How your brain decides what is beautiful

When it comes to seeing beauty in each other, while this decision is certainly subjective for the individual, it's sculpted by factors that contribute to the survival of the group. Few basic parameters contribute including averaging, symmetry and hormones.

Average faces are typically more attractive. People with mixed features represent different populations, and presumably harbor greater genetic diversity and adaptability to the environment. People generally find symmetric faces more attractive than asymmetric ones. Developmental abnormalities are often associated with asymmetries. The third factor is the effect of hormones. Estrogen and testosterone play important roles in shaping features that we find attractive. Estrogen produces features that signal fertility. Men typically find women attractive who have elements of both youth and maturity. On the other hand, testosterone produces features that we regard as typically masculine.

Many people hear these evolutionary claims and think they are unconsciously seeking healthy mates. Teenagers and young adults are not exactly known for making decisions that are predicated on health concerns. Features can be heritable and associated with reproductive advantage. Over time, they become universal for the group.

Attractive faces activate parts in the back of the brain, tuned to processing faces. In addition, activate parts of our reward and pleasure centers in the front are activated. Our brain automatically responds to beauty by linking vision and pleasure. We also have a "beauty is good" stereotype.

The selection criteria for reproductive success from 2 million years ago doesn't really apply today. The universal nature of beauty is changing even as we're changing the universe.

I don't like this kind of evolutionary concepts of attractiveness, but I am agree that the industry is using these kind of studies to take advantage of the population and sell their products.