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Legend



Frugal: Economical ways of achieving cosmetic improvements.



Non-surgical: Cosmetic techniques in which no instruments penetrate the skin.



Minimally-invasive: Cosmetic techniques that involve minor incisions with surgical instruments but usually require no general anesthesia.



Surgical: Cosmetic techniques that involve an incision with surgical instruments.

FOREWORD

Most of us want to look our best, just like all those ‘ageless’ movie stars. Finding the perfect cosmetic treatment, however, can be confusing. What treatments are available? Which of them best suits your needs and budget?

Hunting down all your options, finding conveniently located salons or clinics and reading reviews from other clients all takes time.

For your convenience, the ‘Beauty’ series of books helps to solve the problem. We make the job of finding the appropriate cosmetic treatments quick and easy, for both men and women. Dozens of beauty techniques have been described and compared for you, so that you can find the most suitable therapy available.

THE EASY GUIDE TO CHOOSING

It is sometimes difficult to find information about ways to improve your appearance. Every day, thousands of people are having cosmetic enhancements, but most of them prefer to keep that fact secret, and avoid talking about it.

In this series ‘*Beauty: The Ultimate Cosmetic Makeover Guide*’ Books 1 and 2, we compare the latest cosmetic treatments, techniques and procedures.

The aim is to provide you with the convenience of comparison and the benefit of explanatory articles.

Armed with this information, you will be in the best position to evaluate your cosmetic treatment requirements.

This enables you to avoid spending your time calling or visiting numerous salons and clinics to compare treatments and products with often-confusing brand names. It also helps you find a treatment or product better suited to your needs, at a given price point.

RETURN TO THE 'YOU' YOU KNEW

People have been enhancing their looks with potions, lotions, plucking, shaving, dyes, powders, paints, tattoos, corsets, wigs, jewelry and so on since the dawn of the human race. In the 21st century, more sophisticated cosmetic treatments are undergoing a surge of popularity throughout the world.

There are many reasons why people seek cosmetic treatments. Skin blemishes such as acne, eczema, spider veins and rosacea can cause people to feel uncomfortable in social situations. Excess hair on the face or body can be embarrassing, too. As we age, our skin loses elasticity and may sustain sun damage, leading to wrinkles, pigmentation and sagging. Dieting alone may not remove fat deposits from certain areas of the body, such as the hips, belly or upper arms. This is where techniques such as liposuction or non-invasive fat treatments may be useful.

We all want to look our best, and these days there are many safe, quick rejuvenating and skin tightening therapies available.

Numerous appearance-enhancement techniques are now being offered. The range of choices might surprise you – for instance, many people might think that loss of eyebrow hair cannot be redressed; however there is even a way of making eyebrows appear thick again, and shaping them to flatter your face. Another procedure, cosmetic tattooing, is a way of applying semi-permanent makeup, so that you don't have to apply eyeliner or mascara every day. There are even non-surgical treatments for patchy baldness.

More and more non-surgical cosmetic techniques are now being offered. It is no longer necessary to 'go under the knife' to achieve improvements.

COMPARE COSMETIC TREATMENTS.

When – or if – you decide you are ready to rejuvenate your appearance with something more than over-the-counter or home-made cosmetic treatments, where do you start to look? There is an enormous and bewildering array of possibilities offered by an ever-burgeoning number of clinics and salons. Which technique is best for your particular needs?

That is the question these books aim to answer. They provide you with the information needed to compare cosmetic treatments so that you can make an educated choice.

In describing these treatments, all efforts have been made to be objective and unbiased. A broad description of each technique is given, without much elaboration on details.

These books do not recommend any particular cosmetic treatments and it is up to the consumer to consult their practitioner on associated topics such as psychological issues, pre- and post-treatment protocols, contraindications, side-effects, potential risks and complications, price and possible discomfort.

Welcome to these pages. Enjoy browsing!

Elizabeth M. Reed



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Cruelty-Free Beauty Products

We recommend that you always choose to buy cruelty-free beauty products. They can be identified by this symbol.



