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Cambridge scientists use maths to ‘diagnose’ the perfect pin-up girl

Scientists at next-generation medical diagnostics firm Pronostics have turned their powerful computer modelling programmes to a new problem – finding the perfect Page 3 pin-up girl.

After hundreds of hours of computer modelling, scientists in Cambridge have confirmed what we always knew: the perfect pin-up girl should have large boobs. “But its not just size that counts”, said Dr Grainger, Chief Scientific Officer at Pronostics, who led the team “shape matters even more.” It turns out that men like rounder, pert breasts. “Even among Sun Page 3 girls, who all have fantastic bodies, the men in our study preferred that extra bit of pertness”.

So what does the perfect pin-up girl look like?

$$S = \frac{0.4 c}{H_d(1 - F_L/F_W)^2} + \frac{B_W^2}{B_L (T + e^{0.33a} + WH)}$$

The first half of the formula describes the perfect face: F_L and F_W are the length and width of the face, so this equation tells us men prefer rounder faces to long and thin ones. Eye colour, c , is also important with darker eyes adding to the sex appeal, but hair colour doesn't seem to matter. So perhaps gentlemen don't really prefer blondes after all! And H_d ? That's the length of the forehead, and small is good. Eggheads, it seems, need not apply.

The other half of the formula describes the perfect body. B_L and B_W are the length and width of the boobs, and bigger is definitely better. Not surprisingly, a small waist

(W) is good, but so too are narrower hips (H). So the formula doesn't quite describe a classical hourglass figure. Smaller nipples seem to help (thanks to a), and shorter body length T too.

“What's not in the formula is almost as interesting as what's in it” commented Dr Grainger. “Lips, for example, often thought of as important for a sexy look, didn't make an impact at all. In fact, nothing we could measure about the shape of the nose or the mouth were important for the determining sex appeal. Just about any nose and mouth can be sexy if everything else is right!”

So what does this perfect girl actually look like? “There isn't just one solution to this formula” says Dr Grainger, which is good news for all of us. “There are lots of different ways to look sexy.”

Maybe we are not ready for 'perfect' computer-generated girls to replace the real thing just yet, so it's a good job the maths behind this formula, or “phwoarmula” as described by the Sun, can be put to a better use. “This was a bit of fun for the lads at Pronostics” said Robert Booth, Chief Executive “Normally, we use the same computer modelling software to power our revolutionary medical diagnostic tests for diseases such as coronary arterial disease and cancer.” Very useful, but not as much fun!

Notes for Editors

1. Pronostics Ltd is a world-leader in low-cost, robust multiplexing technologies. It has granted European patents protecting its UltraPlex™ platform, which underpins its range of multiplexed diagnostic kits, the first of which has recently been launched. Founded in 2001 as SmartBead Technologies Ltd, the company merged with FingerPrint Diagnostics Ltd in summer 2006. The merged company is rapidly developing a wide range of diagnostic products, of which CADprint will be the first of the new generation of profiling diagnostics to reach the market. The company is based at the Babraham Biosciences Campus, Cambridge U.K. www.pro-nostics.com

2. This formula has already been applied to a wide range of Page 3 girls published by the Sun newspaper, identifying ex-hairdresser Keeley Hazell as the sexiest pin-up. An article describing the study was published in The Sun on Wednesday May 2nd 2007. <http://www.thesun.co.uk/article/0,,2007200193.00.html>

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