

Abstract

One of the most important traits of an individual is the appearance. Though mankind desires to unlock the “beauty code” for centuries, it is very difficult to do so. A lot of papers focuses on the characterization of appearance and preferences towards it. It is now obvious that instead of using just one factor to describe the nature of “beauty”, we need to comprehend a lot of factors that put together the puzzle pieces of an attractive individual. Nowadays, a widely accepted fact is that symmetry makes facial and other body features attractive. Other important factors are averageness or so-called baby schema with distinct young features. Similar rules apply for evaluation of preferences towards other, non-human species, especially primates. The most attractive primates have facial features that resemble humans or that are round with big, distinctive eyes (baby-schema). Thus, for humans, the most attractive primates are the ones that are similar to us and that are large in body size, while the unattractive ones have an appearance distinctive to humans. Moreover, humans distinguish two main primate faces: nice and friendly, baby-like faces, and aggressive, dangerous faces.