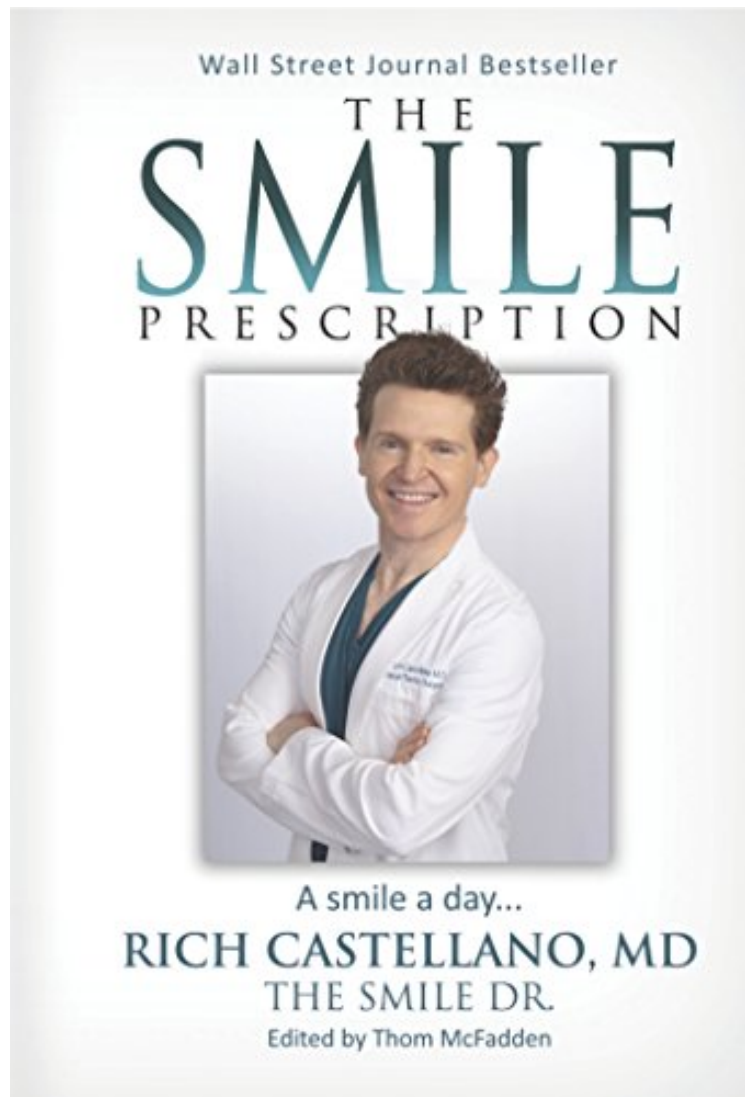


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The Smile Prescription

Rich Castellano

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Rich Castellano : The Smile Prescription before purchasing it in order to gage whether or not it would be worth my time, and all praised The Smile Prescription:

0 of 0 people found the following review helpful. your smile tells a lot about youBy John BurkeDr Castellano outlines the psychological, spiritual and medical benefits of something we all have the ability to control, our smiles. The Smile Doctor makes a compelling case for smiling more to improve your attitude and outlook on the world.3 of 3 people found the following review helpful. Five StarsBy Customer[[VIDEOID:c977ca947bdda71ccb8a207a32b3f3b8]]This is a wonderful book! Highly recommend it.0 of 0 people found the following review helpful. Five StarsBy Sandy111Everyone needs to smile more.

