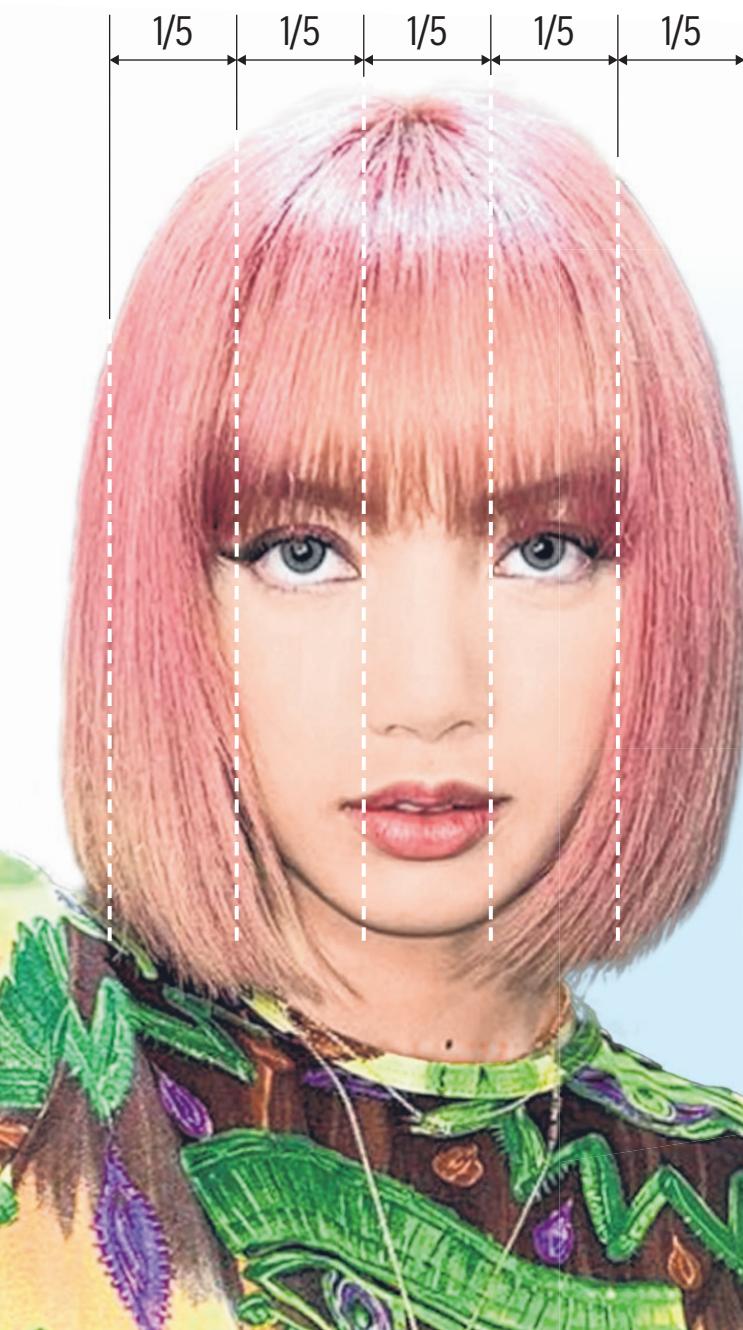


All in the proportions



Natural beauty is not random. Time and again, it has been linked to symmetry and something known as the golden ratio, which is a unique mathematical relationship of about 1 to 1.618. The closer the proportions of a face or object get to this ratio, the higher its perceived beauty.

- Division of the face into thirds and fifths is commonly used to assess facial symmetry. In the rule of fifths, each segment is approximately the width of one eye. Aesthetic balance is considered ideal when the facial features fall within these parameters.
- There is also a template called the Marquardt Beauty Mask, which is a template that describes the idealised form of the human face. It is a geometric mask that is based on proportions that are calculated using the golden ratio.

LISA FROM GIRL GROUP
BLACKPINK



Symmetry

Symmetrical faces tend to be more attractive. In a symmetrical face, the left and right sides look similar but are not perfect mirror images. But faces with similar proportions on both sides are read as symmetrical.



The rule of thirds

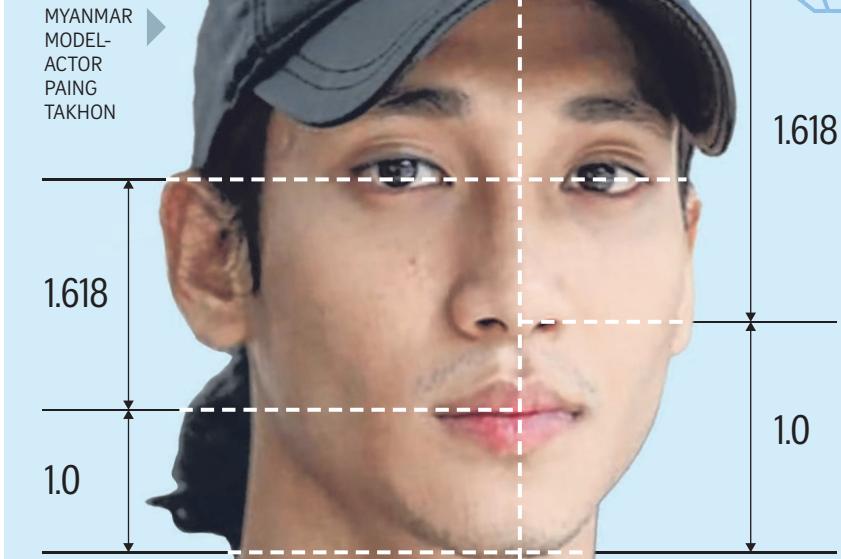
The face can be horizontally divided into thirds: from the hairline to the eyebrows, the brow to the base of the nose, and the base of the nose to the chin. A person is more aesthetically pleasing when these facial features are in place.



Other factors:

Men are generally most attracted to young women in their early 20s, possibly because this is when they are most fertile. Men also tend to prefer more feminine faces, as defined by larger eyes and fuller lips as these often come about as a result of higher levels of oestrogen, signalling that a woman is fertile and a good potential mate.

MYANMAR
MODEL-
ACTOR
PAING
TAKHON



- The ratio of the distance from the chin to the mouth and the mouth to the eyes is 1:1.618.

- The ratio of the distance from the chin to the nose and the nose to the top of the forehead is 1:1.618.