

because that's the part of his brain that's involved in judgment, impulse control, organization, planning, forethought, and learning from mistakes. And it won't be fully developed until he's 25.

### **Why Beauties Make You Stupid**

You act like a goof with the Hooters waitress, leaving a tip that doubles the bar bill. But why? Beautiful women cause a man's limbic system (the amygdala and other brain-stem structures, which are in charge of emotion) to fire up at the same time that his PFC checks out, leaving the judgment area vacant. Las Vegas casinos hire beautiful cocktail waitresses, dress them in low-cut tops and miniskirts, and have them pass out free alcohol—all of which encourages men's self-control to take the day trip to Hoover Dam. No wonder the house has the edge

### **How You Can Get the Edge Back**

When faced with the dilemma of a bad bet on a beautiful woman, remember that her beauty is fleeting, but a bad decision can last a lifetime. It's a very PFC sentiment, in fact.

### **Why You Love Porn**

Guys aren't shallow; it's just that the visual parts of their brains are strong and tend to twang their emotions. Using sophisticated imaging equipment, researchers at Emory University in Atlanta found that the amygdala, which controls emotions and motivation, is much more activated in men than in women when they view sexual material for 30 minutes, even though both sexes report similar levels of interest.

This may be one of the reasons men are much more captivated by pornography than women: For men, it's not just porn, it's personal. Back in the real world, women hijack men's brains by appealing to their strong visual sense. But women can take in a guy's visuals and think, Yeah, but how much does he have in his 401(k)? To avoid the tyranny of the visual, you need to kick-start your responsible prefrontal cortex by asking yourself, What's my goal in a relationship? That can divert you from those short-term, erotic visions

### **How Your Nose Triggers an Erection**

There's a direct connection between the olfactory bulb, at the top of your nose, and the septal area, the arousal center of your brain. When cells in your nose are stimulated, they send signals to your libido (and hers) to stand up and pay attention. You know what smells turn you on—the evidence is obvious. As for her, a study at the University of California at Berkeley found that women become aroused when exposed to a chemical called 4.16-androstadien-3-one (AND). The good news? AND occurs naturally in men's sweat, hair, and skin. Take her someplace cold on your date—the favorite jacket or sweater you'll conveniently have on hand to lend her should be loaded with the stuff

### **Why You Lose Your Erection in Bed**

Maybe little Willie is nervous during his big moment onstage. Performance anxiety is about the fear of being judged or not living up to expectations. The body is programmed to see anxiety as a threat, and the nervous system sets up the fight-or-flight response, sending out chemicals to protect us: Our heart races, muscles tense, and blood is shunted from our hands, feet, and penis to the large muscles of the shoulders and hips so we can fight or run away. That's not such a good strategy in bed, however.

