



GLOBAL WELLNESS
SUMMIT 2017



How Your Brain Decides What is Beautiful?

Dr. Anjan Chatterjee, Elliott Professor of Neurology, University of Pennsylvania, and Author of *The Aesthetic Brain*, U.S.

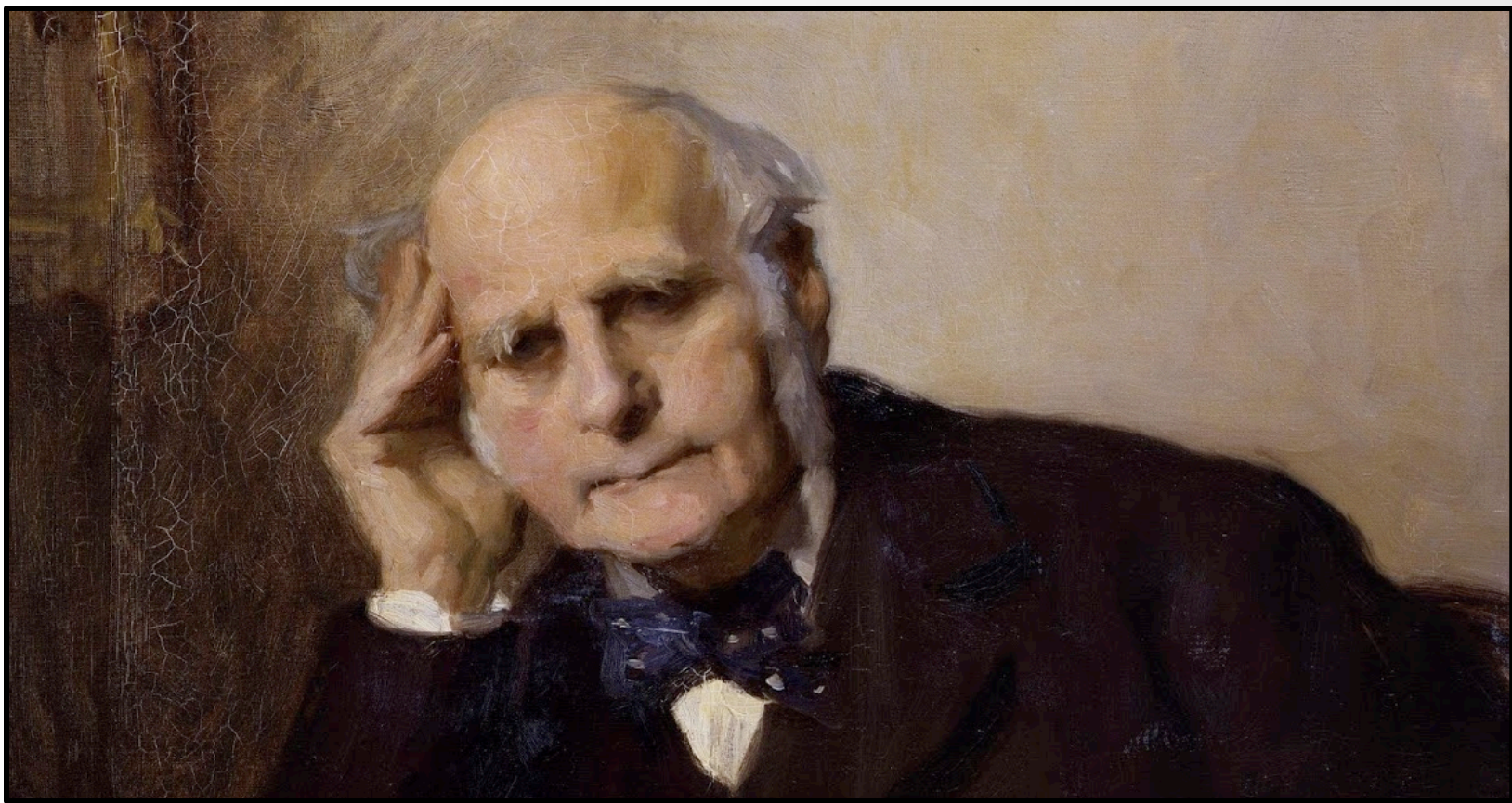
How Your Brain Decides What is Beautiful

