

# *SEX APPEAL*

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KRISTIE LEE • EVOLUTION OF SEX • FINAL PROJECT

*"IT MAY METAPHORICALLY BE SAID THAT NATURAL SELECTION IS DAILY AND HOURLY SCRUTINIZING, THROUGHOUT THE WORLD,  
THE SLIGHTEST VARIATIONS; REJECTING THOSE THAT ARE BAD, PRESERVING AND ADDING UP ALL THAT ARE GOOD;  
SILENTLY AND INSENSIBLY WORKING, WHENEVER AND WHEREVER OPPORTUNITY OFFERS,  
AT THE IMPROVEMENT OF EACH ORGANIC BEING IN RELATION TO ITS ORGANIC AND INORGANIC CONDITIONS OF LIFE."*

CHARLES DARWIN, 1858

Charles Darwin's theory of evolution has thought to be one of the greatest intellectual revolutions of human history, drastically changing our perception of the world and everything in it. Darwin is responsible for the theories of natural and sexual selection, which has directed and continues to direct the evolution of animal behaviors ever since the beginning of time. Natural selection tends to produce individuals that are well adapted to their environment, while sexual selection tends to enhance traits that have been proved to benefit the individual to successfully pass on their genes. Primary sexual characteristics are the basic differences between male and female reproductive genital systems, and secondary sexual characteristics are the elaborate ornaments that have given an individual an advantage over its rivals for mating and aggressive interactions. Darwin has suggested that secondary sexual traits in humans and animals alike are the result of the choosy females who have proven to desire the most attractive males in her environment, and the display of a costly ornaments on a male shows informs the female that he carries good genes and thus her potential offspring will inherit his vitality. It is important to note that culture takes on a big role in affecting human sexual selection and attractiveness, unlike animals. Male and female have different perspectives in sexual attractiveness; females, being the choosy individual with expensive eggs, find males that carry good physical genes by displays security and possession of resources to be the most desired, while male desires females who carry beautiful youthfulness and the ability to reproduce as traits. In humans, men find women that are youthful, and beautiful with full breasts and lips to be magnetizing while women find men that are tall with broad shoulders and muscles to be physically attractive. Studying animal behavior doesn't suggest that the same desires and traits are replicated in humans, but gives humans a better way to understand the complex human sexuality.

Sex appeal is used as an advantage in humans in more ways than animals. It has been proven that sex appeal has benefited marketing, by the use of sexually attractive advertisements catering to the perspective of human attractiveness. Sexuality refers to the reproductive mechanism as well as the basic biological drive that exists in all species, and sexual desire is an instinctive reaction in all animals. If the desire isn't there, neither is the possibility of reproduction. Research shows that nudity and suggestive sexuality in advertisements has worked by triggering the sexual drive and elevates the need for the product in advertisements. Sex in advertising is built on the knowledge that people are constantly and infinitely curious about sexuality, and that experience in marketing has been proven to sell products. According to Richard F. Taflinger, PhD, "Sex is the second strongest of the psychological appeals, right behind self-preservation. Its strength is biological and instinctive, the genetic imperative of reproduction." My final for this class is built on the knowledge that sex sells in humans, and seeks to imagine what kind of products would be desired among animals that would benefit their sexuality, and what kind of secondary sexual characteristics would be highlighted in the advertisements that have been made to cater to specific animal species. These advertisements are a play off of human sexuality used in advertisements in the western culture. The art direction behind the print advertisements have been kept to a minimalistic aesthetic; made up of simple shapes and colors, these print ads use suggestive sexuality rather than blunt sexuality. (I didn't want to show too much in the advertisements, after all some of the images are of animals having sex).

1. This advertisement is for female cows that are sexually frustrated when it comes to being able to mate only when they are estrous. It seems that human males (un-knowingly) and most other mammalian species (even insects) use scent as an indicator to decipher if a female is a virgin/non-virgin, and also used as a way to indicate if the female is in her estrous stage. With "Our Little Secret," the female cow can potentially have sex when ever she desired because she can always smell like she is at her highest peak of fertalization.

2. This advertisement is for female baboons that desire more control in the sex life by being able to always have a swollen, red vagina. When female baboons are ovulating, their bottoms swell up and turn bright red as an indicator for males that they are available and ready to copulate. Like humans, male animals will rarely miss out on a chance to mate, but unlike humans, many animals do not conceal their ovulation. Female baboons with larger swellings attained sexual maturity earlier, produced both more offspring and more surviving offspring per year than females with smaller swellings, and had a higher overall proportion of their offspring survive.

3. This advertisement is for male deers that inevitably shed their pride and joy - antlers - once a year. Males that display the best possible genes and resources are proven to gain the most sexual attention from females. Antler growth in male deer has been proven to be their greatest secondary sexual characteristics to leer in females, and is also used as a "weapon" when aggressively interacting with other males. With Arnica ointment, the male deers will be able to show off their antlers all year long.