Dr. Rich has been featured on ABC, NBC, CBS, FOX "The Smile Prescription" isn't just a book to read, it's a Smile Prescription to take and master. Real science, true stories, and fun exercises create lasting results. "The Smile Prescription" teaches you how to live a happier, healthier, and more abundant life. Create more smiles in your life and your relationships NOW with 'The Smile Prescription'. --- Larry Benet, The Connector, Forbes 25 Professional networking Experts to Watch "Dr. Rich is the original Smile Dr." and I recommend 'The Smile Prescription' to anyone who wants to grow professionally or personally. --- Scott Hallman, Two-Time Inc. 500 Founder CEO and World's Leading Business Coach Rich Castellano, MD, The Smile Dr. is a double board certified facial plastic surgeon, bestselling author, scientist, and busy speaker. He is an expert on how to change the facial appearance, and also on how our facial appearance changes us. You must hear what the latest science and research shows about your greatest asset and resource, your SMILE!

It is my calling to create value by connecting the most successful, brightest, and amazing leaders in this world. Before I learned about "The Smile Prescription," I never realized how much this hinged on my ability to make people smile. I am privileged to know Dr. Rich as a business associate and dear friend, and you must see what he is doing. Relationships will grow when they have a lot of smiles. Relationships without smiles will die. Create more smiles in your life and your relationships now with The Smile Prescription. --- Larry Benet, The Connector, Forbes 25 Professional Networking Experts to Watch in 2015 "Dr. Rich masterfully uses the latest scientific research to reveal what makes business and personal relationships thrive or fail. His unique expertise as an accomplished facial surgeon brings a fresh perspective to the age-old question: How do you really create and measure happiness? "The Smile Prescription" explores the art of smiling, facial expression, and innovative communication strategies that will absolutely make a difference in your life and bottom line. Dr. Rich is the original "Smile Dr." and I recommend "The Smile Prescription" to anyone who wants to grow professionally or personally. --- Scott Hallman, Two-Time Inc. 500 Founder CEO and World's Leading Business Coach "Working as an actor and high performance coach in Hollywood, the foundation of what I teach is facial expression. Everyone should read "The Smile Prescription" because nothing is more effective in conveying trust, rapport, and emotional impact than how we use our smile. Dr. Rich's approach with "The Smile Prescription" is a fantastic look at the simplest and purest form of how people connect with one another. When I read this powerful book, I started smiling and haven't stopped since! Share your smile now. If the eyes are the window to the soul then the smile is the shining light." --- Thom McFadden, Hollywood's Coach to the Stars "Dr. Rich will change your thinking about how and why we smile. His insight is brilliant and his thought experiments are elegant. He sees the topic only as a physician and scientist could. Who knew you can measure the intelligence of a smile? You will absolutely learn valuable strategies to use at home and in the office, and you need to share this with those you care about most. I have seen results with my team, my patients, and most importantly with my family. My sincere thanks to Dr. Rich for helping me to create more happiness in my life and in my business. There is no doubt in my mind that you will love this book!" --- Dr. Frank Bono, Co-founder of Gulfcoast Spine Institute and the BioSpine Institute "Traditional wisdom focuses too much on mind over body. "The Smile Prescription" takes a scientific, but playful and personal, counterpoint to explore body over the mind through the power of smile. Throughout the pages of "The Smile Prescription" Dr. Rich makes it easy to see how smiles transform yourself and those around you. "The Smile Prescription" inspires readers to understand the messages and emotions generated through smiling, as well as how to incorporate this act into your daily routine. I'm confident that by embracing Dr. Rich's insight and your own smile, you will see benefits in your personal and professional relationships immediately." --- Jonathan Gorab, Director at PwC "For physicians and health-care administrators, it is more important than ever that we use the power of smiling to care for our patients, communicate with our teams, and guide doctors through the challenges that lay ahead. Today's leaders in public health, both nationally and internationally, all understand how smiling impacts our patients and our teams. Redesigning America's health care system we invoke the proverb 'Physician, heal thyself,' and one of the best healing medicines we have is our smile." --- David Massaro, MD, Deputy Chief Medical Officer, VA MidSouth Healthcare Network "With clients and business contacts across the country and internationally, it is critical that I do everything I can to build strong relationships. These invaluable lessons in "The Smile Prescription" are based in scientific research, proven medical wisdom, and the latest strategies for high performance. Dr. Rich translates complex medical knowledge so that it is teachable and applicable to anyone at any level. These key concepts and communication skills foster team-building, customer service, and personal development. Now everyone has access to these simple and effective tools that absolutely work. Dr. Rich is masterfully introducing a new era in personal health and happiness with a smile movement that will certainly make an impact in our world. You can not afford to miss what "The Smile Prescription" is teaching!" --- Emile Allen, MD, Behavioral Modification Expert "I've known Dr. Rich his entire medical career, so I was not surprised to discover he was writing this book because he practices what he preaches. "The Smile Prescription" teaches you the positive outlook on life he has shared with me and many others over the years. In the financial services industry in which I work, our business is built on forming meaningful relationships with other people. What better way to engage

