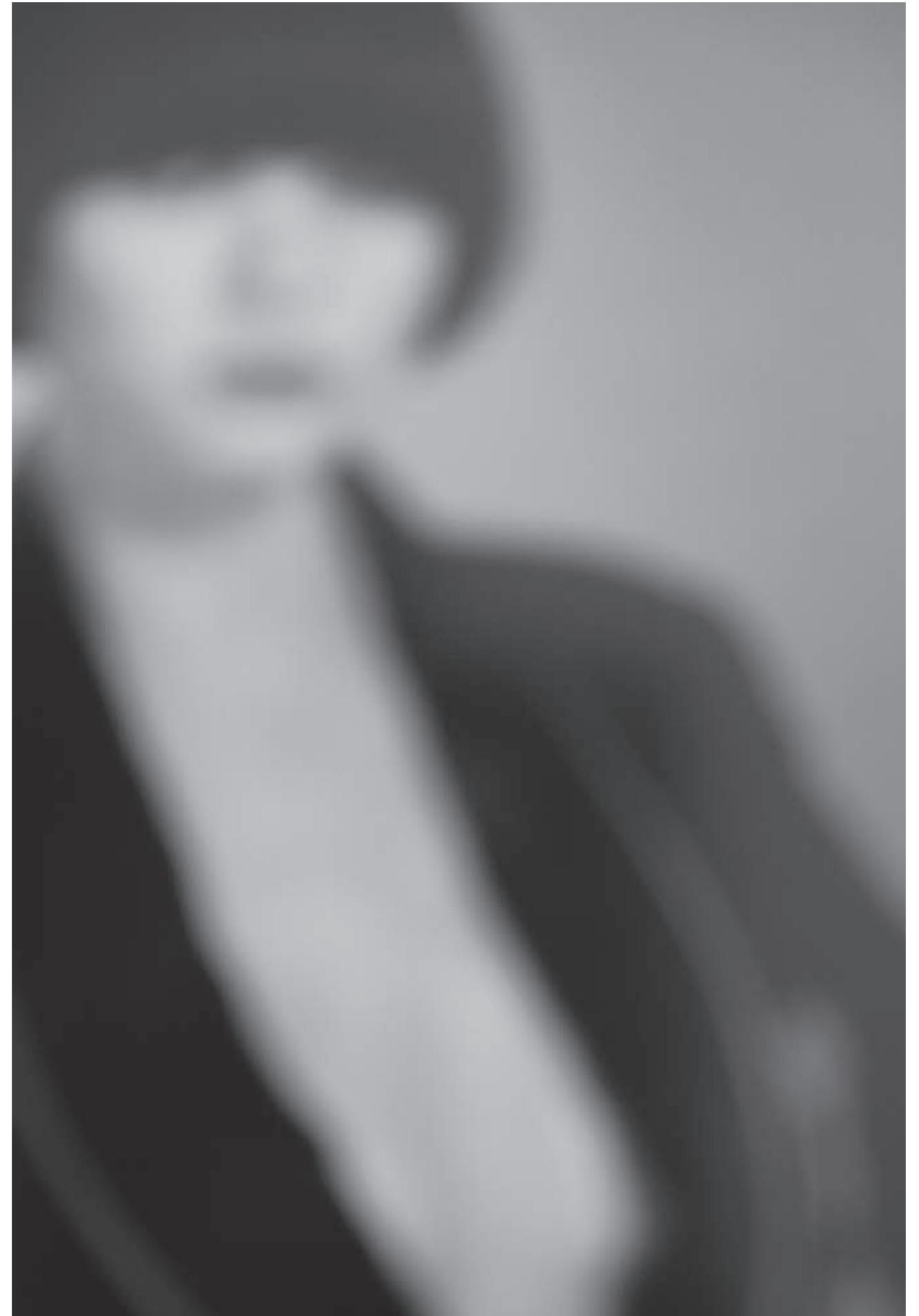


These mirror neurons control hormonal action very quickly and directly. Together with the lust hormones, they cause a specific chemistry of desire within the body. As a result, you automatically experience three effects: the person who is standing in front of you suddenly becomes more likable. You invest more goodwill. At the same time, the person becomes more significant. Everything that he says becomes more plausible. And everything that he does becomes more important for your own life. The third effect has to do with emotional devotion: you pay more attention than normal to a person who has Mystery.

All in all: it is the energy of Life that generates Warm Beauty. And there are four channels in which this energy can unfold: Glow, Aura, Charisma and Mystery.

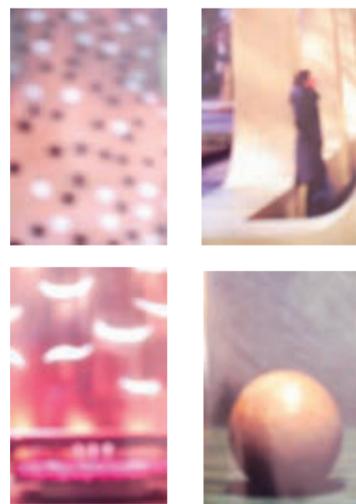
Each channel is somewhat differently oriented. And each channel has its specific focus: Charisma has a lot to do with authority. Aura is an aspect of charm and Glow is an aspect of respect. Mystery is different again: it organizes the strongest form of devotion. As a team, all four channels organize the highest form of attractiveness ... Warm Beauty.