4. This advertisement is for male peacocks that wants to find a way to enhance the beauty of their tail, in order to stand out among all the other males in his vicinity. The peacock's tail is like deer antlers; they are the secondary sexual characteristics that have been proven through generations to attract more of the opposite sex. This set of shampoo and conditioner will give the peacock's tail that extra shine and sparkle it needs to attract the babes.



*Our Little Secret.*

Never let go of the scent that makes them go wild,  
be eternally estrous

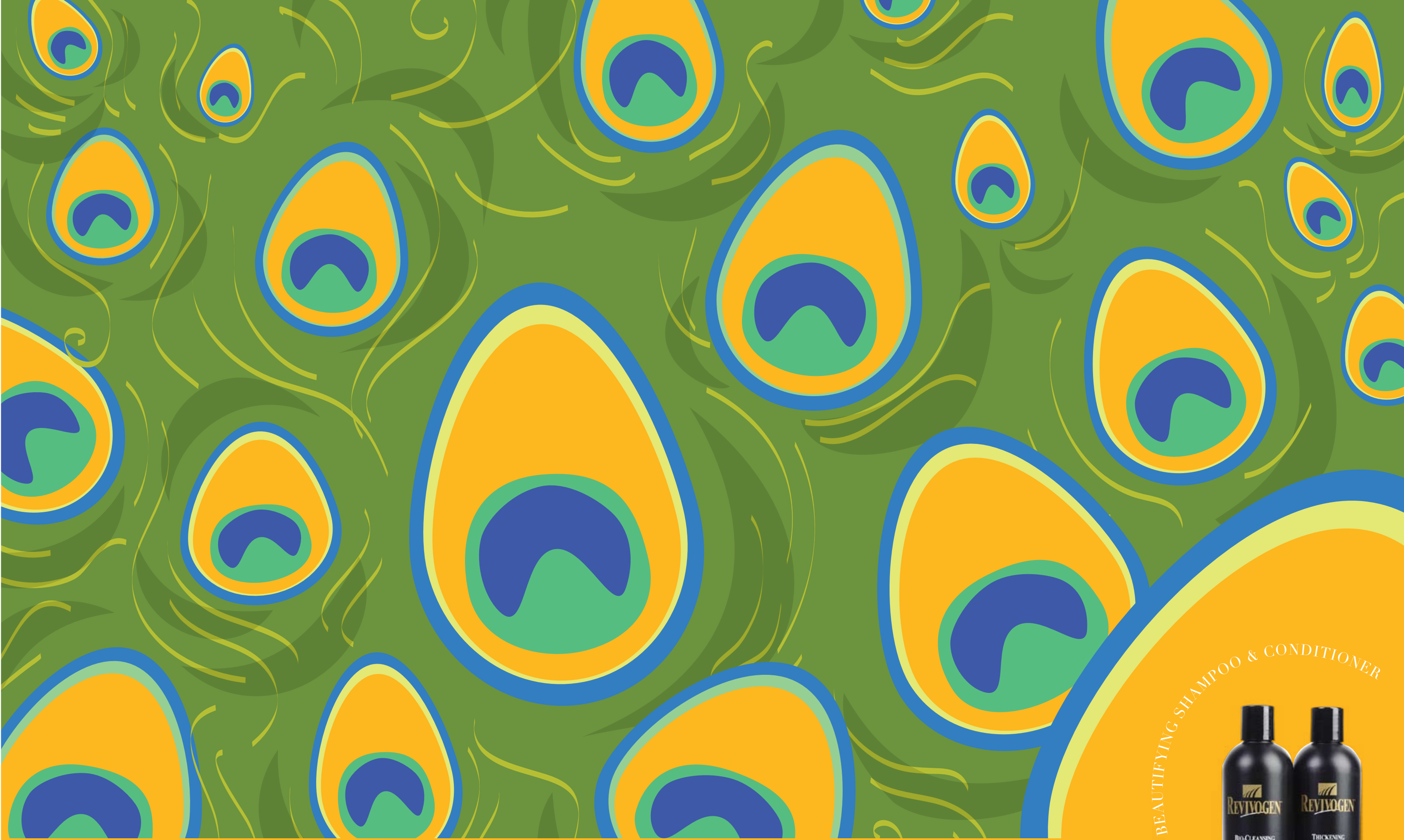
*Be In Charge.*

STRAP ON SWOLLEN VAGINA  
FROM BABOON LAND SEX TOYS.



**STRUT YOUR STUFF, ALL YEAR LONG.**

ARNICA OINTMENT FOR STRONG AND PROSPEROUS ANTLERS



BEAUTIFYING SHAMPOO & CONDITIONER



WIN THEM ALL, BY GIVING YOUR FEATHERS THE ATTENTION THEY DESERVE

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