

THE NEWS TRIBUNE

SOUNDLIFE

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tooth truth or sales pitch?

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What is it? Smile Personality Analysis.

What's your smile saying? The Natural Dentist, a company that makes natural oral-care products, has enlisted renowned body language expert Patti Wood to help us figure out what our smiles are telling others about us. The Smile Personality Analysis system is at www.whatyoursmilesays.com.

How it works: Type in your name, age, sex and e-mail address. (Remember, it's a commercial site.) Then upload a photo, center it in the analysis field and apply a few drag-and-drop "smile tools" to pinpoint the smile portion of your photo and set it apart from the rest of your facial features. Answer a few multiple-choice questions about situations that make you smile, how you feel about smiling and what you think of your smile. Hit the "Analyze" button, and you'll get your Smile Personality Analysis.

About the analyst: According to The Natural Dentist, Wood, aka "The Body Language Lady," has been studying, researching, writing and consulting on the topic of body language for more than 25 years. She has analyzed the smiles of TV personalities and presidential candidates.

About the results: It's a bit like reading an extended fortune cookie that focuses on personality traits. And, of course, The Natural Dentist is there to recommend products "that will work well together to best suit you and your natural smile." You might be enlightened, or you might be left feeling a little like Ralphie in that scene from "A Christmas Story," the one where he decodes the "super secret message" with his Little Orphan Annie secret decoder ring: "Be sure to drink your Ovaltine? A crummy commercial?"