Bella Hadid is the most beautiful woman in the world according to the 'Golden Ratio' equation devised in Ancient Greece (and Beyoncé is a close second)

- Supermodel, 23, scored the highest according to the Golden Ratio of Beauty Phi
- Hadid's facial features came closest to the ancient Greeks' idea of perfection
- Beyonce came second followed by Amber Heard and Ariana Grande
- Scarlett Johansson, Katy Perry and Cara Delevingne were also in the top ten
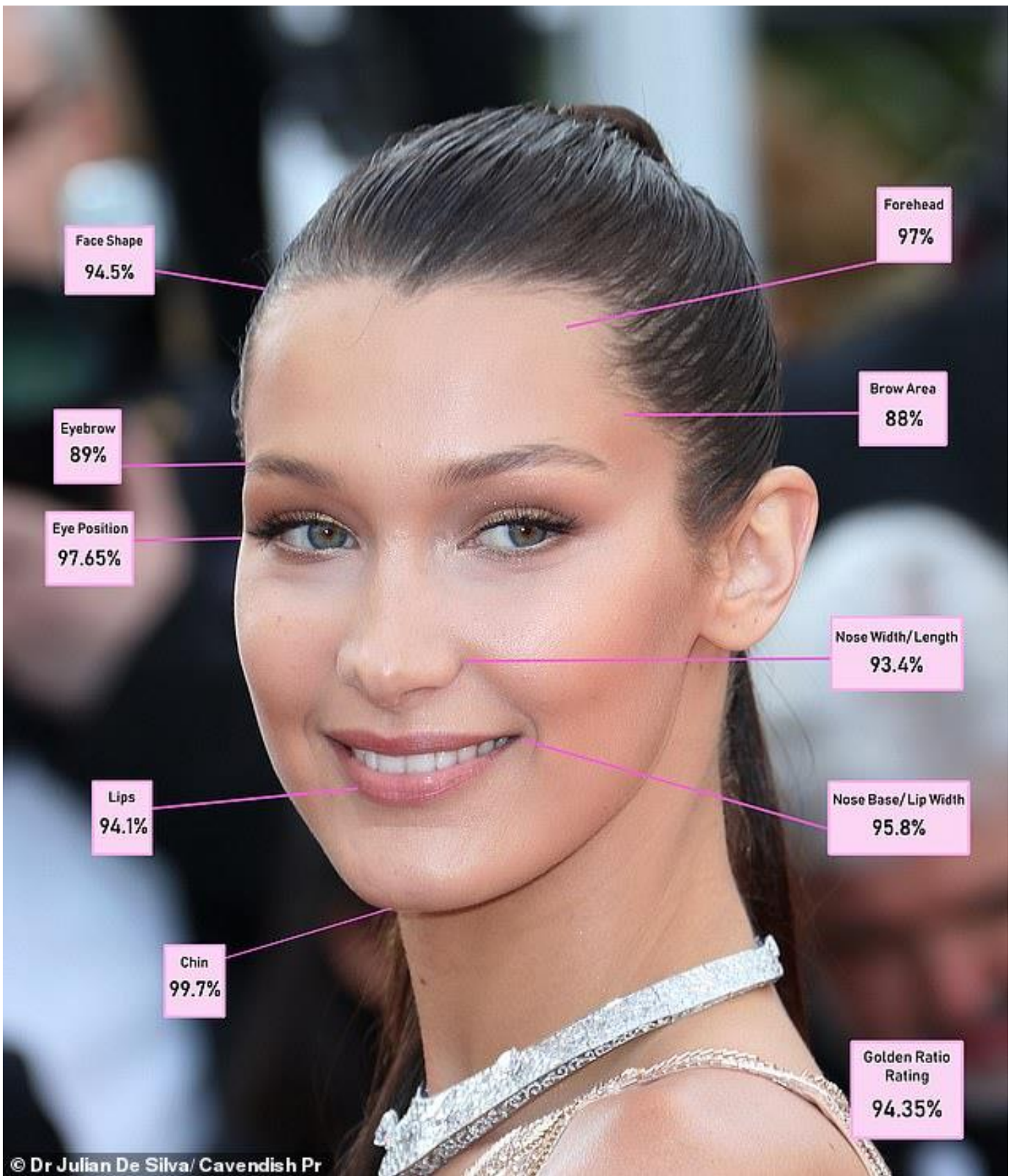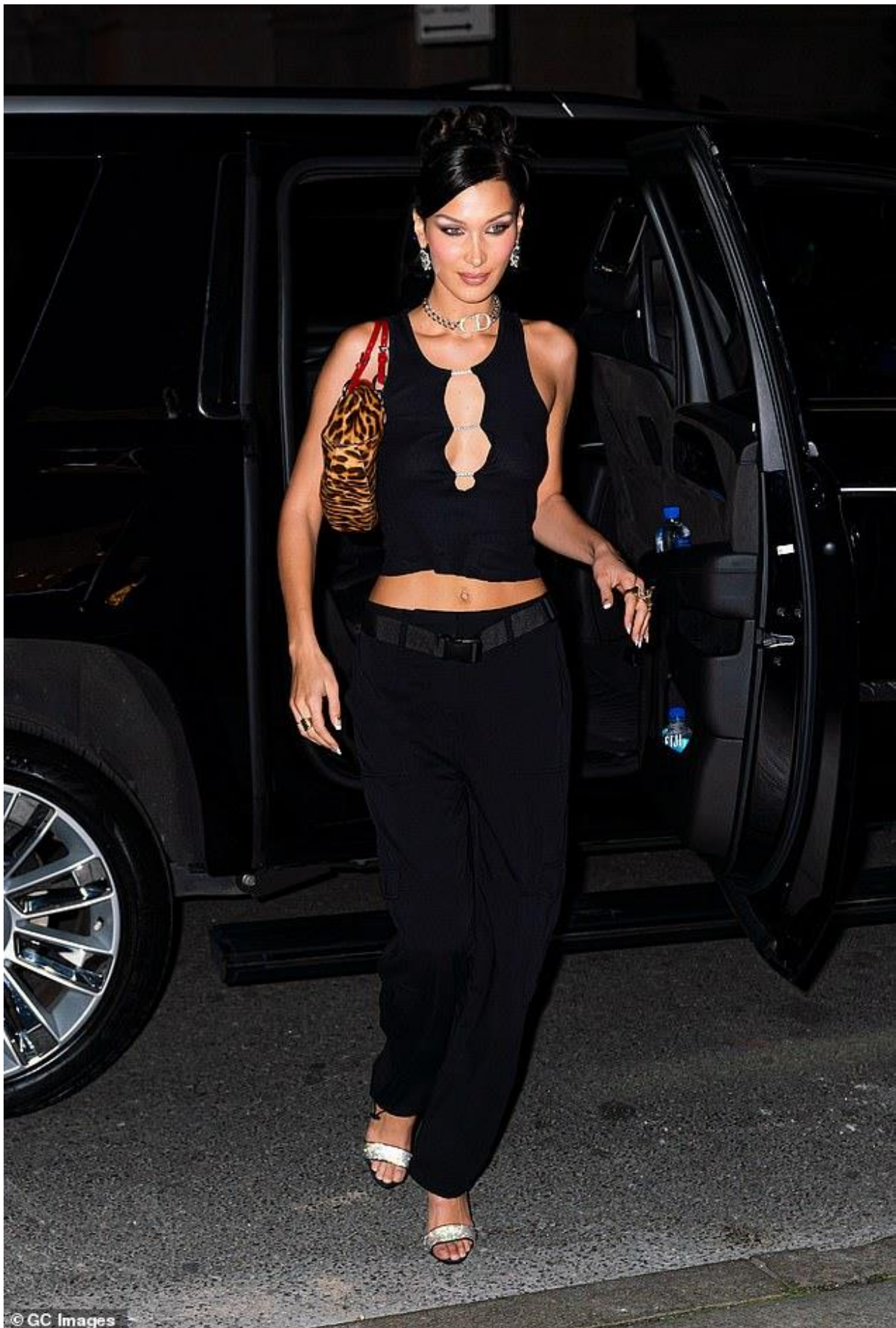
Supermodel **Bella Hadid** has been declared the most beautiful woman in the world following science research into what constitutes the 'perfect face'.