with another human being than to be present with them and offer them a smile? If you too work in a client service industry, you need to read this book and challenge yourself with "The Smile Prescription"!

--- Andrew Grinstead, CEO of Leavell Investment Management

In a world starved for positive emotions, it is remarkable to see how we can move ourselves by remembering to smile, whether it's when we are alone, or with others. "The Smile Prescription" is needed in today's world, when the tides of sadness and despair can seem almost overwhelming. It is a powerful reminder that we can always do something. Perhaps none of us individually can or will change the world, but we can change OUR world, and that is what smiling will do for each of us.

--- Al Davis, Belmont MA

About the Author Rich Castellano MD, The Smile Dr. is a double board certified facial plastic surgeon, WSJ Bestselling Author, scientist, and highly sought after speaker. He is an expert on how to change the facial appearance, and also on how our facial appearance changes us. He has performed hundreds of live and media appearances, and has performed over 10,000 cosmetic procedures of the face and neck.

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Humble Beginnings It all started when I was seven years old. Life was free, fun, full of play, and limitless. I had what I thought was a happy home and loving parents, and I had no idea what was coming when I developed a deep, painful ache in my left hip. Unfortunately, this went on to become a chronic and life-changing bone condition that forced me to spend two-and-a-half years in a wheelchair and on crutches. The doctors agreed that I would have a limp for the rest of my life. I was numb and horrified. I was told I would be put in an "A-frame" leg brace and would have to walk around like a stick figure. I have always been thankful that Mom never allowed that brace. As I did my best to recover, there were a lot of tears. I needed to be accepted and acknowledged by the other kids. It was painful to be bullied and called names. I felt excluded and invisible, and compared to those around me it seemed my body was crippled and not natural. During this time, Mom was struggling with schizophrenia, and my parents got a divorce which took years to settle. During the separation, Mom took my brothers and I to live with my family out-of-state. It seemed as if my whole world and family had turned upside-down, and as a child I felt completely out of control and depressed. I still had family that cared for me, and the doctors I saw were kind and compassionate. Despite these challenges, I had a lot to be thankful for. When I look back, this was one of my big "aha moments" when I first realized I would become a physician and have the same impact on the lives of others. While I was healing my hip, I was confused and scared, and my deepest fear was that my condition was untreatable. With the help of my family and faith, I put on my best smile and I started my road to recovery. My doctors would joke with me to make me smile, and it made me feel better. I made it through and I learned to walk normally again (and even became the captain of my high school tennis team). I learned a very important lesson: No matter how bad it got, there was always something to smile about. Smiling was the cure that changed my whole life. I learned this from my dad who smiled no matter what happened to him. He loved making people smile, and as a dentist he worked on people's smiles all day long. He always made me laugh and smile and I loved him very much. He was my hero. We all go through challenges in life that push us to our limits. When we are forced to dig a little deeper, we realize we always have more to smile about. I used this lesson to get me through many stages of my life. Helping my mom with her mental illness was exasperating. She tried to convince me that my father was a part of the mafia and had murdered people. What is worse, she said he was trying to kill her too. Her life was surrounded with fear and paranoia. There was no laughter or smiling in her pain.

