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The real importance of smiling: A luxury you can afford

Do I smile because I'm happy, or am happy because I smile? We smile when we feel good. But we can create well-being sensations just raising a smile. There's a bidirectional effect between smiling and feeling positive: both can be reason and effect of other one. The act of smiling is connected with neurotransmitters like serotonin and dopamine, related to pleasure sensations and psychological tensions. When we smile we feel better, our creativity and self-confidence increase, leading us towards the right mental balance we need. Scientific evidence shows that smiling can even reduce our heart rate after a stressful situation. Smile prevents and improves many diseases, and is very useful to get to sleep. But positive effects of smiling aren't limited to our own physical and mental well-being; our smile goes beyond us having a positive effect on the people around. When you see somebody smiling, your *mirror neurons* push you to raise a smile. The more you smile, the more you will receive smiles back. Then you will create a great feedback of good vibrations.

We can smile just with the lips, or just with the eyes, or we can make a **genuine smile** (*Duchenne smile*) using all our facial expressions. This smile will make you look younger, increase sex and social appeal, and improve personal and working relationships. It's necessary that everybody feel well with their smile, in aesthetics terms, so they will smile openly and then benefit themselves and the others of those amazing effects of smiling.

Biography

Dr. Alex Iniguez is PhD from Valencia University. He worked during 10 years in the Pharmaceutical Industry (Procter & Gamble Pharmaceuticals), in the Commercial and Medical Departments (Medical Advisor, MSL, European Medical Advisor), and during 5 years as Scientific Manager in the Oral-B Iberia Professional Team (P&G). His expertise covers Oral Health, Hypertension, Osteoporosis and Female Sexual Dysfunction fields. As of 2014 he is the CEO & Founder of SMILE International Consulting (www.smileic.co)

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