

How Amber adds up as prettiest girl in world

By **Rehema Figueiredo**
Showbusiness Reporter

BEAUTY may well be in the eye of the beholder but, mathematically speaking, the world's prettiest face belongs to actress Amber Heard.

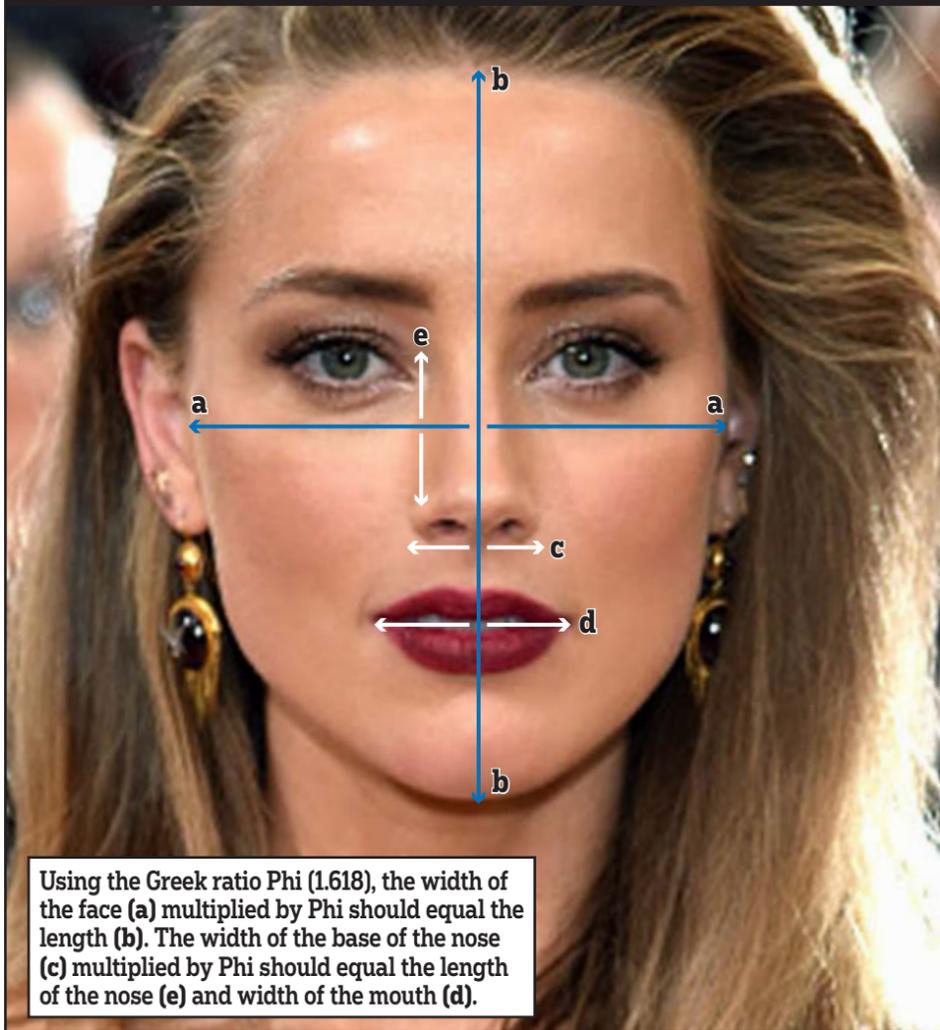
Using an ancient formula and face mapping software, a physician assessed women considered among the most beautiful in showbusiness, including Kim Kardashian, Scarlett Johansson and Kate Moss.

Harley Street surgeon Dr De Silva said the Greek ratio of Phi, which is 1.618, can be applied to a face to find the ideal proportions. The Greeks found the ratio everywhere in nature and he discovered that 30-year-old Heard, best known as the estranged wife of Johnny Depp, an almost perfect match.

He used the 'golden ratio', as it is known, in numerous calculations, such as the base of the nose, multiplied by Phi, should equal the length of the nose, and the length of the lips. Also the width of the face times Phi should equal the length of the face.

In Dr De Silva's formula there should also be an equal distance between the forehead, brow, nose and chin. He said it meant Heard had a 91.85 per cent match.

IT'S ALL GREEK - THE BEAUTY FORMULA



Using the Greek ratio Phi (1.618), the width of the face (a) multiplied by Phi should equal the length (b). The width of the base of the nose (c) multiplied by Phi should equal the length of the nose (e) and width of the mouth (d).

Pokemon Go is here ... but will junk food firms try to cash in?

By **Sean Poulter**
Consumer Affairs Editor

THE controversial Pokemon Go game launched in the UK yesterday, triggering a frenzy among young fans – and parents who fear it will put them at risk.

The smartphone game – which uses GPS technology to send players to real locations in hopes of capturing Pokemon, or 'pocket monsters' – has already seen hordes of young people inadvertently drawn to inappropriate places including a sex shop, a cemetery and even MI5 headquarters.

Panicked residents have also called the police after mistakenly believing gamers gathering near their homes in the early hours of the morning were up to no good.

Several police forces have warned players to avoid potentially dangerous places or private property, while the NSPCC have expressed concerns the game may help paedophiles lure children to remote locations by making Pokemon cluster there.

Last week a group of teenagers in America were robbed at gunpoint after thugs hacked the game to draw in their victims.