"Fall seven times, stand up eight." -- Japanese Proverb

It was a huge burden for my family. No one understood her, and we were embarrassed to admit there was a problem. I did my best to make her happy and smile, and we just looked harder for things to be grateful for and reasons to smile. I was shocked to learn that as many as 1 in 200 people are diagnosed with schizophrenia. In the face of these challenges, I still found the strength to excel in college and get accepted to medical school. When times got tough for the unbelievable amount of work required for medical training and residency, I just had faith that God had bigger plans for my life and did my best to keep smiling. And boy, did he ever! When I was going through my surgical training, I met and married the woman of my dreams, Irene. She definitely put a smile on my face and we made a great team together! Now I had someone to smile with, and I no longer felt alone. What a great feeling! (: We now have three beautiful children and an amazing family that we dearly love. With her assistance, I became a successful double board certified facial plastic surgeon with patients from all around the world, which of course carries even bigger challenges yet. I love caring for my patients like they are my family. What a gift it is to be invited into someone's deepest vulnerabilities, and then to take this privilege and help them smile and change their life for the better. Nothing compares to the emotional feeling it gives me when my patients smile. As I think back to medical school, I was influenced greatly by the detailed works of Rubens, Leonardo da Vinci, and many of the classical artists. The realism of the facial expression they captured was so moving I was awestruck. Body-image, facial expression, and self-image have always fascinated me. After all, what is more important to our identity than our face? I found I have something very special to share that has changed my life and helped me to cultivate a love of people. I'm dedicated to sharing this so that it will change your life too. Smiling has saved my health, my marriage, my business, and my life! I applaud the scientific community for proving the abilities of our smile as an untapped power. There are very specific strategies on how our facial muscles and behaviors can change our appearance to make us likeable, weak, strong, or unlikeable. Isn't it exciting that smiling has been proven to reduce pain and improve your recovery from stress? When I learned this, I was ecstatic

because I knew I was on the right path to assist people to rediscover the joy and beauty within their lives. I know you might be thinking, "What gives Dr. Rich the ability to make these distinctions?" Well here it is. As a double board certified facial plastic surgeon, I am an expert on how to change our facial appearance AND on how our facial appearance changes us! My mission in life is to share this knowledge and help you use these simple yet powerful strategies to build your confidence and self-image to a new level. I absolutely guarantee it will make you smile, feel good about yourself, and IMPROVE YOUR SELF-ESTEEM! Our world today has experienced a massive shift in cultural consciousness that has people seeking innovative solutions into health sustainability, social responsibility, and personal development. We now have the ability to live longer, grow stronger, and increase our quality of life. I'm excited to be a part of that! I love showing people the way to make a greater impact in their lives and in their relationships. It is wonderful that no matter how good our quality of life gets, we are always finding a way to make it even better yet. In today's world of instant information and rapidly advancing technology, The Smile Prescription is your personal GPS to guide you to better ways to connect and communicate. That puts a smile on my face. (: You have to think bigger than what you have seen before. "The Smile Prescription" allows you to make a change in your life and in your relationships right now. When I first saw my daughter's face, she made me smile like I never have before. When she first opened her eyes, I did everything I could to show her my smile. Research has shown that smiling and laughter stimulate the reward centers in our brain. 2 Smiling is the gateway to laughter, one of the most powerful feelings in our body. Studies have demonstrated that laughter can protect the heart, burn calories, and even improve memory, 3-5 whether or not it makes milk come out of your nose. Yet, if everyone loves laughter so much, why do people smile so little? As a facial plastic surgeon, it is easy for me to say a smile is Mother Nature's facelift! It is free and beautiful, it makes you look younger, and it makes you feel better! It is the facelift we should all do many times every day! In fact, I will ask you to smile RIGHT NOW. What are you waiting for? Feels good, right? If more people did this, there would be a lot fewer visits to plastic surgeons. There are no treatments performed in a plastic surgery office that compare to the beauty and power of a genuine smile.