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Groundbreaking Study on Beauty by Dr. David W. Kim Proves 500 Year Definition of Beauty Wrong

SAN FRANCISCO--([BUSINESS WIRE](#))--Groundbreaking study on beauty by Dr. David W. Kim, former Chief of Facial Plastic Surgery at the University of California, San Francisco, redefines what is beautiful.

[Leonardo da Vinci's facial proportions](#) have served as a benchmark for beauty for over 500 years. Paramount to the development of the field of facial aesthetics, his measurements and proportions provided a basis for the common guidelines that are used to train plastic surgeons today. Until recently, these principles have gone unchallenged. Dr. Kim states, "My study suggests that these previously established attractiveness measurements and proportions are largely invalid for many women."

Dr. Kim's study focused on the shape and position of the eyebrows and the nose of female subjects of varying ages and ethnicities. Photographs of each woman were morphed through digital imaging to create several slightly altered pictures of each model. Three features for each model were altered (wider or narrower nose, more or less upturned nasal tip, and varying position of the peak of the eyebrow). The resulting images were then rated in attractiveness by a group of 171 male and female subjects of various ethnic and national origins, ranging in age from 17 to 76 years. When the groups' ratings were analyzed, it was discovered that the pictures that were deemed the most attractive by the group did not follow the traditional measurements. The startling conclusion revealed that the standard beauty guidelines of what is aesthetic, no longer applied.

Dr. Kim, who recently opened his private practice in San Francisco, states, "Beauty is so much more than measurements. For example, if you applied the standard teachings about facial beauty measurements and proportions to famous movie stars or beauty icons, you would be surprised how many of them would not be considered beautiful. As we have become a melting pot of ethnicities, views on beauty have changed. Although standard facial proportions and measurements can be useful, individual beauty is the complicated interplay of the sum of many facial features. I believe that the modern plastic surgeon needs to emphasize the importance and consideration of familial features, ethnic traits, and other individual variations."

[Dr. David Kim](#), a graduate of Stanford University, attended the University of California, San Diego Medical School. He was later awarded one of the world's preeminent fellowships in Facial Plastic and Reconstructive Surgery at the University of Illinois at Chicago. Dr. Kim honed his skills as Chief of Facial Plastic Surgery at the University of California, San Francisco for 6 years. He has performed over 2,500 surgeries of the head, face and neck, won numerous awards and honors, produced over 50 papers, lectured at over 50 conferences around the world and was the subject of a half hour documentary on the Discovery Channel. Dr. Kim is considered to be one of the world's foremost leaders in rhinoplasty.

As of February 1st, Dr. David W. Kim has taken his renowned skill, wealth of experience and belief in natural beauty to his new office at 490 Post Street, San Francisco.

Dr. Kim is available for interviews upon request.