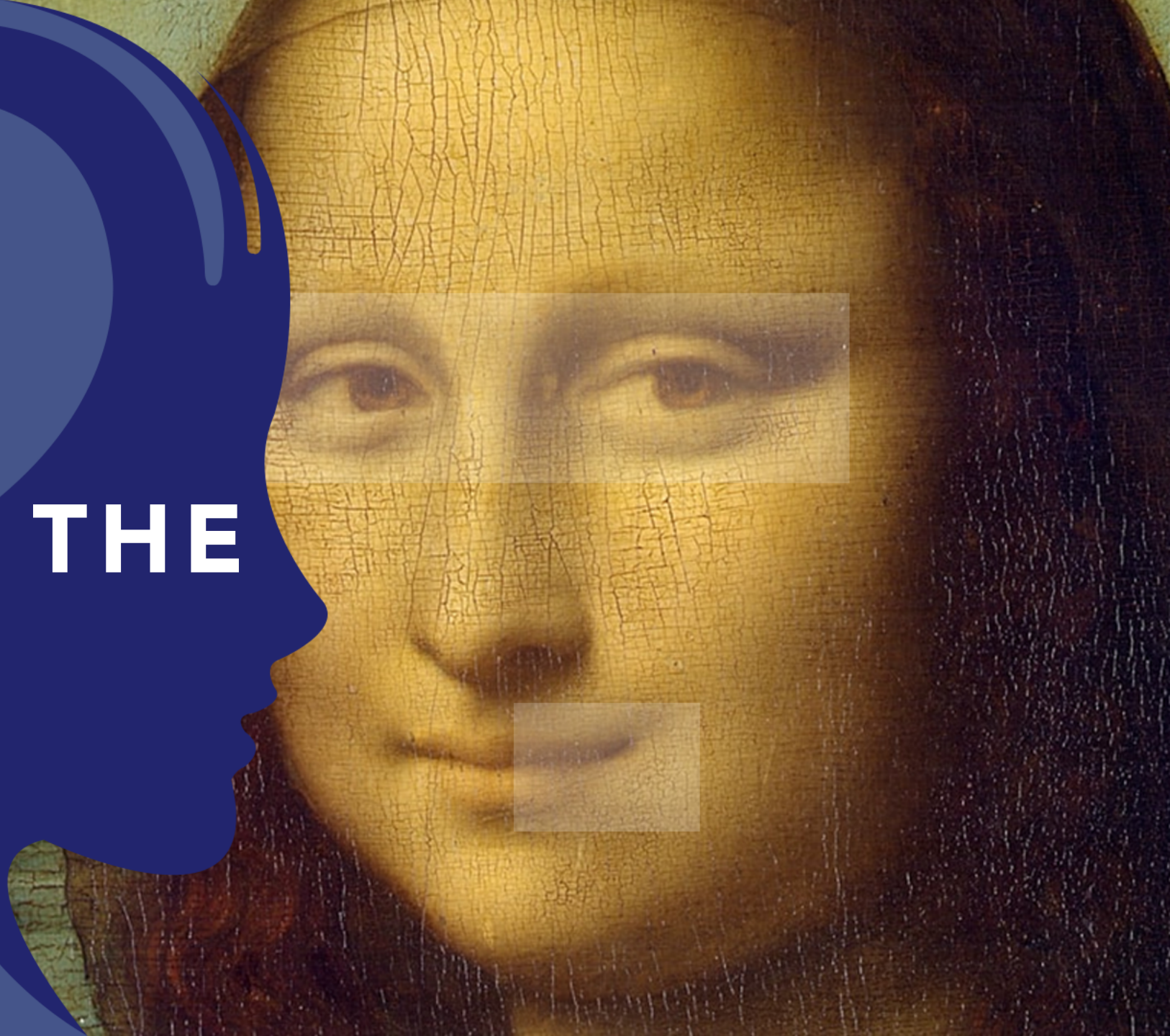


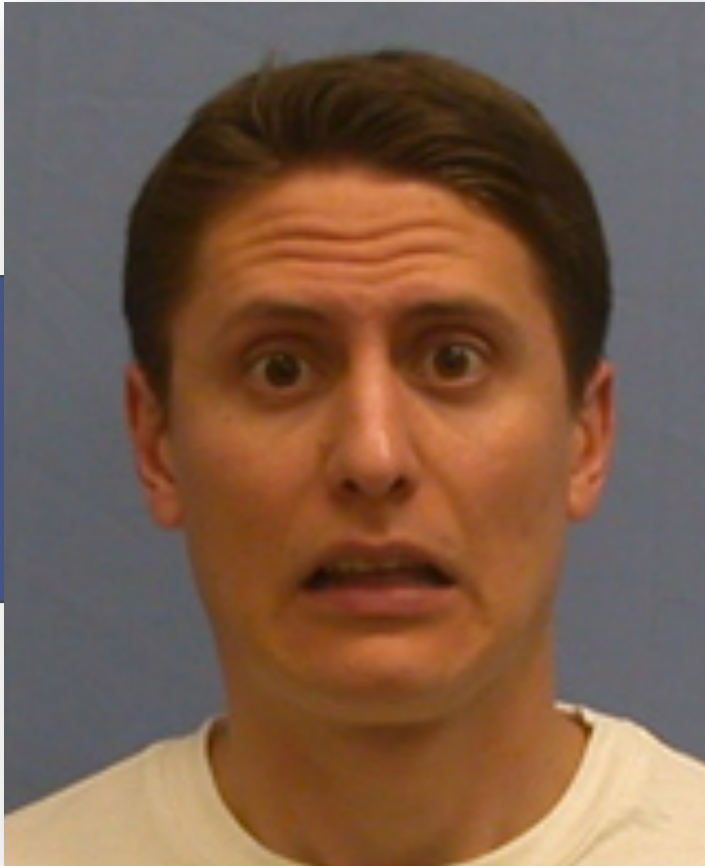


DECODING THE FACE

■ ADRIANNE CARTER



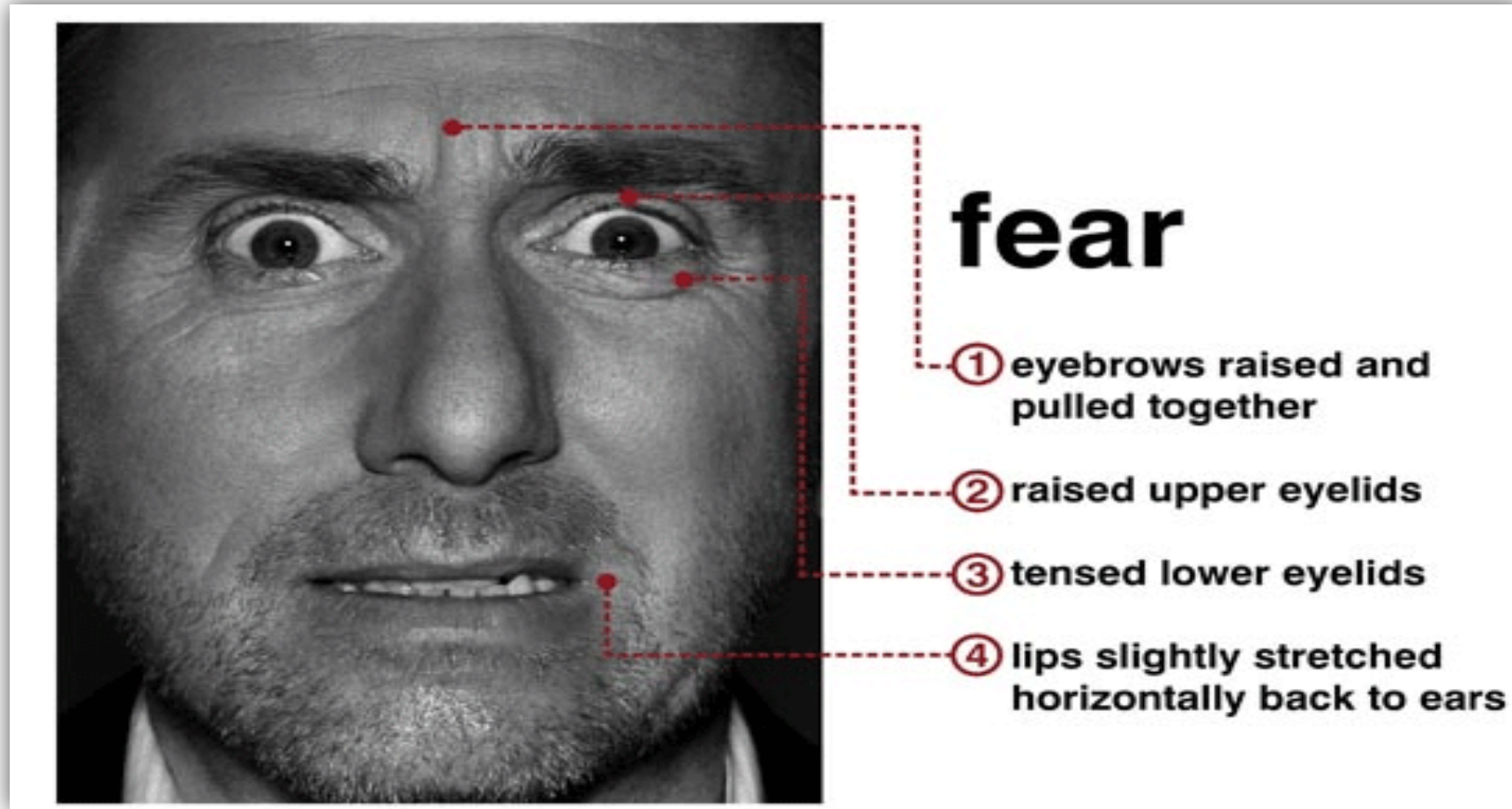
FEAR