Testing products on animals is not merely a matter of dabbing some nail polish on a rabbit's claws, or wiping some shampoo on a beagle's ears. I will not distress readers by describing exactly how beauty products are tested on animals. Suffice to say that animal testing laboratories are torture chambers where horrific practices are carried out. If you wish, you can find out more here.

www.peta.org/issues/animals-used-for-experimentation/
Seek cruelty-free cosmetics here:
features.peta.org/cruelty-free-company-search/index.aspx



INTRODUCTION

PERSONAL BEAUTY

The esteem and pursuit of personal beauty is as old as the human race. The first definite archeological records of makeup use come from Ancient Egyptian and Sumerian tombs dating as far back as around 3500 BC. These people used soot and other natural ingredients to paint their faces and bodies, and even manufactured special tools to apply their makeup. In South Africa, archaeological sites provide evidence that people may have used body paint more than 50,000 years ago, indicating that they painted their bodies before they even wore clothes. Even our nearest relatives, the Neanderthals, may have worn makeup and jewelry to enhance their personal beauty.

WHY DO WE WANT TO LOOK GOOD?

Most men and women would say that when they look good they feel good. Scientists tell us that human beings are 'hard-wired' to be attracted to good-looking people. Feeling attractive to others can boost our self-esteem.

Human beings are social animals and by our very nature, it is essential to us to feel accepted and loved; even admired. All in all, life generally seems better when you look your best.

Looking good may make you appear not only more desirable, but also cleverer and more virtuous. In many cases, humans attribute positive characteristics, such as intelligence and honesty, to physically attractive people without consciously realizing it.¹

From research done in the United States and United Kingdom, it was found that the association between intelligence and physical attractiveness is stronger among men than among women.²

WHAT MAKES A FACE ATTRACTIVE?

Beauty is said to be ‘in the eye of the beholder’. But why exactly do you find certain faces attractive? Is it well-defined features, clear skin, wide eyes? Research has shown that we can identify the elements of ‘beauty’.

Why do we consider these elements to be beautiful? Because of human evolution. At a primal level, human beings are ‘programmed’ to seek a healthy mate. A healthy mate will possess good genes to pass on to their children, and the facial elements we perceive as beautiful or handsome can signify good genes.

Symmetry

To the human eye, the ideal beautiful female or handsome male face must be close to symmetrical. In 2009, a research team from Osaka University tried to discover the most important factors for facial beauty. Their conclusion – a perfectly beautiful face required both symmetry and ‘averageness’. The theory is based on our instinctive desire for survival as a species. When choosing a partner to have children with, our natural (often unconscious) inclination is to choose a healthy person. A fit and healthy partner is more likely to have ‘good

1 Dion K, Berscheid E, Walster E (December 1972). “What is beautiful is good”. *J Pers Soc Psychol* 24 (3): 285–90. doi:10.1037/h0033731. PMID 4655540.

2 Kanazawa Satoshi (2011). “Intelligence and physical attractiveness”. *Intelligence* 39 (1): 7–14. doi:10.1016/j.intell.2010.11.003

genes' and will therefore be more likely to produce and raise healthy children.³

But does a symmetrical face really indicate a healthy body? This controversial theory actually has a wealth of evidence to back it up. Australian psychologist Gillian Rhodes co-authored a ground-breaking study that compared facial symmetry with medical records. She discovered that the most beautiful faces actually belonged to people with the best health. 'This preference for symmetry,' she wrote, 'may be biologically based.'⁴

"Symmetry works because the idea is that if you have a history of poor developmental stability—for example, a major illness or a nutrition deficiency early on—then you tend to have asymmetrical features," researcher Dr. Viren Swami explains. Thus, evolutionary psychologists believe humans have 'evolved to find healthy facial features attractive, and symmetrical facial features are a good indication of health.'⁵

Unremarkableness or averageness

Why do we feel attracted to 'average' or 'unremarkable' faces? The Osaka team found that on some basic and subconscious level, when we see an unusual face we are hard-wired to view the man or woman as 'unhealthy', and therefore less attractive. This inbuilt prejudice appears to be common to all human beings, regardless of culture, race or religion.

