IS BEAUTY REALLY IN THE EYE OF THE BEHOLDER?
In the social sciences and humanities, it is widely accepted that beauty is constructed according to space and time. In the sciences, it is argued that particular facial features are more aesthetically pleasing than others. We are always confronted with beauty – in nature, architecture, physical appearance and so on.

The mystery of beauty has been an enigma for centuries. However, recent studies have indicated that this mystery may be close to being solved. Beauty is usually based on an individual that gives deep satisfaction to the mind arising from sensory manifestations such as colour, sound or shape.

Tests designed to determine an individual’s level of attractiveness often involves displaying a series of photographs of human faces and asking people to rate how those faces appeal to them. Remarkably, most individuals from all different races, cultures and age groups tend to agree on what is and isn’t beautiful. Babies just three months old can also detect and pick out the same faces that most adults find attractive.

Studies show that when we determine that a face is “beautiful”, we are judging the health of that person. We define facial symmetry to mean that the individual is free from diseases and that they have good genes. Facial symmetry is one of the best visible clues of healthy development, and these characteristics are what we see when we decide if someone is beautiful.

Physically attractive people are often more popular and get special attention from those around them. Physical attraction relies on ratio, which is where mathematics comes in. Our interest in another person’s physical features increases if their body is symmetrical. Scientists think that we recognise proportional bodies as being healthier. This idea dates back to around 1490, and it can be seen in Leonardo da Vinci’s famous drawing of Vitruvian Man, which shows an image of the ideal human body.
Facial thirds broaden from the hairline to the eyebrows, the eyebrow to the base of the nose and the nose to the chin.

In an attractive and symmetrical face, the thirds are equal.

Lines are drawn vertically on both the inside and outside corners of the eyes, and on the outside of both ears. This results in the face being split vertically into fifths.

In an attractive and symmetrical face, the fifths are equal.

This secret ratio discovered in ancient Greece somehow carries out the measurements of everything from a human embryo to an azalea bud. The Golden ratio is a unique number created by separating one line into two so that the longer line divided by the smaller one is the equivalent to the entire length divided by the longer part.

The average human eye finds facial characteristics that are nearest to the Golden Ratio, more beautiful.
THE FOUR KEYS TO FACIAL BEAUTY

We know from plenty of scientific studies that several fundamental principals define facial beauty.

• The preference for symmetry.

• The preference for masculine characteristics in male faces and feminine characteristics in female faces.

• The preference for youthfulness in facial features.

• Having the right combination of facial features and expression.

The idea that beauty is in the eye of the beholder indicates that there is an individualised interpretation of physical attractiveness, which may be true. However, there is substantial evidence that shows that beauty revolves around mathematics.