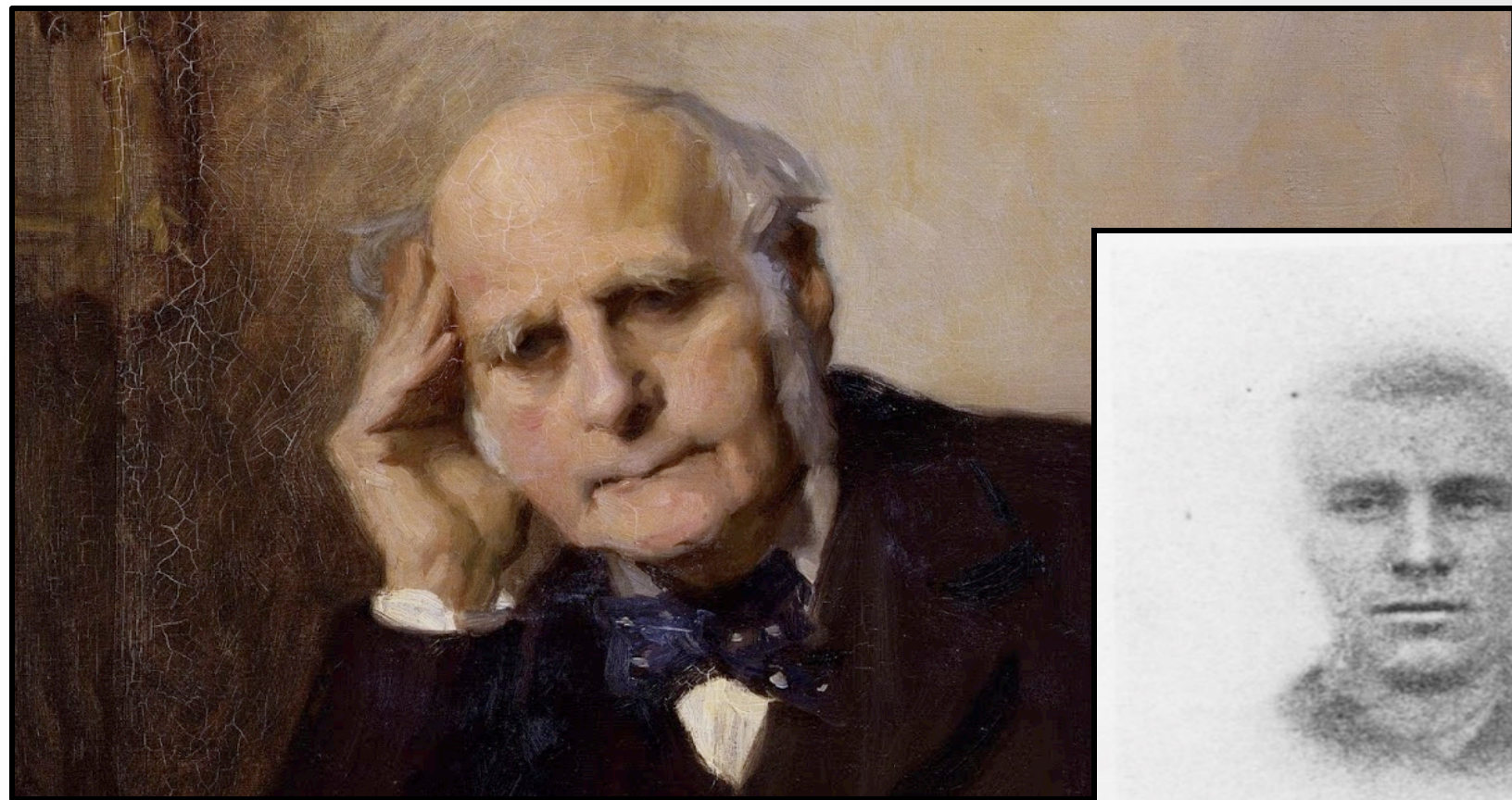
Anjan Chatterjee

The University of Pennsylvania

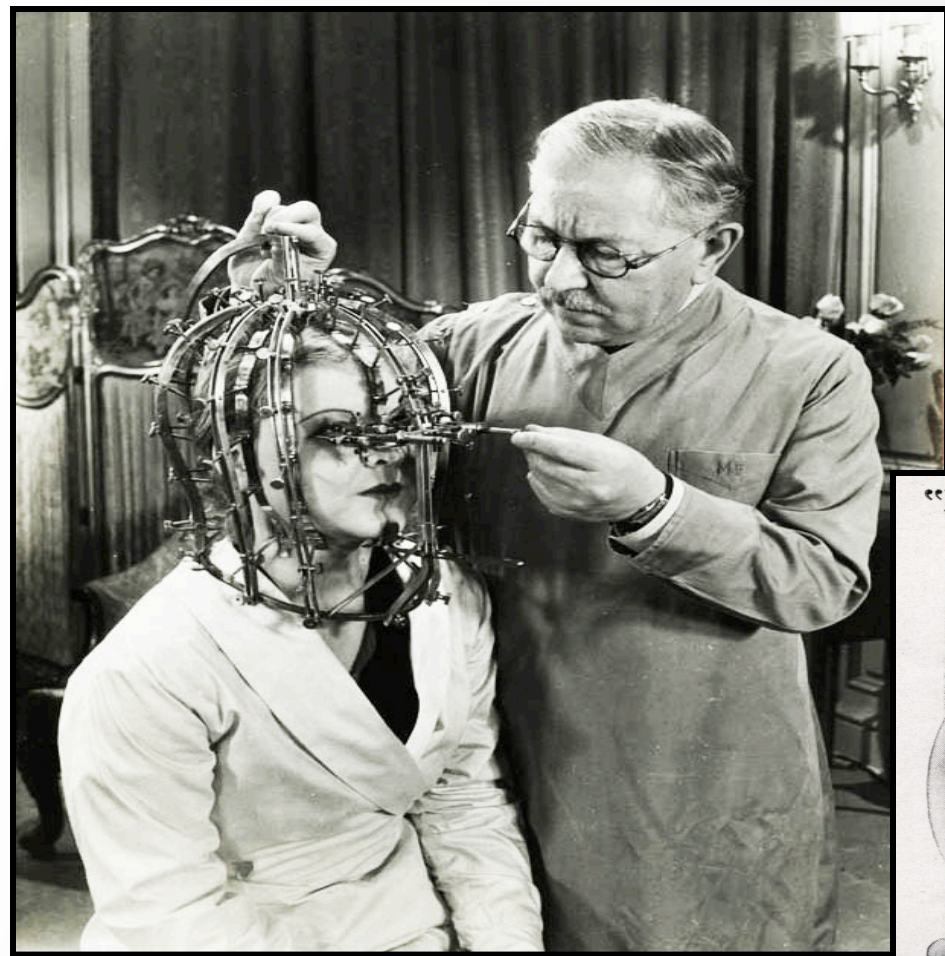
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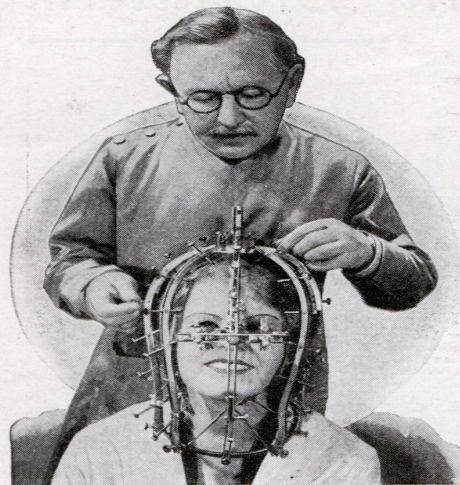