The 23-year-old was found to be 94.35% 'accurate' to the Golden Ratio of Beauty Phi - which measure physical perfection.

Her eyes, eyebrows, nose, lips, chin, jaw and facial shape were measured and came closest to the ancient Greeks' idea of perfection.

Forehead
97%

Face Shape
94.5%

Brow Area
88%

Eyebrow
89%

Eye Position
97.65%

Nose Width/Length
93.4%

Lips
94.1%

Nose Base/Lip Width
95.8%

Chin
99.7%

Golden Ratio
Rating
94.35%

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According to science, supermodel Bella Hadid is the most beautiful woman in the world

The 23 year old topped the list compiled by Harley Street facial cosmetic surgeon Dr Julian De Silva

Singer **Beyoncé**, 38, was second with 92.44%, actress Amber Heard, 33, was third with 91.85% and pop star **Ariana Grande**, 26, was fourth with 91.81%.

Kate Moss, 45, the highest rated Briton and in sixth place overall, had a reading of 91.05% - well ahead of her rival and the UK's other most successful supermodel, **Cara Delevingne**, 27, who was in tenth place with 89.99%.

How is the Golden Ratio of Beauty Phi measured?

The Golden Ratio of Beauty Phi originates from the European Renaissance. Artists and Architects used an equation - known as the Golden Ratio - as an aid during the creation of their masterpieces.

Scientists have since adapted the mathematical formula to explain what makes a person beautiful.

The length and the width of someone's face is measured and then the results are divided. According to the Golden Ratio, the ideal result is roughly 1.6.

Measurements are then taken from the forehead hairline to the spot between the eyes, from the spot between the eyes and the bottom of the nose and from the bottom of the nose to the bottom of the chin.

A person is considered to be more beautiful if the numbers are equal.

Attention is then given to the symmetry and proportion of the face. To be deemed 'beautiful' according to the Golden Ratio, the length of the ear must be equal to the length of the nose and the width of an eye should be equal to the distance between the eyes.

The list was compiled using the latest computerised mapping techniques by Harley Street facial cosmetic surgeon Dr Julian De Silva, who utilises the technology in his work.

Dr De Silva, who runs the Centre For Advanced Facial Cosmetic And Plastic Surgery, in London, said: 'Bella Hadid was the clear winner when all elements of the face were measured for physical perfection.

'She had the highest overall reading for her chin which, with a score of 99.7%, is only 0.3% away from being the perfect shape. Bella also came second behind **Scarlett Johansson** for the positioning of her eyes.

'Beyoncé ran her a close second, scoring the highest marks for the shape of her face (99.6%) and getting very high scores for her eyes, brow area and lips.

'These brand new computer mapping techniques allow us to solve some of the mysteries of what it is that makes someone physically beautiful and the technology is useful when planning patients' surgery.'

The Golden Ratio was a mathematical equation devised by the Greeks in an attempt to measure beauty.

The ratio can be applied to anything and was used by Leonardo Da Vinci for the perfect human male body in his famous work, the Vitruvian Man. The premise behind this is that the closer the ratios of a face or body are to the number 1.618 (Phi), the more beautiful they become.

Bella Hadid, who began modelling when she was 16, has twice been voted Model of the Year.