Smooth skin and even skin color

It's not just symmetry and averageness that make faces attractive. A luminous, unblemished complexion is another factor. Smooth,

3 *Effect of averageness and sexual dimorphism on the judgment of facial attractiveness.* Masashi Komoria, Satoru Kawamura, Shigekazu Ishihara, DOI: 10.1016/j.visres.2009.03.005

4 *Facial symmetry and the perception of beauty.* Gillian Rhodes and Fiona Proffitt, Jonathan M. Grady and Alex Sumich. *Psychonomic Bulletin & Review* 1998, 5 (4), 659-669

5 Swami, V., and Furnham, A. (2008). *The Psychology of physical attraction.* London: Routledge.

evenly-colored skin in both sexes gives the impression of youth and good health. Conversely blotches, discolored patches, blemishes and lesions signal poor health or aging. This is why foundation and cover-up makeup play a big part in making women look more attractive.

‘Both skin topography (smoothness or bumpiness) and skin coloration affect the perception of facial age, health and attractiveness,’ says researcher B. Fink. ‘Skin topography seems to be a strong age cue while skin coloration is a stronger predictor of facial health perception.’

When we’re young and healthy, our skin is flawless. But as we get older, our skin tends to discolor and lose its smooth texture, whether from sun-damage, scars or other kinds of injury. It is no surprise that concealing such imperfections makes us look younger and healthier.

Consciously or not, we all use skin appearance to make judgments about a person’s health. In the study cited, researchers cropped photographs of cheek skin from 170 women and girls, aged 11 to 76. They asked 353 men and women to rate each cheek sample for attractiveness, health and youth. They also asked them to guess (based on nothing more than a cheek image) the age of the person in the photograph.⁶

Raters’ guesses about the ages of the subjects tended to be accurate. The older the subject of the photograph, the less likely they were to be rated healthy, attractive and youthful. Nonetheless, one factor defeated age: The skin samples with even tone and texture were rated as younger, healthier and more attractive. Smooth, even skin tone and texture are signs of good health and minimal sun damage. No wonder human beings find it attractive.

For the survival of the species human beings are ‘wired’ to see skin free from acne, pigmentation disorders or other dermatological issues as indicating healthy genes, and hence better chances of begetting healthy offspring.

⁶ *Color homogeneity and visual perception of age, health, and attractiveness of female facial skin. P. J. Matts, B. Fink, K. Grammer and M. Burquest. Journal of the American Academy of Dermatology, Vol. 57, pp.977-984, 2007*

The good news is, you have some control over this issue. Your diet and lifestyle play a more vital role in your skin's appearance than even your genetic inheritance. If you want to have even skintone, wear sunscreen. Most uneven skin color is caused by sun damage. Daily application of sunblock (preferably a zinc oxide formula) is your best protection. For an extra boost to your skin tone choose foods containing carotenoids, such as carrots, sweet potatoes, spinach, kale, collard greens and tomatoes.

Color in women's faces

In the animal world, females proclaim their sexual availability and reproductive quality to potential mates via physical signals and color changes. In chimpanzees for example, the female's rump turns bright red to announce her receptivity and fertility. In contrast, humans have what is often referred to as concealed ovulation, meaning that not only is it not visible, but that the woman herself is not usually aware of exactly when she ovulates. It is almost impossible to tell when a woman is fertile. Almost, but not quite impossible – there *are* subtle signs.

Examine the use of makeup across cultures and eras, and you will find a pattern. It is possible to paint color anywhere on the face; blue on the cheeks, for instance, or green on the lips. Nonetheless, all cultures, uninfluenced by each other, have concurred on certain fundamental truths about feminine beauty. In all human societies makeup is used to even out the tone of the complexion, darken the eyes, make the cheeks pinker and redden the lips. This holds as true for Japanese Geishas and Ancient Egyptians as for modern women of the Western world readying themselves for a night out.

Research indicates that women's faces are more attractive (to both sexes) closer to the time of ovulation, when they're most fertile. During this fertile period levels of the hormone estrogen rise, relative to progesterone. The hormonal alteration intensifies the flow of blood just beneath the surface of the skin. This leads to rosier cheeks and redder lips. Thus, by rouging their cheeks and applying reddening lipstick, women are accentuating their natural signs of fertility. Those red lips and pink cheeks are not only implying that the woman's body

is ready to have a baby. Blood flow also increased when humans are sexually aroused; therefore that bright facial color is bound to attract the notice of potential suitors.