Galtonian composite face.
Frontpiece: The Criminal Havelock Ellis 1890



"Beauty Micrometer" Analyzes Facial Flaws for Makeup



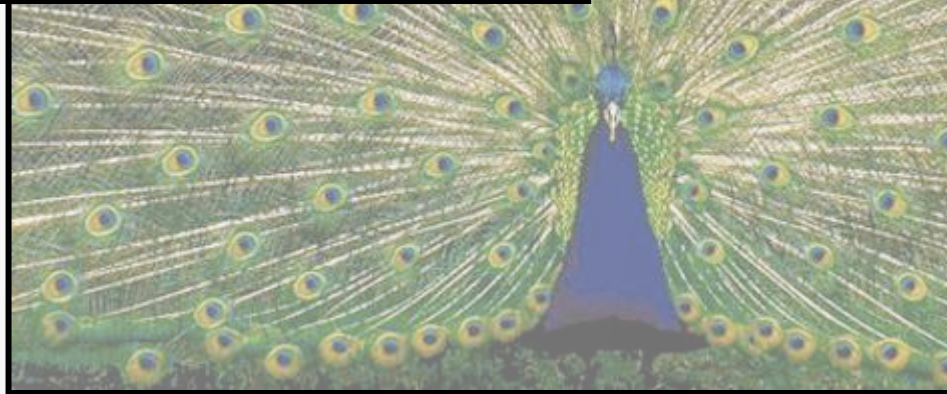
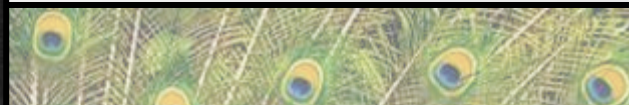
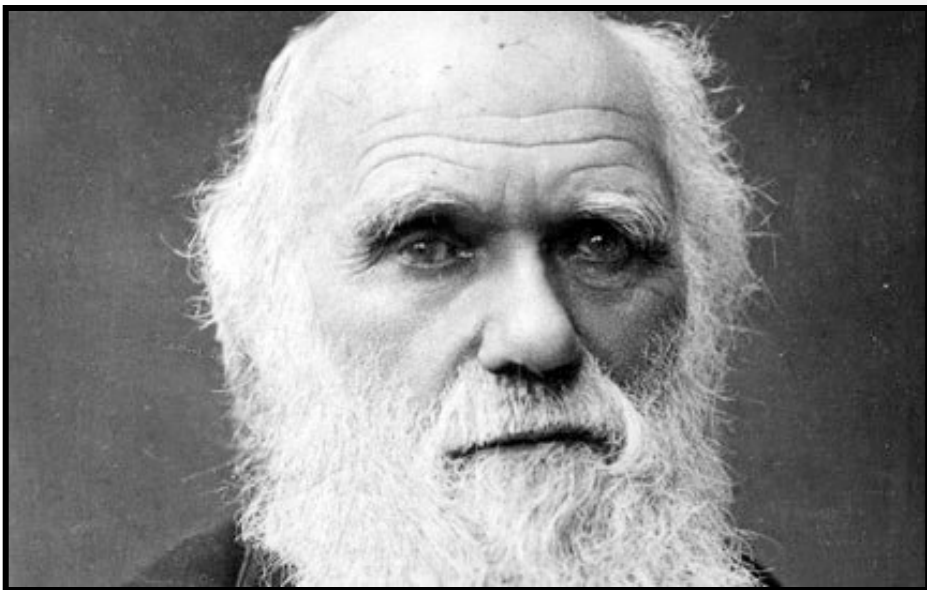
RECENTLY perfected by Max Factor, one of Hollywood's most famous beauty experts, a new instrument, designed to aid makeup men, accurately registers actors' facial measurements and discloses which features should be reduced or enhanced in the makeup process.

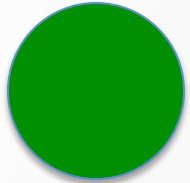
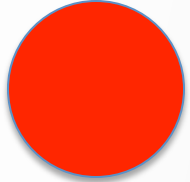
Flaws almost invisible to the ordinary eye become glaring distortions when thrown upon the screen in highly magnified images; but Factor's "beauty micrometer" reveals the defects.

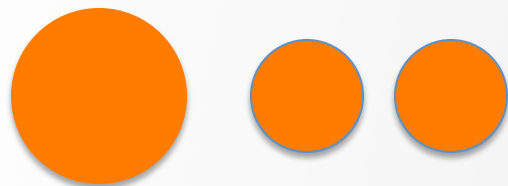
The device, remotely resembling a baseball mask, fits over the head and face with flexible metal strips which conform closely to the various features. The strips are held in place by set screws, allowing for 325 possible adjustments. If, for instance, the subject's nose is slightly crooked—so slightly, in fact, that it escapes ordinary observation—the flaw is promptly detected by the instrument and corrective makeup is applied by an experienced operator.

