

News & Comments

The Golden Ratio Test for Beauty is a Myth

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A ratio of 1:1.618 that is found in nature and design is called The Golden Ratio by DR. MARQUARDT. Various names have been given to it, including Fibonacci Ratio, Phi Ratio, and Divine Ratio. Phi Section or Golden Section are other names for it. Using the Golden Ratio, Dr. Marquardt claimed to determine beautiful facial proportions. For example, he claimed an ideal face would have a mouth ϕ time wider than the nose.

In the opinion of cosmetic surgeon Julian De Silva, Amber Heard has one of the most beautiful faces in the world. Heard scores highly on the "Golden Ratio test", according to De Silva. The Golden Ratio is used to measure a person's facial beauty based on their facial proportions. Does it really work as a beauty formula? In about 2,400 BC, the Pythagoreans discovered the Golden Ratio, which is equal to 1.618%, and has the mathematical value "phi".

Pentagrams evince the curious ratio ϕ . so do six circles of the same size, arranged in two rows of three, and nestled inside one large circle. The Golden Ratio is also related to the famous Fibonacci number sequence (which goes 1, 1, 2, 3, 5, 8, 13, 21, 34 ...). Some flowers, pinecones, and certain galaxies show the Fibonacci spirals and Golden Ratio, which are prevalent in mathematics and nature.

As a paradigm for the ideal, final aesthetic result, Marquardt designed a geometric face mask for cosmetic surgeons and orthodontists. The Golden Ratio test was created based on his claim that the mask could be used to objectively assess beauty. It has been highly influential to rely on Marquardt's claims. A popular app that features the Golden Ratio test is often used in plastic surgery to guide measurements. In order to determine the proportion of the face of movie actors and models, Marquardt measured their facial proportions. Thus, his mask was based on research he conducted on this select group of people.

The Golden Ratio test has since been disproven, and Marquardt's claims disproven. South Indians and sub-Saharan Africans are not represented by Marquardt's mask, according to studies.

Most of its facial features reflect those of a small group of masculinized Northwestern European women. One study note that this is a look seen in fashion models. There is evidence to suggest that, although facial ratios may correlate with perceived beauty, they are also influenced by biological and cultural factors. A statistically significant difference was found between the Golden Ratio of Marquardt's mask and the facial ratios of masculinized fashion models from Northwestern Europe.

Clearly, beauty is not determined by a magic number.



KEYWORDS

Amber Heard, movie, New York, Geometry, Facial symmetry, Plato, Leonardo da Vinci, Beauty industry, Beauty ideals, The Golden ratio