Color in men's faces

Color is just as vital for men's facial attractiveness, though in a different way. Recent research indicates that masculine facial features are not as important to attractiveness as skin tone. Women preferred men with yellower and redder skin tones, both of which can signal good health; an essential factor in choosing a mate. By contrast, pale, dull skin with blemishes or lesions was usually considered unattractive. Perhaps this is because such traits betray a weak immune system, according to study co-author Ian Penton-Voak, an experimental psychologist at the University of Bristol in the U.K. Instead of looking for a manly man, Penton-Voak noted, a woman may be focusing more on an immediate question: Is this potential mate healthy or sick?

Testosterone has also been shown to darken skin color, in laboratory experiments.

Contrast

Eye makeup and lipstick work together to make a face appear more feminine. 'Women tend to be naturally darker around their eyes and mouths than men of the same skin tone. When women use cosmetics to darken the eyes and lips, they are exaggerating this sex difference to make the face appear more feminine,' explains Dr. Richard Russell, an Assistant Professor of Psychology at Gettysburg College.⁷

It's the *contrast* that's important. The darker the facial features as compared to the skin tone, the more feminine a face appears. Russell's research has shown that this effect is so vital in distinguishing gender that people can perceive the same face as either male or female according to the amount of contrast.

⁷ *Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception.* Aurélie Porcheron, Emmanuelle Mauger, Richard Russell. Published: March 06, 2013. DOI: 10.1371/journal.pone.0057985

Russell also found that when the eyes or the lips of a woman's face are darkened, it becomes more attractive. The opposite is true for a man's face.

Sexual dimorphism

To some degree humans are 'programmed' to be more attracted to certain faces than others. Sexual dimorphism, meaning sex-specific characteristics, is one of the major factors in determining what we find beautiful.

Women: The more feminine a woman's features are, the more attractive she's perceived to be. 'For women, things like large eyes, a small nose and fuller lips are generally found to be more attractive since they are considered to enhance facial femininity,' says Dr. Viren Swami, a Reader in Psychology at the University of Westminster, co-author of 'The Psychology of Physical Attraction'. One study found that a bigger forehead and smaller-than-average chin and nose are seen to be more desirable in a woman. Researchers believe that we've evolved to view female-specific traits as indications of a high estrogen-to-testosterone ratio. This implies high fertility. At a fundamental level, beauty is all about producing healthy children.

Men: What about masculine facial traits? Scientific studies suggest that women, on average, tend to be attracted to men who not only display a high degree of facial symmetry but also have masculine facial characteristics such as a broad forehead, relatively longer lower face, prominent chin and brow, thin lips, chiseled jaw and defined cheekbones.⁸

⁸ Little, A.C., Cohen, D.L., Jones, B.C., & Belsky, J. (2007). Human preferences for facial masculinity change with relationship type and environmental harshness. *Behavioral Ecology and Sociobiology*, 61, 967–973.

Facial hair

In women, smooth and relatively hairless facial skin indicates low levels of androgens and high estrogen. Both indicate fertility – and therefore attractiveness. This applies to the lower part of the face, not to the eyebrows and eyelashes. In healthy young women (and men), eyebrows and lashes are thick and luxuriant.

As for facial hair in men – according to one study, women and men find facial hair most attractive when it is rare in the social environment. When shown men's faces, men and women study participants consistently rated the faces with beards or stubble as more attractive than clean-shaven faces. But beards were most alluring at times when facial hair was rare, whereas clean-shaven faces gained in popularity during periods when hairy faces were the norm.⁹

Hair on the head

The scalp-hair frames the face. Given the choice, most people would prefer to have a full head of thick hair than otherwise. Abundant hair on the head is associated with youthfulness. Fortunately there are new treatments available for patchy baldness and pattern balding.

Another study indicates men who choose to go bald by shaving their heads are perceived as being more masculine, even taller and physically stronger – although less attractive than men with a full head of hair. The study was published in the peer-reviewed journal *Social Psychological & Personality Science*.

