

Wire U Smiling?

Volume IX, Issue III

Newsletter Date August 2019

Special points of interest:

- How to Smile—it takes practice!
- Best of Brentwood
- So how was your day?

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How to Smile ... It takes some practice

Do you want to be the person who walks into a room and lights it up with your smile? Smiling seems to come more naturally to some people than others, but like any habit, it gets much easier with practice. Smiling raises your spirits and makes other people happy - it's a very powerful expression.

Practice smiling. People with easy smiles break into a grin effortlessly, and it usually makes those around them feel happy. When you practice, smiling will become easier, and you'll look less strained when you do it. Practice what you feel to be your most attractive smile. Soon your

confidence in your smile will increase, and you'll start flashing it without thinking

Smile with your eyes. A wholehearted smile will naturally draw in the eyes. This natural smile is called a Duchenne smile. It's not something you can fake; when you're forced to smile for photos, your eyes don't smile. It's only when you truly feel like smiling that you flash a Duchenne. The eyes are essential for a genuine, warm smile

Maintain good oral hygiene. One thing that can cause you to fear smiling is the worry that there is something stuck between your teeth, or that you have bad breath.

Eliminate worry by taking active steps to keep your mouth fresh and clean.

Make your smile genuine. While it is possible to crack a smile when you feel terrible, angry, annoyed, or you're up to something nefarious, smiling under these circumstances will make people wary of you. A genuine smile is much harder to fake. It is detectable by others because it is accompanied by a general glow, smiling eyes where the outer corners crinkle and the lower lid tightens, and a reassuring demeanor that helps the viewer to feel more at ease.

A genuine smile comes from being [happy](#). Find your happy place and smile!

Patient RALLY at Antioch Water Park ... it was a SPLASH

We sure had a SPLASH at our Patient Rally this summer. We all LOVED the warm, but not too hot weather, and were amazed by the number of gently used COATS that our patients brought to clear their closets AND help the less fortunate in

our community this fall. It was a WIN-WIN way to end the school year. We are always thrilled to see our patients and their families outside of the office. So, thanks for your generosity, and we will see you soon!



Contest Corner

KISS A PIG ?! That is not a typo. We are going a little HOG wild this summer to support the Spirit Sanctuary in our community. There are two ways you can help. Bring in your loose change to donate. Cuz we can all SPARE some change to help these adorable animals. Donate a dollar, and you can VOTE for which team member will KISS a pig.

All in the name of COMMUNITY SERVICE and FUN-draising. Dr Rob has promised to MATCH every dollar donated. Hurry in today ... VOTES and COINS are being collected until AUGUST 31.



Patient Referral Drawing.

Congratulations to NATHAN who was our most recent winner in our patient referral contest. With every friend you refer, we enter your name in our drawing. We pick winners every JUNE and DECEMBER.



Sheffield Orthodontics—

LOVE our DADs FAN CLUB

Thanks to all our patients for sharing the pics of their dads on our social media pages. Sometimes we forget the GUYS in the background who make so much in our lives possible.

LANDON won a gift card for sharing a photo of his dad, and we were SUPER HERO excited by so many great memories left on our wall.


We LOVE your SMILES and are proud to see our patients SHARE special memories with their dads.



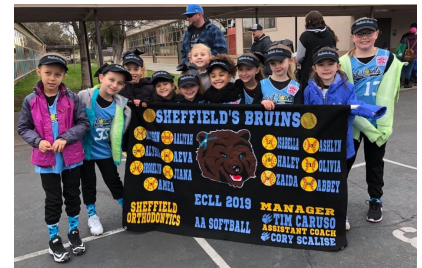
Sheffield Smiles ... our WHY

Everyone has talents, treasures and time. How we choose to use them is a choice we can make every day. Our team is committed to giving every one of our patients their own best Sheffield Smile. It is our office VISION that our patients will not only share their SMILES with those around them, but to find a purpose and passion that will better both themselves

and the community. If you haven't found your passion, keep looking.



Sometimes it is
a quiet mo-
ment in the
chaos of life
that can make
a difference.



Wacky Wednesdays ...

While we always encourage patients to wear their Sheffield Orthodontics shirts to their appointments, the added bonus of the Wacky Wednesday brings this tradition (and POINTS) to a whole new level.



We love it when pa-
tients celebrate with



us. In May, we hulu'd our ALOHA in with a Hawaiian theme. In June we stayed CALIFORNIA local, and July brought out our rally caps for our favorite BASEBALL teams.

On August 28 we are going to show some SCHOOL SPIRIT. So, be sure to know your MAS-COT and share in the fun —



we can't wait to see you!

Not only will you earn our appreciation, but you also earn EXTRA Sheffield Points while you are at it! See you soon!



So How Was School Today?



