



# Keep smiling

*Dr Beatrice Luciola and Dr Seema Sharma recently joined forces and put their passion for charity work to good use for the whole community*

**B**oth Beatrice Luciola and Dr Seema Sharma have their own individual charity organisations – The Sharma foundation and The Luciola Foundation. However, they have chosen to support Heart Your Smile – a charity that brings them back to their respective passions for orthodontics and dentistry.

Beyond® Orthodontics is a specialist orthodontic practice that is dedicated to creating beautiful, natural smiles for people of all ages. It was inspired by charitable works in dentistry. Founder, Dr Beatrice Luciola first wanted to become an orthodontist as a teenager when she volunteered to help the international charitable organisation, Operation Smile.

Located in an attractive, art-deco period building in the picturesque town of Knutsford, Cheshire, her friendly practice is driven by the patient to deliver a caring and convenient specialist orthodontic service.

## Community first

Heart Your Smile (HYS) is an organisation that celebrates the dental profession and provides the dental team with the tools to engage the local community. It celebrates the dental teams' successes and guides them to deliver a positive dental experience for patients. HYS aims to change the public perception of dentistry with a view to increasing attendance and reinstating

the position of the dental teams as trusted members of the local community. By enabling dental teams to engage the local community and give as much back to it as possible, it aims to restore positive morale to the dental profession as a whole. Kindness towards patients is valued as a powerful and positive action by dental professionals at HYS. Today, Dr Luciola and her specialist orthodontic clinic have become the first practice of its kind in the North West to participate in the innovation 360 pilot scheme.

Dr Luciola was invited to participate in this positive community-based organisation when she met, and quickly established a friendship with, Dr Seema Sharma. They both soon realised that they had a passion for various aspects of dentistry and charity work. After several meetings, they determined a way that Beyond® Orthodontics could be effective in

engaging the local schools and Cheshire community to promote a positive message.

## The future's bright

Among some of the interesting activities that Dr Luciola will involve herself and her practice in is the Wild Smile Innovation 360 – an educational project that is spearheaded by Lizzy Felix at Heart Your Smile.

This exciting initiative aims to pilot, develop and deliver an exciting, enjoyable and pragmatic set of nine lesson plans that are closely linked to the national curriculum objectives in schools. This will serve as a simple and effective way to educate both children and their parents about good dietary and dental health practices.

'We are extremely proud to be the complete front runners in Cheshire and the North West of England for this worthy cause,' says Dr Luciola. 'It is such a great opportunity to be giving back to our local community in a constructive and sustainable way.'

Beyond® Orthodontics takes great pleasure in creating a beautiful, natural and healthy smile. The company's trademark service is delivered in a caring and convenient manner, by a friendly and highly trained team.



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