'I'm not recommending that men with thick full heads of hair shave their heads, because even if they gain in terms of dominance, they lose in terms of attractiveness,' said Albert Mannes, a lecturer at the Wharton School of Business at the University of Pennsylvania who conducted the study, 'but if you're balding, you might want to just finish what mother nature started and take it all off. You might be surprised by the positive effects.'

⁹ Zinnia J. Janif, Robert C. Brooks and Barnaby J. Dixson. *Negative frequency-dependent preferences and variation in male facial hair* *Biol. Lett.* 2014 10 4 20130958; doi:10.1098/rsbl.2013.0958 (published 16 April 2014) 1744-957X

Fat distribution

Not all thin or angular faces are considered attractive. From an evolutionary viewpoint, fuller faces indicate heart health and immunity to infections. A St. Andrews University study shows that men rated 'facial adiposity' in women, (the perception of plumpness in the face), as more attractive. From an evolutionary standpoint, fuller faces indicate good heart health and a strong immune system. A healthy mother means healthy babies, which benefits human survival.

The overall look of the face

Just because you don't resemble a movie star doesn't mean you're not good-looking. It's important to remember that your *overall face* is more important to your appearance than your specific features. In other words, as long as a woman's features collectively feminize her face (even if she has a larger nose or thinner lips, for instance), she is still considered pretty. 'If high cheekbones contribute to greater femininity, then the total look would be perceived to be attractive,' Dr Swami explained, 'not necessarily just the high cheekbones on their own.'

The same applies to men, regarding masculine traits.

WHY DO PEOPLE WEAR MAKEUP?

People wear makeup for a variety of reasons, including:

- To enhance their natural beauty.
- To be more alluring.
- To boost their confidence.
- To conceal blemishes such as dark circles under the eye, age spots, pigmentation, visible pores, uneven coloring, pimples and scars.
- To 'brighten' the facial skin.
- To look younger.
- To look older (teenagers).

Actors wear makeup to counteract the washing-out effect of studio or stage lights, and clowns wear makeup as a form of disguise.

We have already touched on the question of why painting the face with makeup as an aspect of personal grooming makes people – especially women – look more attractive.

‘The maintenance of youthful features and the exaggeration of female typical traits can be found in almost every culture,’ says Dr. Bernhard Fink, a professor at the University of Göttingen who studies the evolutionary psychology of human mate preferences. Makeup works for women because it exaggerates (or invents) the natural signs of human youth, fertility and sexual availability, thus making them seem more appealing on an evolutionary level.¹⁰

Makeup has the power to change our appearance. ‘Foundation smooths the skin, making it appear healthier and younger,’ says Dr. Pamela Pallett, a researcher at Dartmouth University. ‘Eye makeup and lipstick can also accentuate your natural femininity.’ The darker and more contrasting your lips are from the surrounding skin, the more attractive.

The ancient Egyptians regarded beauty as a sign of holiness. Everything the ancient Egyptians used had a spiritual aspect to it, including cosmetics, which is why cosmetics were an integral part of their daily lives. In tombs, cosmetic palettes were found buried with the deceased as grave goods which further emphasized the idea that cosmetics were not only used for aesthetic purposes but rather magical and religious purposes.



10 *Facial, Olfactory, and Vocal Cues to Female Reproductive Value.* Susanne Röder, Bernhard Fink, Benedict C. Jones. *Evolutionary Psychology* 11(2): 392-404

Nonetheless women will often state that their male partner tells them they look prettier without makeup. It is indeed true that when men are polled about their makeup preferences, as many as one in five says that their significant other wears far too much makeup, while one in ten wishes that women did not wear makeup at all. There is no doubt that a large proportion of men will say women look prettier without it.

While that's certainly a laudable sentiment, it may not reflect the true situation. Study after study has found that when shown pictures of women with and without makeup, men (and women) consistently rate images with makeup as more attractive, confident, feminine and healthy.

Makeup doesn't merely change how men view a woman's looks. When asked to evaluate personalities, men also give higher scores to women who wear makeup. Furthermore, waitresses wearing makeup earn higher tips from their male clientèle. Studies show that men think women who wear makeup have higher-status jobs and are more intelligent, confident, interesting and efficient!

