The ideal faces were made of the edited facial features (eyes, nose, and mouth) with average face data.

Facial features from 200 Meitu users to generate the ideal virtual faces.

Eyes are the place users modify the most, and also with the most available functions. Bigger and brighter eyes are the prominent fashion of users.

Users tend to choose lips with clear outlines, perfect shapes, and plump lips. Plump pink lips are a significant characteristic of young people.

The narrower and shorter nose makes the users look younger with a touch of the exotic in their appearance.