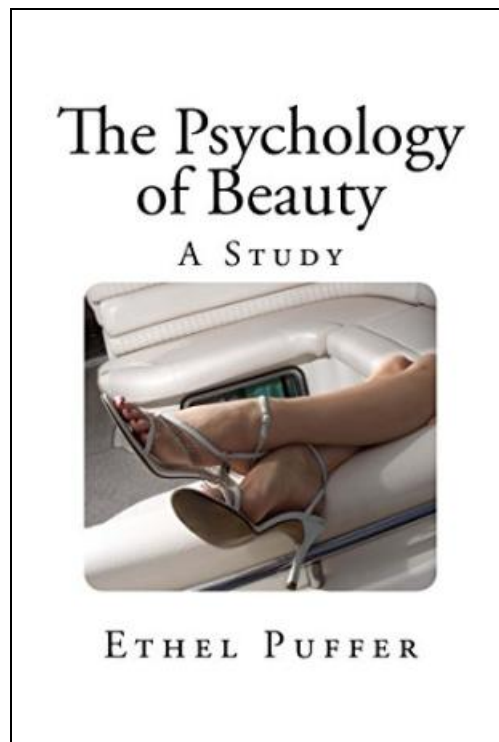


## The Psychology of Beauty



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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 240 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. The Psychology of Beauty Understanding Beauty Beauty Salons and Beauty Supplies is a multi-million dollar business, Why What makes us spend big dollars to enhance our attractiveness Beauty is a characteristic of a person, animal, place, object, or idea that provides a perceptual experience of pleasure or satisfaction. Beauty is studied as part of aesthetics, sociology, social psychology, and culture. An ideal beauty is an entity which is admired, or possesses features widely attributed to beauty in a particular culture, for perfection. The experience of beauty often involves an interpretation of some entity as being in balance and harmony with nature, which may lead to feelings of attraction and emotional well-being. citation needed Because this can be a subjective experience, it is often said that beauty is in the eye of the beholder. There is evidence that perceptions of beauty are evolutionarily determined, that things, aspects of people and landscapes considered beautiful are typically found in situations likely to give enhanced survival of the perceiving humans genes. There is evidence that a preference for beautiful faces emerges early in child development, and that the standards of attractiveness are similar across different genders and cultures. A study published in 2008 suggests that symmetry is also important because it suggests the absence of genetic or acquired defects. Although style and fashion vary widely, cross-cultural research has found a variety of commonalities in peoples perception of beauty. The earliest Western theory of beauty can be found in the works of early Greek philosophers from the pre-Socratic period, such as Pythagoras. The Pythagorean school saw a strong connection between mathematics and beauty. In particular, they noted that objects proportioned according to the...

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