Dr. Nicolas Guéguen, from Université de Bretagne-Sud, even asserts that women who wear makeup in bars are more likely to receive attention from males. He found that men approached a woman sooner and more often when she wore makeup than when she didn't. However, Guéguen surmises that makeup's effect may not be just because it makes faces look 'prettier'. 'Perhaps the effect of makeup is not to enhance physical attractiveness per se,' he wrote, 'but to serve as a cue to males that 'this female might be available.'

Whatever it is that gives makeup such power, it works – and not only on men. Women feel prettier when they're wearing makeup. A study of American college students found that women had higher opinions of their own bodies and appearance when made up. Putting on cosmetics has been shown to boost self-image in a variety of different women, from the elderly to surgery patients.

It is no wonder that people spend literally billions of dollars annually on makeup. Women are attracted to makeup because it draws

upon their innate drive to enhance their femininity, set them apart from men and demonstrate that they are a desirable partner—whether or not they are conscious that this is their motivation.

Alternatives to makeup

Technology continues to advance rapidly. These days, cosmetic procedures can address issues pertaining to the human face. Peels, scrubs and laser treatments can even out skin tone, remove blemishes, rearrange facial fat and tighten skin. Cosmetic tattoos offer replenished color and contrast. Surgery and dermal fillers can correct asymmetry, and so on.

This book, and its sequel, discusses these alternatives.

ATTRACTIVENESS VS BEAUTY

Beauty does not automatically mean attractiveness. We are attracted to people for a wide range of reasons that go beyond their skin texture or bone structure. Attractiveness is more than just finding someone physically appealing.

If it's evolution that drives us, why can't we all simply agree on who is beautiful and who is not? When you talk about individuals, it gets a little more complicated. Evolution explains why we find certain attributes attractive—to a degree. Factors like voice, facial expression, body language, personality and even scent also enhance one's appeal, meaning physical features only take you so far before your inner beauty shines through.

Physical attraction may play a significant role when we first meet someone, but there is more to attraction than meets the eye. Simply being friendly and nice plays an important part in attraction. People who aren't stereotypically good-looking appear attractive to those who know and like them. Researchers asked subjects to evaluate each other before and after working together in groups. In general, likeable people were described as more beautiful because of their happy persona.

Beyond kindness, other traits that make people attractive are cooperativeness and a sense of humor. Being friendly and out-going and making an effort to get along with others all go a long way towards

making you seem more attractive to others whilst also boosting the quality of your relationships.

People who can communicate in an expressive and animated way tend to be more liked compared with those who are difficult-to-read. This is because we are more confident in our reading of them and they are therefore less of a threat.

Research shows that two people who share similar interests, values, likes and dislikes feel drawn to each other. People can also feel attracted to others who share a similar physical appearance, background, or personality.

Psychology professor Albert Mehrabian suggests that there are three important elements that account differently for our liking of a person. He calls these as the three Vs – verbal, vocal and visual.¹¹

93% of expression is non-verbal. Our actual words make up only 7% of communication, while 38% comes from tone of voice, and 55% comes from our body language. One more element, however, does play a part in our attractiveness to other human beings, and that is smell.

Smell and attractiveness

Certain body odors are connected to human sexual attraction, according to research. Again, this relates back to the innate drive to perpetuate the human race. Subconsciously, by way of scent, humans can discern whether a potential mate will pass on favorable genetic traits to their offspring.

Research on human mating has found that the effect of scent on males and on females differs. Part of this difference is caused by the different motives each gender holds for mating. Males, in order to pass on genes, subconsciously notice and are attracted to traits that indicate fertility in females, such as a voice of higher pitch, a specific hip-to-waist ratio, and a certain body odor. Evolutionarily, females have two main motives for mating: to pass on genes and to find a partner who can provide adequate support for herself and future offspring. As a female reaches the fertile stage of her menstrual cycle, the desire to pass on

¹¹ Swami, V., and Furnham, A. (2008). *The Psychology of physical attraction*. London: Routledge.

favorable traits to offspring gains more importance and the female becomes more attracted than usual to males with favorable traits. Many such traits are subliminally detected through scent.¹²

Evolutionary biologist Randy Thornhill of the University of New Mexico found that men with symmetrical facial features even smell better to women. In some cases, women in Thornhill's study reported that they could not smell anything on a man's sweaty shirt, yet they were, nonetheless, attracted to it. 'We think the detection of these types of scent is way outside consciousness,' Thornhill said.