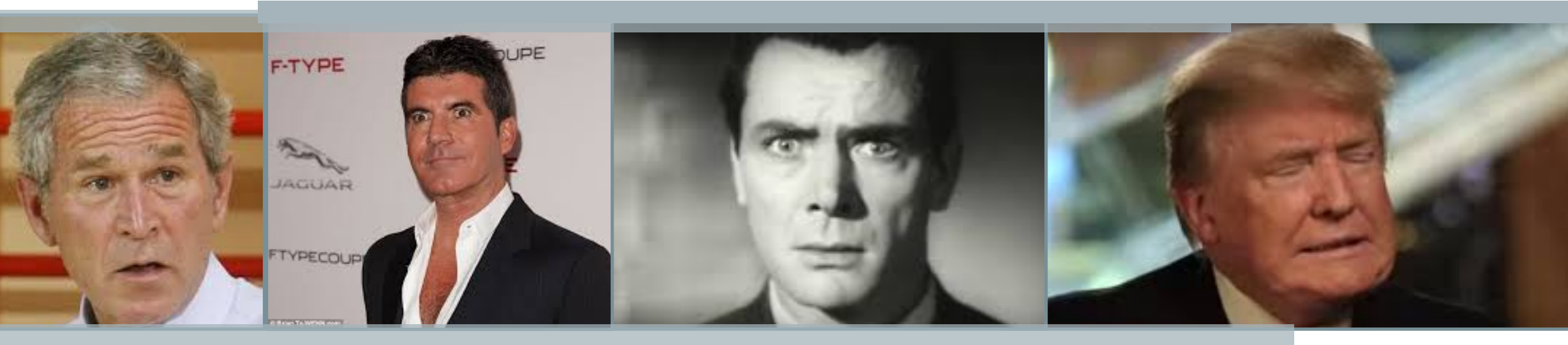
Fear

Anxious
Nervous
Panicky
Scared
Helpless

UNIVERSAL FACIAL EXPRESSION



FEAR



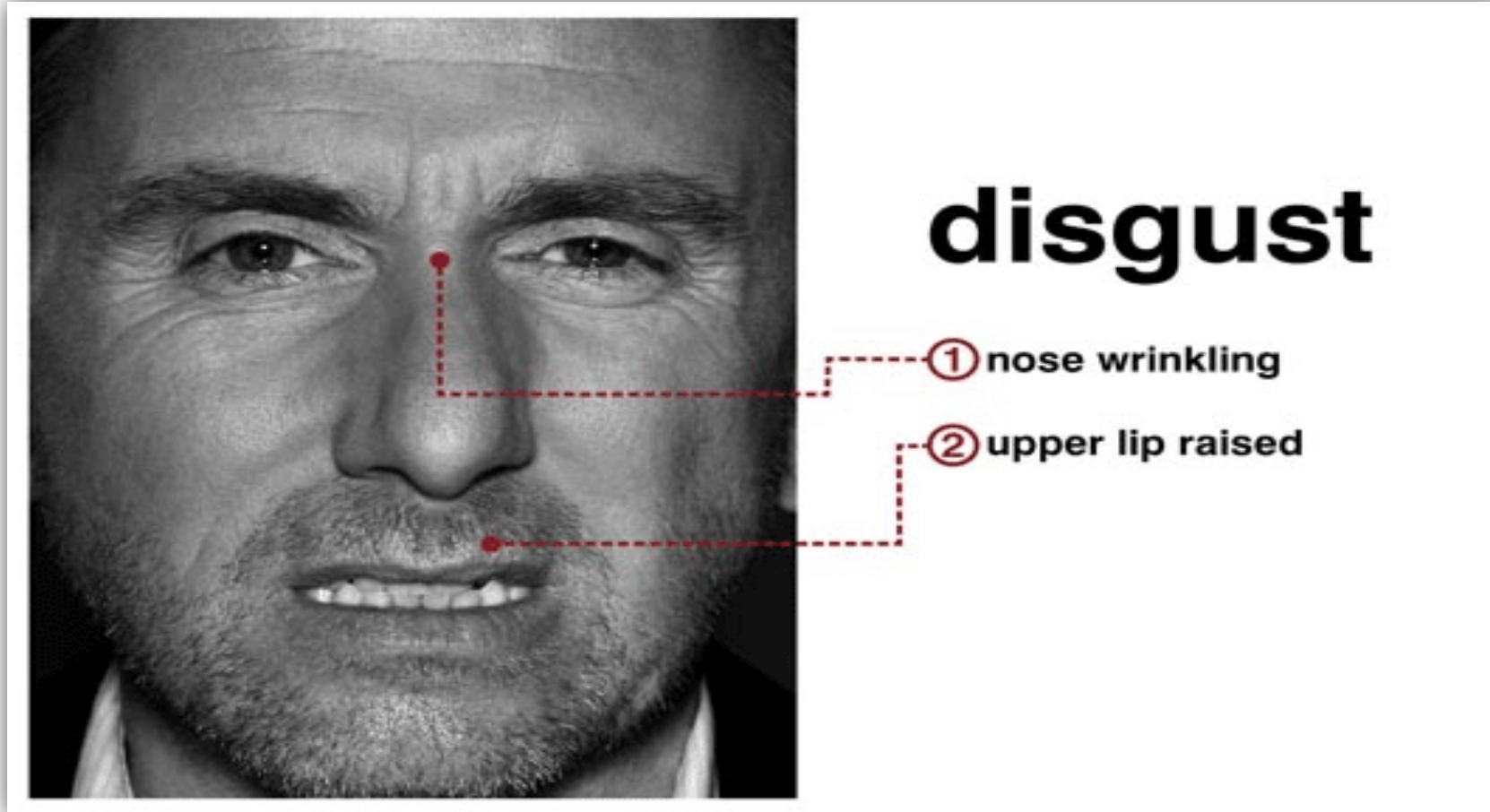
DISGUST



