

# 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 stunning 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 component 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 pheromones has been widely debated by many scientists over years.
- One case had been that of Martha McClintock in which in her study, female human pheromones can affect the menstrual cycle of another woman.

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

It was observed 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 kind of 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 androstadienone, which are types of steroids produced by the testes, ovaries, apocrine glands and adrenals.

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**Removing Sweat - Is It Always Good?** Sweat is considered a nuisance by all of us. We equate sweat with smell and mess. That is why we buy anti-perspirants and deodorants to smell good. Is always good for us? What about the attraction of women in your life due to sweat? Let us discuss...



PheromonesHuman PheromonesAndrostadienoneAndrostenoneFemale

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

The **androstadienone** is said in order to affect the limbic system and also causes a positive reaction in women, often improving their moods. Though women tend to react positively with androstadienone, men are more negative.

**Effectiveness of Human Pheromones in Fascination** As for attraction, the research done by Culter found that there is an increase in sexual behavior in the pheromone users, that has been 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 females 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'.

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