TED Talk Anjan Chatterjee: How your brain decides what is beautiful

* why do certain configurations of line, colour and form engage our brain and see beauty
* seeing beauty in each other, faces
* we tend to find mixed race faces beautiful and inbred families less so
* symmetry faces more attractive than asymmetric
* find this in plants, animals and humans
* Max Factor created products so that humans could take their asymmetrical faces and make them symmetric
* Hormones play a part in beauty recognition
* what some of us deem beautiful can be inherent, what our parents and their parents found attractive – we do as well?
* what happens in the brain when we see beautiful people
* attractive faces activate parts of our brain even when we’re not thinking about beauty
* activates our pleasure centres in the brain
* beauty is good – associate beauty with goodness
* attractive people are deemed smarter, trustworthy, get more jobs and raises, better positions, lesser punishments we give them more than they deserve at times
* we have used disfigurement in the arts – plays- movies to portray someone who is evil – so over time we associate disfigurement with distrust
* need to judge people on their behaviour and not their lot in life whether it be that they are beautiful or not – treat people fairly

We take cues from facial configuration

Striving to look like our neighbours

We look for in people what we recognise

The brain looks for what makes us feel good

Does the brain send us a false sense of security?

Media plays too large a part in our lives

We need to take a step back and select people in our lives based on their actions and reactions. Beauty really does come from within, so be patient and let people show you who they are. They always do.