

3.2.2.3.2.24 Sexual attractiveness in societies of economic need

In societies of need, sexual attractiveness has a lot to do with wealth. And in societies of need, every capable human, man or woman, has a realistic theoretical chance to improve his or her sexual attractiveness by becoming richer. The chance is tied to advancing time. This is why in societies of need, there is negligible agism.

But in societies of affluence, sexual agism is a big dilemma because sexual market value is tied to physical attractiveness, and youthful looks are a major component of physical attractiveness. It means that everybody, women and men, experience a decline of sexual market value as they get older.

Unfortunately, for women, the decline sets in much earlier than for men, at an age around 20, and the decline curve is steeper. Depending on the fabric of a society, and the mind patterns of respondents, the onset of the steep decline of physical attractiveness in men can be delayed by ten to twenty years. But it sets in, nevertheless.

Cosmetic surgery and related procedures can engineer a delay in this decline of attractiveness. This is why cosmetic surgery isn't just a matter of personal vanity. Cosmetic surgery has much more of a social dimension, and much more ideological impact on the world than, for example, kidney transplants.