Certain criteria are decisive in this regard: the energy that builds up Warm Beauty is a pure Life energy. There is a branch of research (biophotonics) that scientifically analyzes where this higher form of energy comes from and how it can be transported into the human body. The result: all plants store this energy in what is called "biophotons". And certain plant extracts have large amounts of biophotons. These plants form the foundation for NOESA products. They are our ALCHEMETICS.



An additional criterion is the cell. The energies that build up Glow, Aura, Charisma and Mystery become the highest message of attractiveness only when it is possible to guide them directly into the cells or – more precisely – into the energy centers of the cells. These are the mitochondria.

The energy of Life is the decisive factor. So the question is not whether chemical or natural active agents are to be used ... the goal is to store the energies in the cells – the energies that become the message that creates intense desire in other people. In this way, you can ennoble your beauty.



SCIENTIFIC RESEARCH IN THE AREA OF “MYSTERY OF BEAUTY”

Arthur Marwick
Beauty in History, London

Georg L. Hersey
Verführung nach Maß, Berlin

Julian Robison
The Quest for Human Beauty, New York

Nancy Etcoff
Nur die Schönsten überleben, München

Daniel McNeill
Das Gesicht, München

Leslie Zebrowitz
Reading Faces, Oxford

Vicki Bruce
Visual Perception, New York

Matt Ridey
Eros und Evolution, München

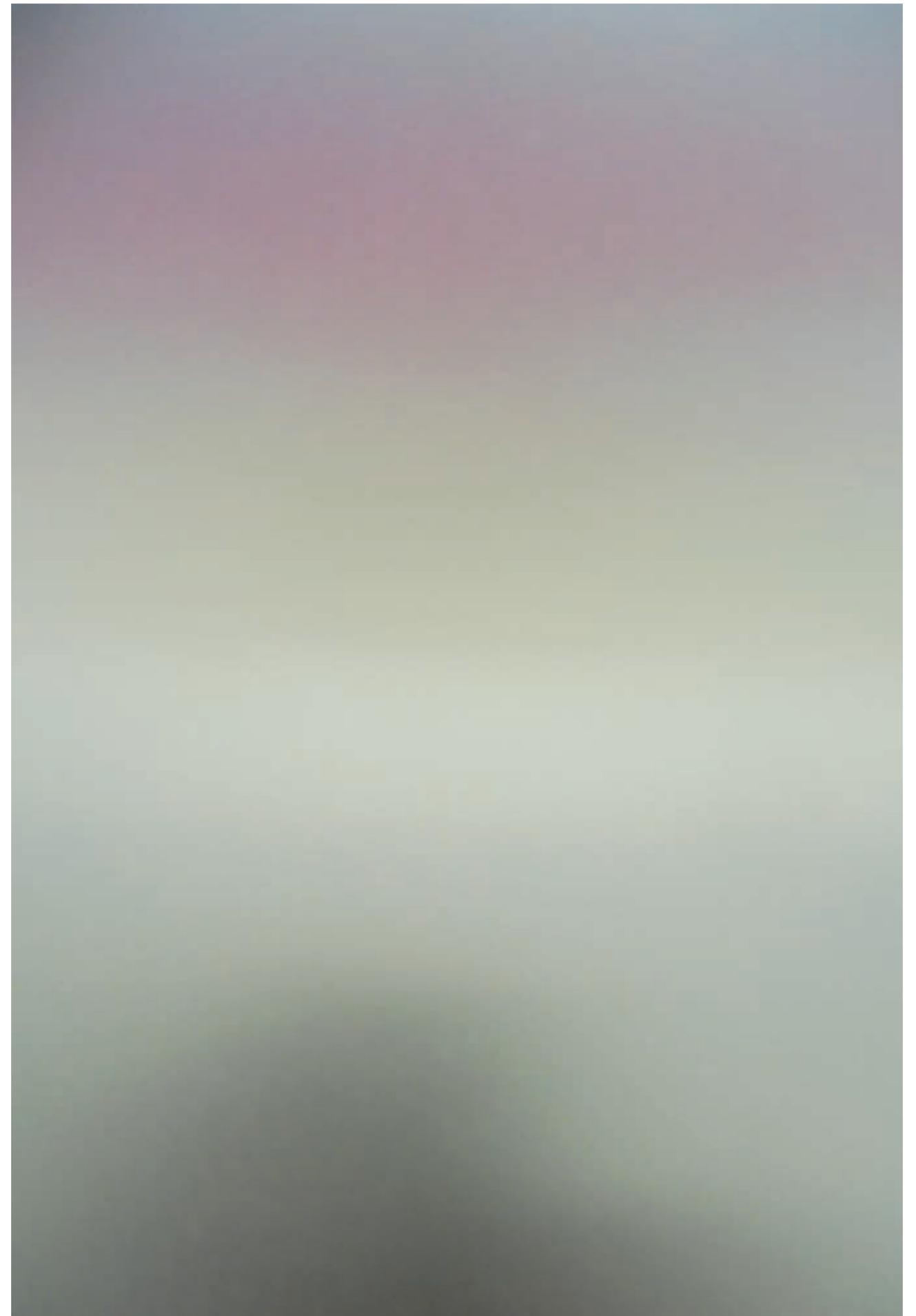
David Buss
Die Evolution des Begehrens, München

Ronald Heuss
Gesicht und Persönlichkeitseindruck, Göttingen

Gero von Randow
Wie viel Körper braucht der Mensch, Hamburg

Nancy Friday
Die Macht der Schönheit, München

Terry London
About Faces, New York





NOĒSA

THE ART OF EMINENCE