



**BEAUTY AND UGLINESS  
YOUR AESTHETIC  
JUDGMENT**

**Is it nature or  
culture?  
Reality or  
illusion?**

**!llusion;  
Beauty or  
culture;**

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# BEAUTY AESTHETIC PROGRAMMING

We assume beauty is an intrinsic property of objects, and that our taste reflects individual freedom.

This book dismantles that belief. Aesthetics is shown as a conditioned projection: a biological algorithm once used for sexual selection, now hijacked by culture and market forces.

There is no universal metric of beauty—only programmed perception.

## **Sample – Chapter 1: THE MIND THAT JUDGES**

We begin with a statement that may seem incorrect: beauty and ugliness do not exist as real, objective properties in the world. They are, in their entirety, projections of a mind that has been trained to judge. For centuries, we have assumed that certain things, faces, or bodies “are” beautiful, while others “are” ugly. This is the fundamental idea that sustains an entire system of values, but it is based on a mistaken perception.

If beauty were a real physical property, there would be a universal meter capable of registering units of beauty. But such an instrument does not exist.

Beauty is not in the physical composition, but in the mental reaction we judge.

The most evident proof of its nonexistence as an absolute value is its variability. What one culture defines as the ideal of beauty, another may see as indifferent or even grotesque. The elongation of the neck with metal rings, practiced by the women of the Kayan tribe in Thailand, is a symbol of distinction and beauty within their community; outside it, it is perceived as extreme deformation. The facial tattoos of the Māori, the Moko, represent lineage, status, and valor, but to the average eye they can be intimidating. Obesity, which in many modern Western societies is associated with health problems and is aesthetically rejected, was once a sign

of wealth, fertility, and beauty in numerous ancient cultures and in certain Renaissance artistic representations.

History offers the same verdict.

Aesthetic standards are temporary and change radically. In 18th-century Europe, powdered wigs, lead-whitened faces, and artificial beauty marks were considered the height of elegance.

Today, those fashions seem artificial or ridiculous. The bound feet of women in imperial China, which caused excruciating pain and permanent disability, were considered an indispensable trait of beauty and social status.

# **Index of chapters (11)**

## **THE MIND THAT JUDGES**

Beauty and ugliness as mental projections.

## **THE HIJACKED INSTINCT**

From health signals to cultural domination.

## **BEAUTY AND UGLINESS: THE INVISIBLE FORCES**

How attraction and rejection guide daily life.

## **THE FIRST SENTENCE**

The aesthetic judgment at birth.



## **THE FILTER OF DESIRE**

Why love is not blind but aesthetic.

## **THE UNEQUAL BURDEN**

Different pressures for men and women.

## **THE SURGICAL DENIAL**

Cosmetic surgery as symbolic survival.

## **THE ADVANTAGE OF UGLINESS**

Freedom found outside beauty's mold.

## **THE DIGITAL DRUG**

Social media and the quantification of prejudice.

## **THE PLANETARY RITUAL**

Beauty contests as global validation systems.

## **THE ALGORITHM THAT MEASURES THE FACE**

Digital beauty scoring and its social future.

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this book in PDF

The table below is one of the  
10 to 15 included in the  
complete book, offering  
additional perspectives to view  
the topics from other angles.

## THE DIGITAL "LIKE" AS MODERN AESTHETIC CURRENCY

Symbolic Function	Meaning	Implication
Instant Approval	Measures conformity to visual trends	Rewards surface over substance
Public Display of Desire	Shows collective attraction	Shapes others' preferences
Social Proof	Higher numbers create perceived value	Reinforces existing bias
Addiction Mechanism	Users seek repeated validation	Creates dependency on external opinion

## GLOBAL BEAUTY PAGEANT AS RITUAL OF VISUAL WORSHIP

Symbolic Element	Function	Message Transmitted
Coronation	Elevates one person to global beauty archetype	"This is the model to aspire to"
Uniform Standards	Cross-cultural homogenization of beauty	"Diversity exists, but the mold is fixed"
Decorative Intelligence	Q&A humanizes contestants briefly	"Beauty is primary; depth is secondary"
Spectacle as Tradition	Annual repetition legitimizes format	"This is a cultural truth worth preserving"