

Beauty is in the Phi of the beholder

Amber Heard has world's most beautiful face... according to the ancient Greeks

Sophia Sleigh

ACTRESS Amber Heard has the most beautiful face in the world, according to a 21st-century take on the ancient mathematical ratio that holds the key to perfection.

Technology developed by a Harley Street physician maps a face digitally and uses the geometrical ratio Phi to analyse 12 facial markers.

Phi forms the basis of the "Golden Ratio", which architects, artists and mathematicians have used for centuries to create works of art. For ancient Greeks it was the ideal against which everything must be compared.

Dr Julian De Silva takes the Golden Ratio as perfection, with the ratio between various facial markers expressed as a percentage in comparison.

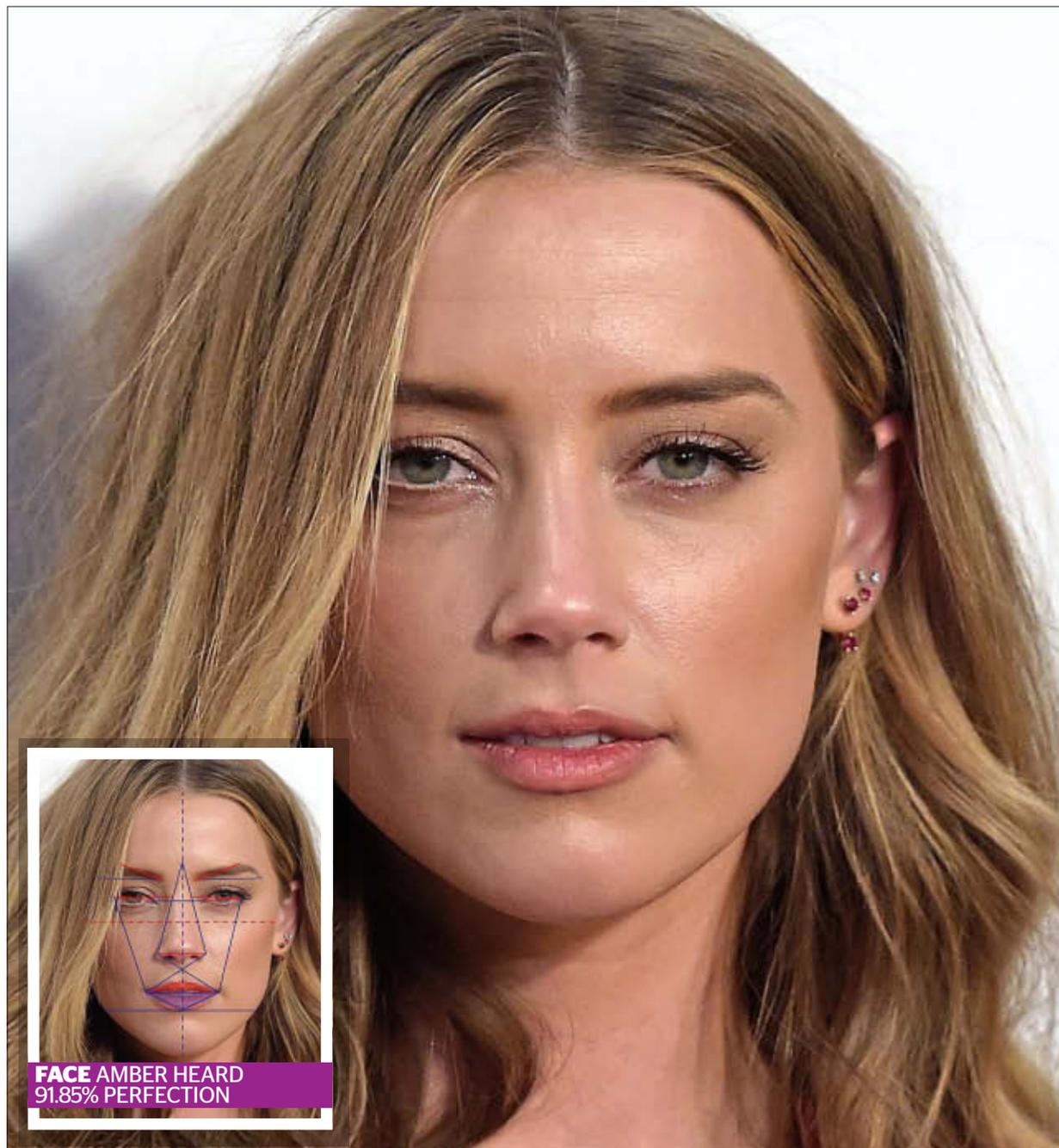
According to his analysis Heard's face scores 91.85 per cent, making it the most perfect – or beautiful – in the world. Her nose was nearly perfect, scoring 99.7 per cent.

