

Setting: Two hosts in front of a table. On the table are makeup products and magazines. One person filming. The two individuals will be identified as P1 and P2.

P1: Do you normally wear beauty products like we have here? (speaking to the camera while gesturing to make-up on table.) If for some reason you don't, or you are wondering why you should, I can give you a few amazing reasons why wearing make-up is beneficial!

P2: Did you know that make-up is one way to help yourself look younger, and that youthfulness is linked to finding a mate? In 1989, David Buss investigated the elements that men found most attractive in potential mates. He found that youthfulness and good health are both rated very high on the list of important traits in a woman. And this wasn't just a North American thing -- he tested people in 37 different cultures from all over the world.

P1: There's an evolutionary reason for why men look for these traits in women. Men are more likely to look for signs of youth because they are looking for a woman who can make them more reproductively successful. The younger, the more kids the woman has time to have! One way to maintain youthfulness, or even fake it, is through your grooming techniques. Make-up can enhance your naturally beautiful features, like using mascara (hold up mascara) to show off those wide eyes you have, or it can help you hide the signs of aging and minimize flaws. Things like blush (hold up blush) adds colour to your cheeks, giving you the appearance of being healthy and ready for reproduction.

P2: We have all seen magazines like these (gesture to or hold up magazines) at places like the grocery store checkouts. While they may be exaggerated a little, they are onto something and prove an important evolutionary point. (show wrinkle cream ad in magazine) Take this anti-wrinkle cream formulated to specifically tackle all of those old lady-like wrinkles and spots on your face. It promises not to just *hide* your wrinkles but shrink them! If it works, that's like trimming a few years off your age. And always remember, the younger you look, the more kids you'll have! This is one thing a male wants.

P1: These magazines also often have articles like this (open to the before/after page in magazine, show to camera) that show pictures of popular celebrities with and without makeup. Look how much younger and healthier Courteney Cox looks with makeup on! (point out the pictures of Courteney Cox) If you want to secure a mate for yourself like she has, you might have to put in a little effort.

P1: And remember, you aren't just competing against time for a man: you're competing against other women, as Buss pointed out in his 1988 article. He found that women use tactics like wearing jewelry, doing their hair, and yes, wearing makeup to attract mates

much more than men do. Being well-groomed was ranked the second best tactic for attracting a male mate, right under having a good sense of humour.

P2: Intrasexual competition means that not only do you have to use these tactics to display your youthfulness and beauty, but you have to use them better than other females. This means you can away from them so you can grab the guy first. Not all of us had a hit TV show like Courteney Cox to put ourselves out there -- so you need to use the tools you have to compete for the best mate in other ways.

P1: Of course, wearing make-up isn't the only thing you have to do to attract a mate, but it certainly helps. Evolutionary theory has shown that by putting a little effort into tricks that make you look younger and healthier, and therefore more attractive, you can be on your way to starting your own little family in no time.