

A Random Act of Kindness for World Smile Day



Harvey Ball created the smiley face in 1963 for a company morale campaign. It “went viral” and just kept going! In 1999, he founded [World Smile Foundation](#), a non-profit charitable trust that supports children’s causes, and [World Smile Day®](#) to encourage people everywhere to devote one day each year to smiles and kind acts throughout the world.

Imagine what Harvey would have thought of all the emojis!
[This CNN article tracks the evolution.](#)



Why So Serious?

In the olden days, people didn’t smile much in pictures. There’s speculation but no certainty about why, but one popular theory relates to bad teeth! Dentistry wasn’t always a specific profession. Some think that the professionalization of dental care contributed to the willingness to smile in pictures. You’re welcome!

[Time](#)

Research shows children smile an average of

400

times per day

compared to the average happy adult who smiles

40-50

times per day

and the typical adult who smiles only

20

times per day

[according to Henry Ford LiveWell](#)



Smizing: Smiling with Your Eyes

Now that masking is common, we’re all “smizing” more. Supermodel and TV personality Tyra Banks coined the term “smize or smizing” in 2009 on the reality TV series *America’s Next Top Model* when teaching contestants the common modeling practice of bringing expression to their eyes without changing the expression on the rest of their face.



A smile a day...

The health benefits of smiling are well documented. From an instant mood boost (even when you’re faking it!) and a stronger immune system, to a reduction in stress and blood pressure, smiles are good medicine. We prescribe them every day!



Did You Know?

A primate (monkey, chimpanzee, ape, baboon, etc.) bearing a toothy grin is displaying aggression, fear, stress, or submission, NOT happiness. This is one smile you don’t want to reciprocate!



MYTH OR TRUTH?

It Takes More Muscles to Frown than Smile

MYTH! “A true smile — the kind that involves eye muscles that only 1 percent or so of humans can consciously control — probably takes quite a few more muscles than a frown, while a slight, we-are-not-amused, corners-of-the-mouth upturn takes the tug of only one or two pairs.”

[LiveScience](#)



What is a Duchenne Smile?

“Humans can produce thousands of distinct facial expressions — including 19 different types of smile, according to research by the American psychologist Paul Ekman. However, only one of these is a “genuine” or Duchenne smile. Discovered by French anatomist Duchenne de Boulogne in 1862, the key difference between this “real” happy smile and a “fake” happy smile lies in the orbicularis oculi — muscles that wrap around the eyes.

All smiling involves contraction of the zygomatic major muscles, which lifts the corners of the mouth. But a Duchenne smile is characterized by the additional contraction of the orbicularis oculi, crumpling the skin around the eyes into crows’ feet. Duchenne’s finding was largely overlooked at the time, but Ekman showed that he was right, and named the smile of pure pleasure in his honour.”

[New Scientist](#)

How Many Toothy Smiles Can You Recognize?

There are lots of different kinds of smiles. We found 10 that show teeth. Can you think of others?

1		Happiness / Duchenne		6
		Reward		
2		Polite		7
		Flirtatious		
3		Dominant		8
		Embarrassed		
4		Forced		9
		Fearful		
5		Miserable		10
		Contempt		

1: Reward, 2: Flirtatious, 3: Forced, 4: Polite, 5: Happiness/Duchenne, 6: Embarrassed, 7: Fearful, 8: Miserable, 9: Contempt, 10: Dominant