We have all been there. You pick up your child from school and ask “How was school today?” To avoid the one word “fine” response, try to change it up. Here are some suggestions from the Huffington Post:

1. What the best thing that happened at school today? (Or the worst thing).
2. Tell me something that made you laugh today
3. If you could choose, who would you like to sit by in class? Or NOT sit by? Why
4. Where is the coolest place in school
5. Tell me a weird word you heard today. (or something weird someone said)
6. How did you help somebody today?
7. How did somebody help you today?
8. Tell me one thing you learned today?
9. When were you the happiest today? Why?
10. If an alien space ship came to your class today and beamed someone up, who would you want them to take?
11. Who would you like to play with at recess that you’ve never played with before?
12. Tell me something good that happened today.
13. What word did your teacher say most today?
14. Who is the funniest person in your class? What makes him/her so funny?
15. What was your favorite part of lunch
16. If you got to be teacher tomorrow, what would you do?
17. If there is anyone in your class who needs a time-out?
18. If you could switch seats with anyone in the class, who would you trade with? Why?

Develop your own ritual to keep the dialogue open. Best wishes for a happy school year.

News you can use / Challenge yourself

ARE YOU PREPARED FOR WINTER? In the midst of the heat of summer, it’s hard to believe the rainy season may be just around the corner. Any drips you forgot about from last winter? Now is the time to get some home maintenance done. Take a look at windows, your yard and roof. Some fixes are a whole lot easier to make when it is dry.



Best of Brentwood

Some of the best compliments we receive are referrals from our patients. We welcome new and old, and strive to treat everyone as we want to be treated. We are honored to be a “BEST of BRENTWOOD”, and hope that you will take the time to give us your VOTE of confidence again this year. Voting opens Aug 16



Mighty Mollusk Fun

Fact. Researchers in the UK have discovered the strongest biological material ever tested—and it belongs to the tooth of a tiny snail known as a limpet. A limpet’s teeth covers the surface of the tongue, which is used to scrape algae off rocks for food. The reason the limpet teeth are so hard is that when they are feeding, they actually excavate rock. Stronger than Kevlar, those are some tough teeth!



Upcoming Events

Don’t let the Fall FLY by without us ...

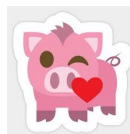
Wacky Wednesday: Our next Wacky Wednesday will be TEAM SPIRIT on August 28. What school will you be representing?

Sheffield Ortho Scholarships. 90+ scholarships and counting. Help us pay it forward. Next application



drive ends September 30. Do you know a potential candidate?

SWAK: There is still time to donate to the Spirited Sanctuary. The team member with the most votes will indeed be KISSING a PIG. What a FUNdraiser for this local non-profit.



Flex Spending Elections are just around the corner. Many insurance open enrollments are starting. Do you have benefits you would like to add or change? Now’s the time.

Referral Contest. Refer a friend, and your name is entered into our contest. Winner chooses either a \$500 Visa gift card or an iPad. We draw every June and December.



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Changing lives one smile at a time.

Have you been to our website?

www.sheffieldortho.com

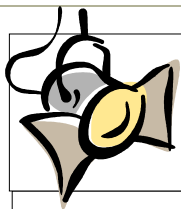
Dr. Robert Sheffield has been practicing in East Contra Costa County for over 20 years. He and his team pride themselves in helping each patient achieve their own best smile. Dr. Sheffield does not believe one size fits all, and strives to treat every patient as he has treated his own kids and family members. We are committed to continuous learning and bring the best technology and techniques to our patients. But at the end of the day, our true passion is seeing each smiling face that walks in and out of our office.

Find us on Facebook ! Follow us on Instagram !

www.facebook.com/sheffieldortho



@sheffieldortho



Welcome Carlo !

We have had a lot of new faces join our office this past year, and are excited to introduce you to all of them. First up, though is the little guy who we have been **ANTICIPATING** for MONTHS. In June, Lecille and her husband welcomed Giancarlo into their lives. It is amazing how fast your heart grows when there is a new baby to share your love with. Lecille and baby Carlo made a surprise visit to the office for our planning conference in August. We were thrilled to meet him, (not a single fussy minute all morning), and look forward to having Lecille back in the office in mid-September. Until then, enjoy all the new "firsts", and know that every day and milestone is even better than the day before. Welcome CARLO !!



Since 2011, Dr Sheffield has been part of Smile for a Lifetime (S4L), a national non-profit foundation that brings orthodontic treatment to disadvantaged members of the community. Dr. Rob's chapter has awarded more than 90 scholarships to date. But as with many good things, there comes a moment when it's time to spread wings and venture out in a new direction. Dr Sheffield plans to continue to give orthodontic scholarships to the underserved in our community, just under our own NEW umbrella entity.

The application can still be found on our website, and the local advisory board is still committed to furthering this mission. If you know a child who could benefit from this gift, see our website.