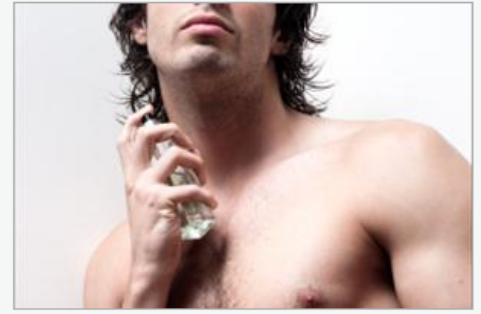


# The Effectiveness of Pheromones in Attraction

According to many scientists, human attraction is not always about the appearance of a person. Sure males would usually examine beautiful women, while women would look at handsome men, but not all destination are physical. Many scientists and researchers have agreed **human pheromones** also play a major role in attraction, because of one-night-stands or for passionate love.



How **Pheromone** Operates Pheromone is a secreted or excreted chemical ingredient that sparks a social response in members of the same species. Although more commonly known among animals and insects, humans also hold the same chemical which can also affect the behavior of other humans, specifically among the opposite sex.

- Existence of Human Pheromones The existence of human being pheromones has been widely debated by many scientists over years.
- One case has been that of Martha McClintock where in her study, female human pheromones can affect the menstrual cycle of another lady.

## This Study Exposed a Group of Women to a Whiff of Perspiration from Other Women

It was found that it caused their menstrual cycles to speed up or slow down with respect to the time in the month the sweat was collected: before, during, or after ovulation. Therefore, this study proposed that there are two types of pheromone involved: "One, created ahead of ovulation, shortens the actual ovarian cycle; and the second, created just at ovulation, and lengthens the cycle".

Another study is that human pheromones are categorized as androstenone, androstenol, and androstandienone, which are types of steroids produced by the testes, ovaries, apocrine glands and adrenals.

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*Can a Perfume Make you feel Great? Since the dawn of civilization, woman have looked for ways to show there beauty. Perfume has always been that added ingredient, that has carried out the right touch. Beauty has been delivered forth and close contact became impressionable. Let us...*

“ *The Androstenol is a putative female pheromone which causes happiness. The androstenone, on the other hand, is considered to affect skin conductance. It is also been found to be perceived as more pleasant to men from a woman's time of ovulation. It is hypothesized that this may be a way for a male to be able to detect a good ovulating female who would be more voluntarily to be associated with sexual interaction.*

The **androstadienone** is said to be able to affect the limbic system and causes a positive response in women, often improving their moods. Though women have a tendency to react positively with androstadienone, men are more negative.

*Effectiveness of Human Pheromones in Destination As for attraction, the study done by Culter found that there is an increase in sexual behavior in the pheromone consumers, which was the basis of the creation of pheromone cologne, than those that doesn't.*

Another is that research by McCoy and Pitino which was similar to the Culter study, though only ladies as opposed to males were subjects. Females treated with female pheromones reported significant increases in many of the behaviors including 'sexual intercourse', 'sleeping next to a partner', 'formal dates', and 'petting/affection/kissing'.



“ **Victor Cooley**

*Victor is a content specialist at pianavia.com, a resource on natural health. Previously, Victor worked as a post curator at a media startup. When he's not sourcing content, Victor enjoys biking and shopping.*

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