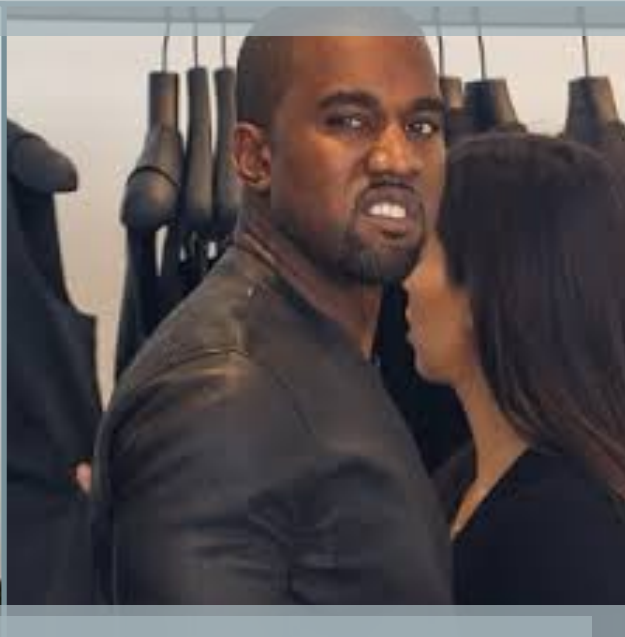
Disgust

Unreceptive
Disagreeable
Disgusted
Revolted
Distrustful
Dislike

UNIVERSAL FACIAL EXPRESSION



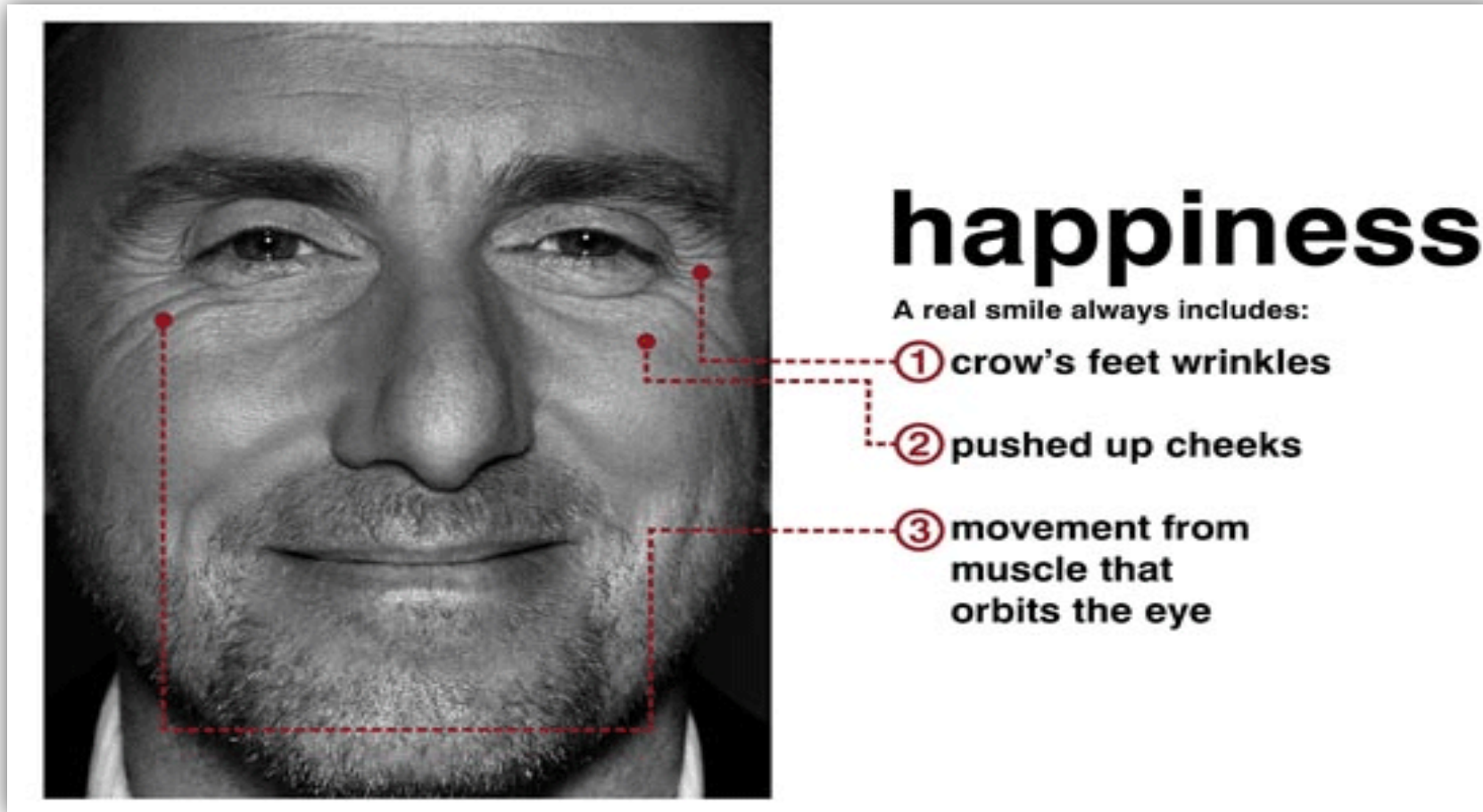
DISGUST



WHICH IS GENUINE/POSED?



UNIVERSAL FACIAL EXPRESSIONS



ENGAGEMENT



GENUINE SMILE

- Bigger creases around mouth & eyes
- Mouth describes a generous "U" shape



POLITE SMILE

- Fewer creases around mouth & eyes
- Lips almost straight across

A GENUINE SMILE DELIVERS
RESULTS –
70%



CONTACT DETAILS

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