This attraction to scent goes beyond pheromones. Scientific American journalist Adam Hadhazy writes, 'Humans might use a nuanced concoction of chemicals even more complex than formal pheromones to attract potential mates.'¹³

If this is so, then men who wish to be attractive to women might do better to refrain from using 'masculine fragrances' such as after-shave!

Kate Fox in 'The Smell Report' writes: 'Widely publicised research findings on female sensitivity to male pheromones have also led some men to believe that the odor of their natural sweat is highly attractive to women.

'Women are indeed highly sensitive to male pheromones, particularly around ovulation, but many popular assumptions about the effects of these pheromones are the result of misinterpretation and over-simplification of the research results.

'All male pheromones are not equally attractive, and some of the myths stem from an understandable confusion over their names. The male pheromone *androstenone* is not the same as *androstenol*. Androstenol is the scent produced by fresh male sweat, and is attractive to females. Androstenone is produced by male sweat after exposure to oxygen – i.e. when less fresh – and is perceived as highly unpleasant by

12 'Body odor and subconscious human sexual attraction.' Wikipedia. Retrieved 28th October 2014

13 'Do Pheromones Play a Role in Our Sex Lives?' By Adam Hadhazy. Scientific American. February 13, 2012.

females (except during ovulation, when their responses change from 'negative' to 'neutral').

'So, men who believe that their 'macho', sweaty body-odor is attractive to women are deluding themselves, unless they are constantly producing fresh sweat and either naked or changing their clothes every 20 minutes to remove any trace of the oxidized sweat.'

Everyone has a different opinion as to what smells are pleasing. Some tribes prefer the smell of cows, or the smell of onions, to any other.¹⁴ The sense of smell is powerful and primitive. Smells can evoke vivid images and emotions and even influence people's moods. Unconsciously, we can even be attracted to the smell of people with the same political beliefs!¹⁵

The part of the human brain that interprets smell is in the brain's limbic system, an area so intimately entwined with memory and feeling that it is sometimes referred to as the 'emotional brain'.

In spite of this biological wiring, however, smells would not awaken memories and emotions if we did not accumulate learned responses. The first time you smell a new scent, you (consciously or unconsciously) associate it with an experience, a person, an object or even an instant in time. Your brain creates a link between the smell and a memory; for example associating the smell of lavender with your grandmother, or a certain aftershave with a school principal you disliked, or the smell of sunscreen with the beach. When you experience the smell again, the connection awakens that particular memory or mood. Lavender might call up a specific grandmother-related memory or simply make you feel content. A whiff of aftershave might make you feel anxious or angry without your understanding the reason. This partly explains why people have different preferences in smells. One female acquaintance of

¹⁴ Fox, Kate. "The Smell Report." *Social Issues Research Centre*. (Sept. 20, 2010). <http://www.sirc.org/publiks/smell.pdf>

¹⁵ *Assortative Mating on Ideology Could Operate Through Olfactory Cues*. Rose McDermott, Dustin Tingley and Peter K. Hatemi. *American Journal of Political Science*, Volume 58, Issue 4, pages 997–1005, October 2014. DOI: 10.1111/ajps.12133 ©2014, Midwest Political Science Association

mine finds herself attracted to men who smell of machine oil, because during her teens she happily dated a youth whose hobby was tinkering with his motorcycle!

Because it is during our youth that we experience most new smells, odors frequently awaken childhood memories. The fact is, however, that we actually start to link smells and emotion even before we are born! Infants who were exposed to certain smells when they were still embryos in the womb, show a liking for the smells.¹⁶

It is difficult to know what memories, emotions or cultural responses certain external smells can call up in other people. One thing is for certain however: our own personal—clean and hygienic—natural odor, whether or not we are conscious of its existence, is going to be attractive to numerous people, and not infrequently. So avoid the strong perfumes—you may be masking your own subtle, attractive, natural scent!

In conclusion - we can change our appearance with makeup and cosmetic procedures, with manipulation of our body and scalp hair; with clothing, tattoos and adornments; but appearance is only part of the story. Of all the elements that make us attractive to others, beauty is only one.

