

Human beauty in new millennium

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Abstract

One study found that people low in physical attractiveness earn 5% to 10% less than ordinary looking people, who in turn earn 3% to 8% less than those who are considered good looking. The evidence shows that our perception of physical beauty is hard wired into our being and based on how closely one's features reflect *Phi* (a golden ratio) in their proportions. In human face it is the ratio of a longer rectangular side of the face to its shorter base and it should be approximately 1.61803398874989... The human face conforms most closely to *Phi* proportions when we smile.

But even with a perfectly proportioned face there are infinite variations in coloring and the shapes of each facial feature (eyes, eyebrows, lips, nose, etc.) providing endless variations in beauty that is as unique as each individual. One of many characteristic criteria representing differences between attractive and unattractive faces is characteristic of "*sexy*" and "*unsexy*". This magic little word sexy with its informal definition such as highly appealing or interesting, attractive or exciting changed the current world.

Another physical trait believed as attractive is the waist to hip ratio in women. Men from many different cultures, ages and ethnicities most often picked women with a smaller waist to hip ratio. The average ratio came out to around 0.7 or the waist being about 70% of the circumference of the hips. The reason for this "beauty" is based on *sexual selection*. A high concentration of estrogen in girls during puberty leads to about 35 pounds of fat being deposited on the hips and thighs, rather than the waist.

Across cultures, what is beautiful is assumed to be good. Attractive people are assumed to be more extroverted, popular, and happy. Self-confidence and self-esteem explain these findings as they are based on self-reported attractiveness as opposed to any sort of objective criteria. More attractive people get better jobs and promotions, receiving better treatment from authorities and the legal system, having more choices in romantic partners, having more power in relationships and marrying into families with more money. In society, attractive people tend to be more intelligent, better adjusted, and more popular. This is described as the halo effect - due to the perfection associated with angels.

For better or worse, the bottom line is that research shows Beauty Matters. It navigates society and affects how we choose loved ones. Motivated to appear attractive may not be such a useless effort after all. Isn't to say plastic surgery is the only and necessarily the answer. Also aesthetic and anti-aging medicine as well as healthy lifestyle makes you a beautiful and happier person.