Now businesses, including fast food chains and retailers, are set to cash in on the hysteria by paying gamemakers Nintendo to register their premises as a



In the real world: Game makes it seem as if monster is in shop

'PokeStop' – a place where players can collect the cartoon creatures – or a 'PokeGym', where players can boost their monsters' powers.

Pokemon Go combines the real and digital worlds using 'augmented reality' technology. Like Google Maps, it determines a player's location through the GPS in their smartphone and maps the area around them, highlighting nearby PokeStops and Gyms.

When a player turns on their phone's camera, they can then 'see' the Pokemon near them, allowing them to chase after them. The game, which

launched abroad last week, is free to download from Apple and Google app stores, with around 65million downloads so far in the US alone.

Although Pokemon Go only officially launched in the UK yesterday, some British users had managed to download it early by reconfiguring their smartphones.

There is already evidence that crowds of youngsters are gathering at PokeStops at all hours of the day and night – provoking concerns for their safety.

Yesterday police in Bury St Edmunds, Suffolk, tweeted: 'Last night four youths acting suspiciously in the town centre. Ended up that they were playing Pokemon Go at 2 in the morning.' And Lancashire police

'Vulnerable to injury or crime'

warned that young players should keep in touch with their parents. A spokesman said: 'If you're using the app in a public place, stay alert to what is going on around you – and who is around you.'

'Don't trespass on private land or put yourselves and others at risk whilst using the app. Avoid potentially dangerous locations that could make you more vulnerable to injury or becoming a victim of crime.'

'Respect the wishes of local residents and businesses who aren't happy to have been auto-

matically selected to be local PokeStops.' Though the game is free, deals are being done that will allow businesses to target users. Companies will be able to pay to have their locations included in the network, attracting armies of players.

According to the New York Post, one pizza restaurant saw business increase 75 per cent after buying a \$10 in-game power-up that lured players to its location.

Retail experts suggest fast food chains like McDonald's, KFC and Burger King could turn every one of their restaurants into a PokeStop. Asda also appears to have signed a deal to place a number of PokeStops in its stores.

John Hanke, chief executive of Niantic, which developed the game in partnership with Nintendo, said 'sponsored locations' would provide a new revenue stream. Players will also be encouraged to buy power and accessories for their monsters.

However, there are fears that similar techniques to lure in players could also be used by those with more disturbing intentions.

The NSPCC has raised concerns that predators could use the game to entrap children, and could even track a child's location through the GPS satellite system used by the app.

Last night a spokesman said: 'Pokemon Go is setting a precedent as the most successful reality game app on the market. It's very disappointing that child safety isn't at its heart.'

Ephraim Hardcastle



WHERE is devout Theresa May to worship – churches close to No 10 and Chequers, preferably?

Might she, like Margaret Thatcher, choose the Chapel Royal at St James's Palace? The congregation always stood to greet the Iron Lady, who perched in the Royal Pew. Asked why Methodist-raised Mrs T attended an Anglican service, the Queen's Domestic Chaplain, Prebendary Willie Booth, suggested it might be because he served her a generous measure of whisky in his sitting room afterwards.

REAPPOINTED as Health Secretary, Jeremy Hunt features on Sunday in a BBC1 documentary about the 2012 Olympic opening ceremony. He is shown on the film complaining about a lack of Shakespeare. It was pointed out to Hunt – Culture Secretary at the time – that he had heard a section from *The Tempest*. Diplomatically (perhaps BBC wallahs don't yet know where they stand with the new PM), Hunt's faux pas has been removed from the film.

THE sad disappearance of Michael Gove as Justice Secretary means court tailors have to produce a full set of ceremonial robes for the first female holder of the post, Liz Truss. Although official announcements call her Liz, she'll become Elizabeth in the presence of the monarch. Elizabeth II is never called Liz.

SO-called glamour model Teresa May, 49, pictured, who informs Twitter followers she is 'not the Prime Minister', seeks meanwhile to exploit the commercial opportunities her No 10 near-namesake has produced, telling fans: 'If you want to buy a topless signed selfie of me, email me... I'm only doing these for a short while.' Normal life in modern Britain resumes...



BACK in the Cabinet as Secretary of State for International Trade, Dr Liam Fox must ensure his official overseas trips are no longer a source of controversy. Almost forgotten is that he had to quit as Defence Secretary in 2011 after it emerged that he was accompanied on some trips abroad by his close pal and unofficial 'adviser', businessman Adam Werritty.

WRITER Elizabeth Day mocks Labour leadership candidate Angela Eagle's promotional material 'featuring "Angela" printed in loopy handwriting across a fragmented Union Jack in shades of orange and red so that the whole thing looked like a promotion for a new self-tanning vajazzle'. Vajazzle?! The OED says it's an adornment of a woman's pubic area with crystals, glitter or other decorations. Look out!

WRITER and broadcaster Rod Liddle tells his audience at the pro-smoking Forest group's Freedom Dinner that lesbians are 'much scarcer than is popularly thought'. While the above-mentioned Miss Eagle is an out-and-proud sapphist – as are the leaders of the Labour and Conservative parties in Scotland – 'lesbians are almost endangered and we should perhaps consider a reintroduction policy in selected areas, much as has been accomplished with red kites in the Chilterns'. So thought-provoking!

DOES Education Secretary Justine Greening respect the English language? As Transport Secretary, launching Operation Step-Change, she said: 'We are rerouting, retiming, remodeling and generally reducing our travel.' Meaning she was walking to work.

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