¹⁶ 'Long-term flavor recognition in humans with prenatal garlic experience'. Peter G. Hepper¹, Deborah L. Wells, James C. Dornan and Catherine Lynch. DOI: 10.1002/dev.21059 Copyright © 2012 Wiley Periodicals, Inc. *Developmental Psychobiology*, Volume 55, Issue 5, pages 568–574, July 2013

Part 1:
Face Issues

FACE ISSUES: SIGNS OF AGING

Below is a list of the common signs of aging. Please refer to our face therapies section on page 105 to find appropriate treatments.

Deep wrinkles

Deep grooves and wrinkles can be treated with laser, dermal fillers, plasma laser or injections of platelets. Learn more in the section on 'Face Therapy,' page 105.

Discolored teeth

Tooth enamel wears away over time, exposing darker colors and stains of yellow and brown. Pharmacies and drugstores sell brush-on whitening gels. There are also professional teeth whitening treatments available. Learn more by reading the companion book in this series, '*Beauty: The Ultimate Cosmetic Makeover Guide. Book 2: Body, Teeth & Hair*'.

Drooping brows

Drooping eyebrows and wrinkled, sagging forehead skin can make people appear older, tired, sad or angry. These issues can be corrected with surgical 'brow lifts' or with non-invasive methods. See our section on drooping brows, page 27.

Drooping jowls

As we age the fat pads in our cheeks may drop below our jawline, making the face look 'square'. See our section on jawline and neck rejuvenation under 'Face Therapy' (page 164).

Dry skin

As we age, our skin generally becomes drier. See our section on dry skin under 'Skin Issues' (page 41).

Fine lines and wrinkles

A loss of collagen and elastin reduces skin volume, causing fine lines and wrinkles. Repeated muscle motions—laughing, squinting, eating and drinking—etch crow’s-feet around the eyes and marionette lines near the mouth.

Prevention is the best treatment. Always wear a sunscreen when outdoors. Practice a regular skin care routine, incorporating antioxidants and retinoids. See our section on Basic Skin Care (page 186).

A medical practitioner can provide treatments like wrinkle-relaxing injections, dermal fillers, and laser therapy. Usually wrinkle-relaxers such as Botox are used for the upper part of the face (forehead lines, that crinkle between your eyes) and dermal fillers are used for the lower half (laugh lines, thin lips).

Long, drooping nose

As we get older our noses tend to droop, because soft tissue (skin, fat, and muscle) relaxes and structural support changes. Bone recedes over time, so there’s less foundation to support the skin and cartilage. Furthermore, loss of elasticity and collagen in the skin causes sagging. You cannot really prevent your nose from drooping, but you can minimize the effect by avoid the sun, smoking, and weight fluctuation. Use prescription-strength skincare products, including retinoids, which help preserve and regenerate collagen. A surgical ‘nose job’ (rhinoplasty) can re-shape the nose.

Thinning eyebrows and lashes

Changing hormones thin out the hairs of our eyebrows and lashes. Years of over-tweezing may also damage the eyebrow follicles, making it harder for hairs to grow back. Topical ointments, hair transplants and cosmetic tattooing are some of the possible solutions.

Thinning skin

A loss of collagen leads to a decrease in skin volume. On the backs of the hands, the veins stand out more. On the face, hollows appear beneath the cheek bones. Dermal fillers can plump up hands and faces that have lost collagen. Lasers can stimulate collagen regeneration.

Thin, pale lips

Lack of fullness in lips can be addressed by treatment with injectable dermal fillers. Color can be restored with cosmetic tattooing.

‘Turkey’ neck

Loose, wobbling skin hanging from the neck makes us look older, Fraxel laser treatments can improve the skin’s texture, while wrinkle relaxing injections such as Botox can soften vertical lines. Some doctors use Thermage®, ReFirme®, radiofrequency or Intense Pulsed Light devices, to stimulate production of collagen in the neck.

Uneven skin tone

The treatment of skin discoloration, pigmentation and vitiligo issues requires initial assessment and diagnosis by a doctor. Therapies include treatment with laser and/or topical skin products (such as creams). See our section on skin discoloration under ‘Skin Issues’, page 41.