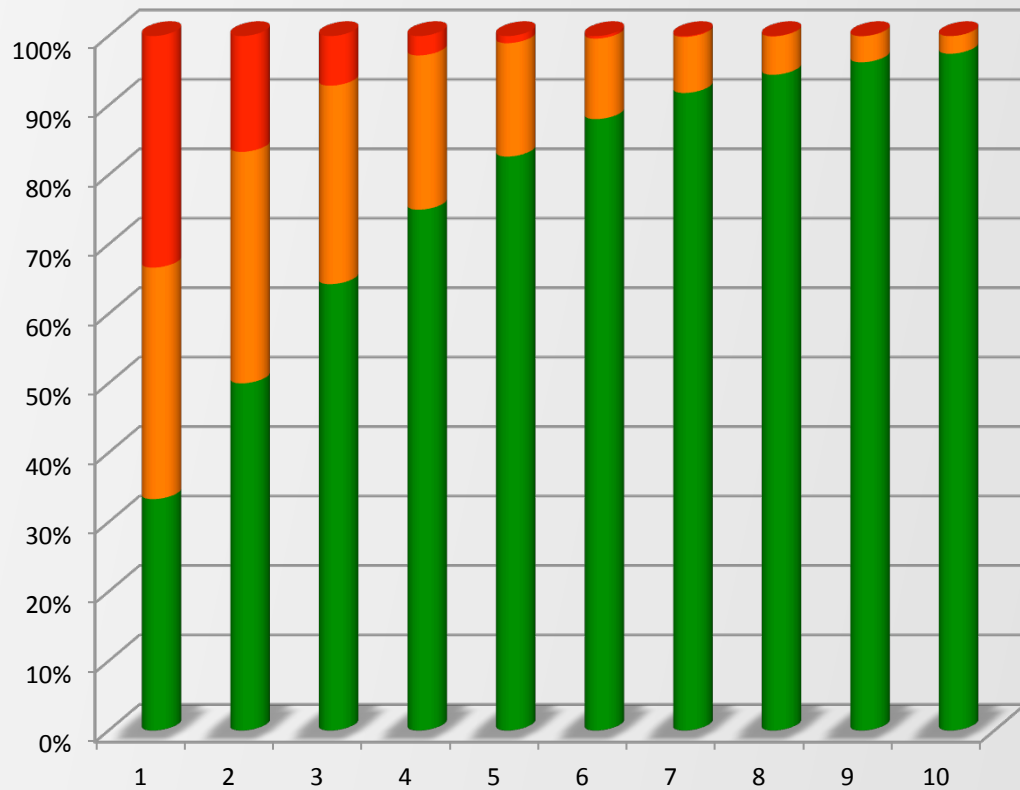
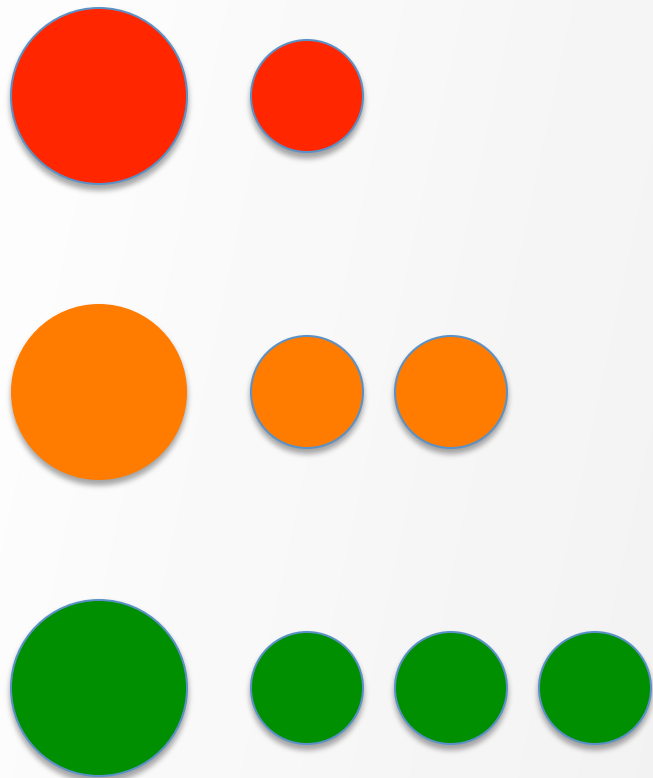
Max Factor, Hollywood makeup expert, demonstrates the "beauty micrometer" which analyzes actors' facial flaws.



















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