

# 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 Functions** 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 possess 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 had been that of Martha McClintock where in her study, female human pheromones can affect the menstrual cycle of another girl.

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

It was discovered that it caused their menstrual cycles to speed up or slow down depending on the time in the month the sweat was collected: before, during, or after ovulation. Therefore, this study proposed that we now have two types of pheromone involved: "One, made prior to ovulation, shortens the actual ovarian cycle; and the second, produced just at ovulation, and lengthens the cycle".

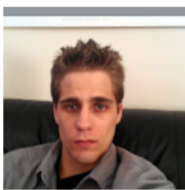
*Another study is that human pheromones are categorized as androstenone, androstenol, and androstandienone, which are types of steroids produced by the testes, ovaries, apocrine glands and adrenals.*

The Androstenol is a putative **female pheromone** which in turn causes happiness. The androstenone, on the other hand, is considered in order to affect pores and skin conductance. It is also been found to be perceived as more pleasant to men at a woman's time of ovulation. It is hypothesized that this may be a way for a man to be able to detect a great ovulating female who would be more voluntarily to be involved with sexual interaction.

The **androstadienone** is said in order to affect the limbic system and also causes a positive effect 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 study by McCoy and Pitino which was similar to the Culter study, though only ladies rather than males were subjects. Females treated with female pheromones reported significant increases in many of the behaviors including 'sexual intercourse', 'sleeping alongside a partner', 'formal dates', and 'petting/affection/kissing'.



“ **Demarcus Blanchard**

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