

psychologytoday

The Battle Over Beauty

December 2010

IN EVERY ISSUE

Editor's Note

5

Contributors

6

Letters

8

Insights

11-28

Final Analysis

96

PERSONALITY

Eccentric

31

Field Guide to
the Cougar

34

RELATIONSHIPS

Unconventional Wisdom

36

FOOD CHAIN

Nature's Bounty

44

Keen Cuisine

46

Recipe

48

HEALTH

Case Study

39

Mind Your Body

41

Outside In

42

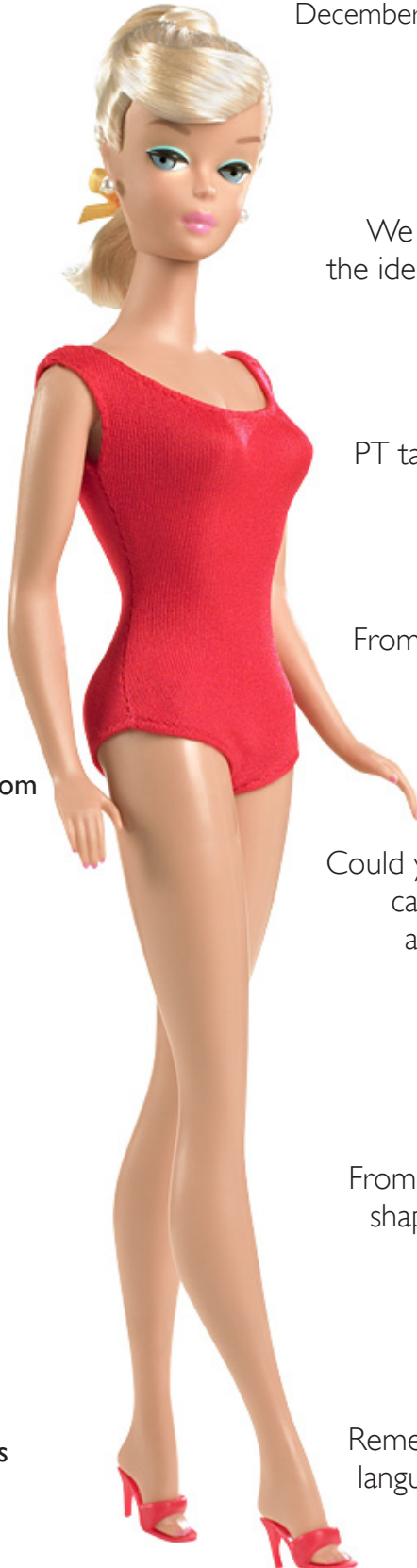
SOLUTIONS

Earnings and Yearnings

50

Blogger Column

52



FEATURES

54 The Truth About Beauty

We downplay the importance of appearance and yet the ideal female form still holds magnetic power over us.

Amy Alkon

60 How Do I Look?

PT takes to the streets to grill people about their own and others' appearances.

62 The Puzzle of Pretty Boys

From loving macho men to lusting after sensitive souls, women are divided over who's hot.

Carlin Flora

66 Stealth Superpowers

Could you lift a car or outrun a bear? A fear-fueled body can accomplish those feats and more. Here are five amazing abilities we hope you'll never have to use.

Jeff Wise

72 The Double Life of Every Woman

From risk-taking to pain tolerance, women's hormones shape their day-to-day behavior, as well as that of the men in their midst.

Annie Murphy Paul

80 Endangered Arts

Remember the Renaissance man who could speak five languages and build his own house? A lament for well-roundedness and other fading pursuits.

Kate Bolick