Research by Dr Julian De Silva from The Centre For Advanced Facial Cosmetic & Plastic Surgery at 23 Harley Street.
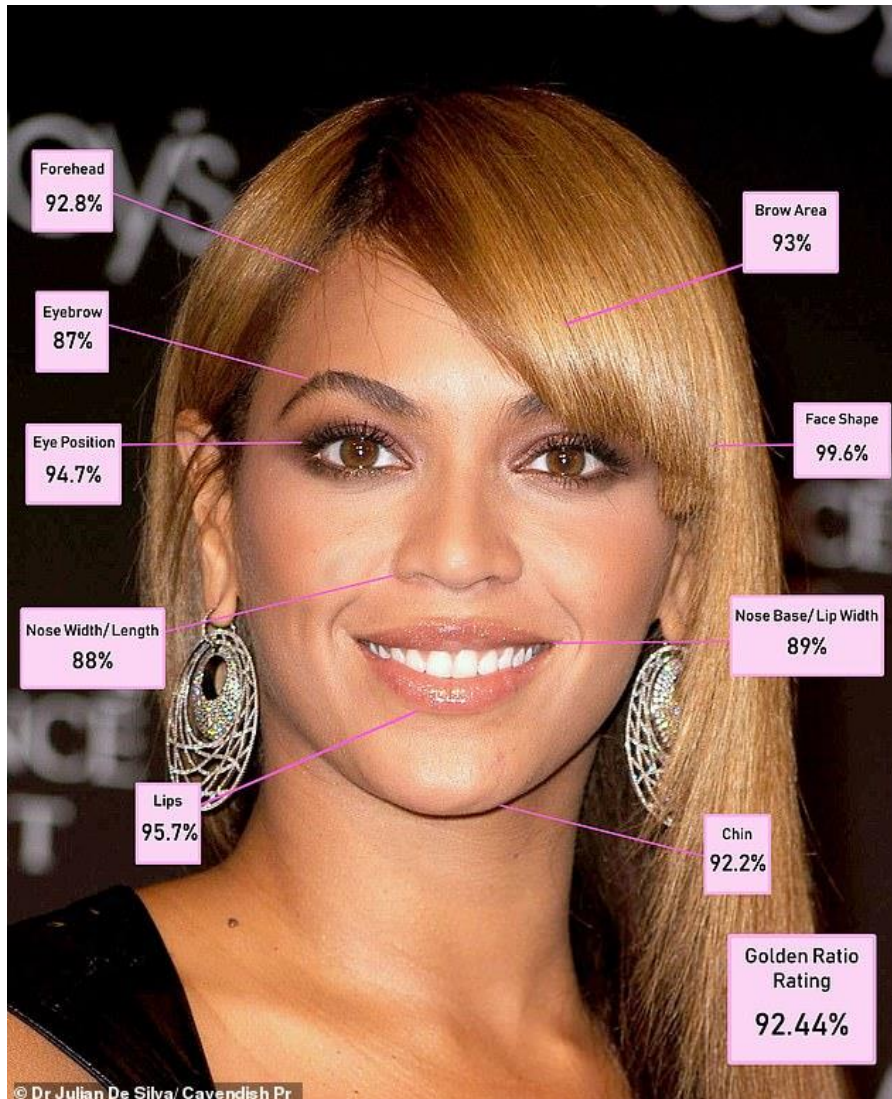
Top ten and Dr Julian De Silva explaining why stars are so beautiful and where they were marked down

1. Bella Hadid - 94.35%

Dr De Silva said: 'Bella Hadid is a worthy winner with stunning facial symmetry and a chin only 0.3% away from perfection.