Fellow actress Scarlett Johansson has the edge on eyes, however – they scored 95.95 per cent. Rihanna's eyes were ranked the second most beautiful, on 95.85 per cent. Second to Heard overall was Kim Kardashian, on 91.39 per cent, followed by Kate Moss on 91.06 per cent and actress Emily Ratajkowski on 90.8 per cent. Dame Helen Mirren had the sixth most beautiful face, with a score of 89.93 per cent, followed by Johansson on seventh with 89.82 per cent.

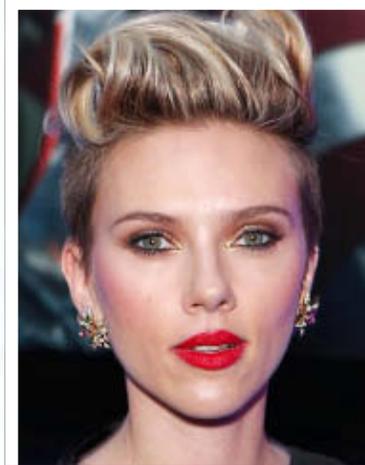
Dr De Silva, a cosmetic surgeon, said: "If you look at the height of the nose in proportion to the width of the nose that will give you a ratio you can correlate with the Golden Ratio.

"If it is perfectly in line with the Golden Ratio then it would be 100 per cent. You can apply that similar principle to other parts of the face." He said his technology could also be used to help cosmetic surgery patients, such as people disfigured in accidents.

But he appreciates that beauty is in the eye of the beholder. "When we talk about beauty and attractive faces it's generally a very subjective description of what makes someone beautiful," he said. "It's difficult to put it in objective measurements." @SophiaSleigh



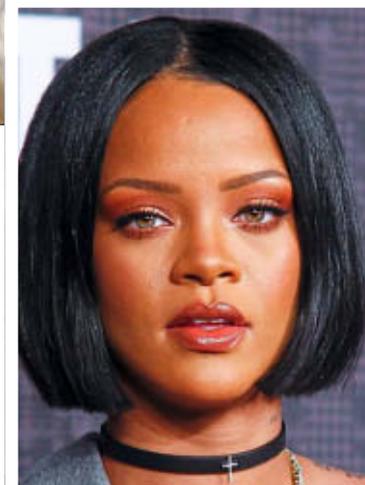
FACE AMBER HEARD
91.85% PERFECTION



EYES SCARLETT JOHANSSON
95.95% PERFECTION



FACE KIM KARDASHIAN
91.39% PERFECTION



EYES RIHANNA
95.85% PERFECTION



NIGEL HOWARD

HOW THE STANDARD MEASURED UP

THE Standard put Dr De Silva's methods to the test at his surgery in Hammersmith. The experience began with a brief consultation, before a camera and a torch were inserted into my nostrils and a digital caliper was used to take my measurements, left.

High-resolution photographs were taken of my face and I waited

anxiously for my shots to be analysed. Out came a grumpy-looking snap, complete with multi-coloured lines all over my face.

I can see how such measurements could help guide surgery but think I'll stick with the old proverb that "beauty is in the eye of the beholder".

Sophia Sleigh