

## Abstract

The present study examined the influences of face and body in judging female physical attractiveness. Eighty Chinese college students participated in a factorial experiment, which was designed crossing three levels (high, moderate and low) of facial and body attractiveness. Significant main and interaction effects of face and body in judging physical attractiveness were obtained. Both face and body also significantly affected the social perceptions, such as sociability, intellectual competence, attraction-to-opposite-sex, and social visibility. Face predominantly influenced the evaluations when both face and body were at the same attractiveness level (highly attractive). Body predominantly affected the judgments when there was a large contrast between the facial and body attractiveness (such as a highly or moderately attractive face with an unattractive body). The relative importance of face and body varied across different levels of physical attractiveness. Results implied that the “matching” of face-body combination tended to be more crucial in affecting the levels of overall physical attractiveness than only one specific dimension (either face or body) of attractiveness to be. The consistent positive association between levels of physical attractiveness and social perceptions also demonstrated the “beauty-is-good” phenomenon.