

Latest Standards for Facial Beauty

Meridith Griffin*

School of Human Kinetics, The University of British Columbia, Canada

Editorial

Regardless of colour, age, sex, or other factors, there is a universal standard for face attractiveness. The proportions of a beautiful face are optimal. The divine proportion, which is 1 to 1.618, is intimately connected to ideal proportion. Because of the high aesthetic and physiologic benefits, all living species, including humans, are genetically programmed to develop to this size. Because of external variables, the great majority of us are not precisely proportional. The creation of a global standard for face attractiveness will make diagnosing and treating facial disharmonies and anomalies much easier. Treatment to this level will improve face aesthetics, TMJ health, psychologic and physiologic health, fertility and overall quality of life. Do we have a natural affinity for specific types of faces? Is it simply something that people pick up without even recognising it? To discover out, psychologist Judith Langlois and her team at the University of Texas in Austin conducted research with infants and young children. Their little recruits ranged in age from two to three months. Each baby was shown photographs of two different faces by the researchers. The one on the left was more appealing than the one on the right. The scientists then kept track of how long the babies gazed at each face.

Facial specialists are observing an increase in demand for treatments that are primarily based on aesthetic considerations. As a result, orthodontists and maxillofacial surgeons need a strong grasp of quantitative, objective face traits that are universally regarded as appealing and lovely. Many linear and angular soft tissue profile metrics, as well as a range of cephalometric assessments, have recently been established to identify optimal proportions. Having an aesthetically beautiful face, particularly an attractive grin, rates #1 among all aspects when it comes to establishing a great first impression. The value of being handsome in today's culture is overshadowed by a variety of media. This finding connects facial standards to a sense of social acceptance through the notion of beauty. Many studies have demonstrated that confidence is directly linked to one's physical attractiveness. Enhancement of facial attractiveness with orthodontic and orthognathic treatments is the most popular reason for

seeking orthodontic treatment nowadays. Unlike in 1980, when only 25% of patients needed orthodontic treatment for cosmetic reasons, today's figure is above 75%, implying that three out of every four patients express a desire to improve their facial look.

Although beauty is not an exact science, some cosmetic surgeons believe there is a system of proportions that incorporates face height, breadth and symmetry. However, the concept of a beautiful and lovely face is subjective, based on a variety of aspects such as social, cultural, ethnic and age. The harmony of dimensions and symmetry determine the beauty of a person's face. The so-called divine proportions are closely connected to ideal proportions, with 1 being the most essential value in regard to these proportions. The understanding of divine proportion dates back to the ancient Greek artist Phidias and it was scientifically defined for the first time by Filius Bonacci, the discoverer of the divine proportions' numerical value. The heavenly proportions of the human face are more significant to the dentistry profession as well as the medical profession (such as plastic surgeons). This is especially true in orthodontic treatment, where the goals are to achieve not just functional stability but also face cosmetic enhancement at the conclusion of the process.

References

1. Rhodes, Gillian. "The evolutionary psychology of facial beauty." *Annu Rev Psychol* 57 (2006): 199-226.
2. Fink, Bernhard and Nick Neave. "The biology of facial beauty." *Int J Cosmet Sci* 27 (2005): 317-325.
3. Hönn, Mirjam and Gernot Göz. "The ideal of facial beauty: a review." *J Orofac Orthop* 68 (2007): 6-16.
4. Pallett, Pamela M, Stephen Link and Kang Lee. "New "golden" ratios for facial beauty." *Vision Res* 50 (2010): 149-154.
5. Gray, Douglas, Kai Yu, Wei Xu and Yihong Gong, et al. "Predicting facial beauty without landmarks." *Am J Phys* 25 (2010): 434-447.

How to cite this article: Griffin, Meridith. "Latest Standards for Facial Beauty." *J Cosmo Tricho* 8 (2022): 171.

*Address for Correspondence: Meridith Griffin, School of Human Kinetics, The University of British Columbia, Canada; E-mail: meri_griffin@interchange.ubc.ca

Copyright: © 2022 Griffin M. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received 08 January, 2022, Manuscript No. JCTT-22-53201; **Editor assigned:** 10 January, 2022, PreQC No. P-53201; QC No. Q-53201; **Reviewed:** 15 January, 2022; **Revised:** 20 January, 2022, Manuscript No. R-53201; **Published:** 27 January, 2022, DOI: 10.4172/2471-9323.22.8.171