'She also came second for her eye positioning. She is one of the new generation of supermodels and could dominate the profession for the next decade with her stunning looks. Her biggest weakness is in the brow area.'
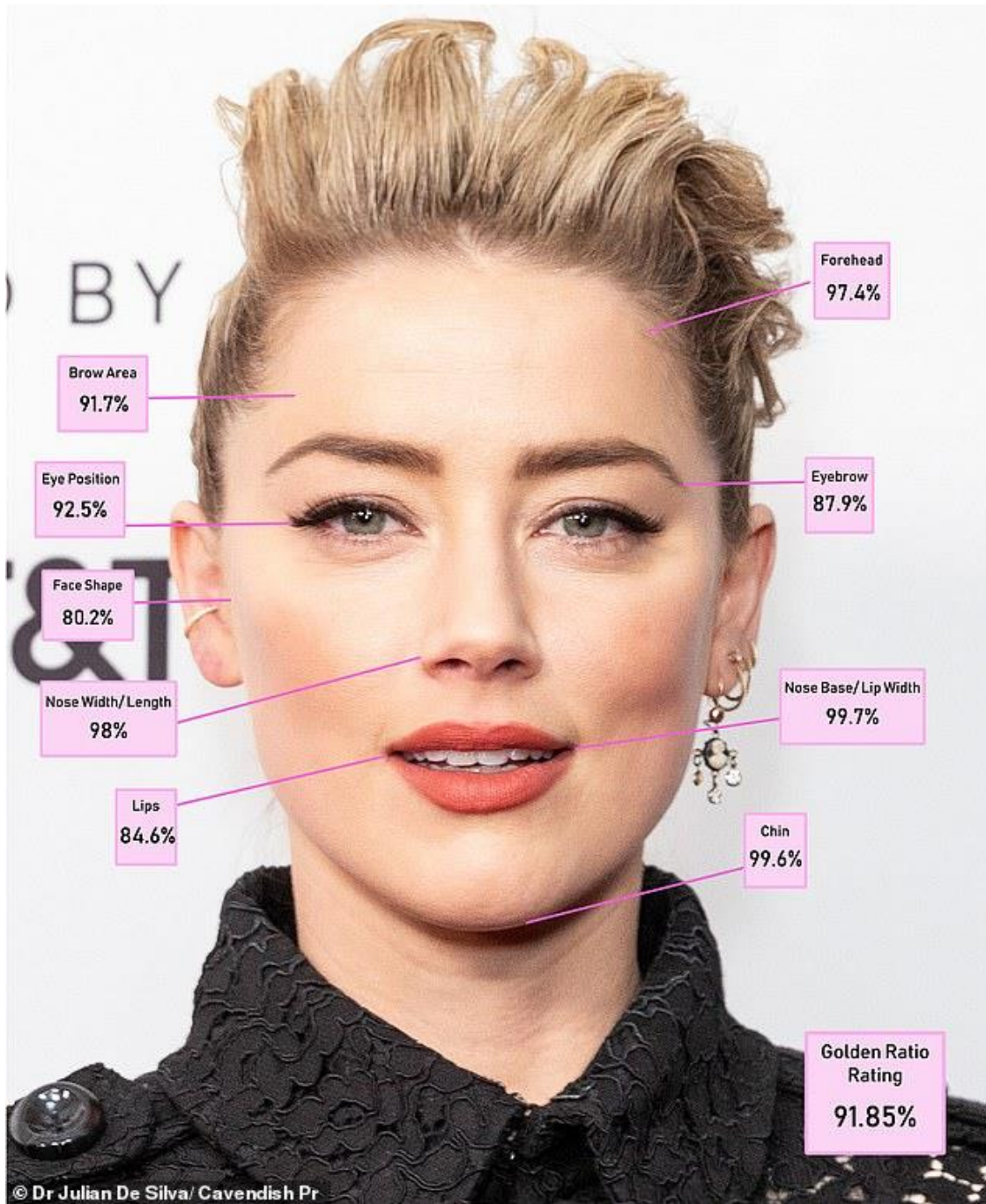
2. Beyoncé - 92.44%

Beyonce came in second place as she scored highly on her forehead and brow area

'Beyoncé looks incredible as she approaches her 40s. She had a new perfect score for her face shape, but was marked down for her eyebrows and chin,' the surgeon commented.

3. Amber Heard - 91.85%

Forehead 97.4%

Brow Area 91.7%

Eye Position 92.5%

Eyebrow 87.9%

Face Shape 80.2%

Nose Width/Length 98%

Nose Base/Lip Width 99.7%

Lips 84.6%

Chin 99.6%

Golden Ratio Rating 91.85%
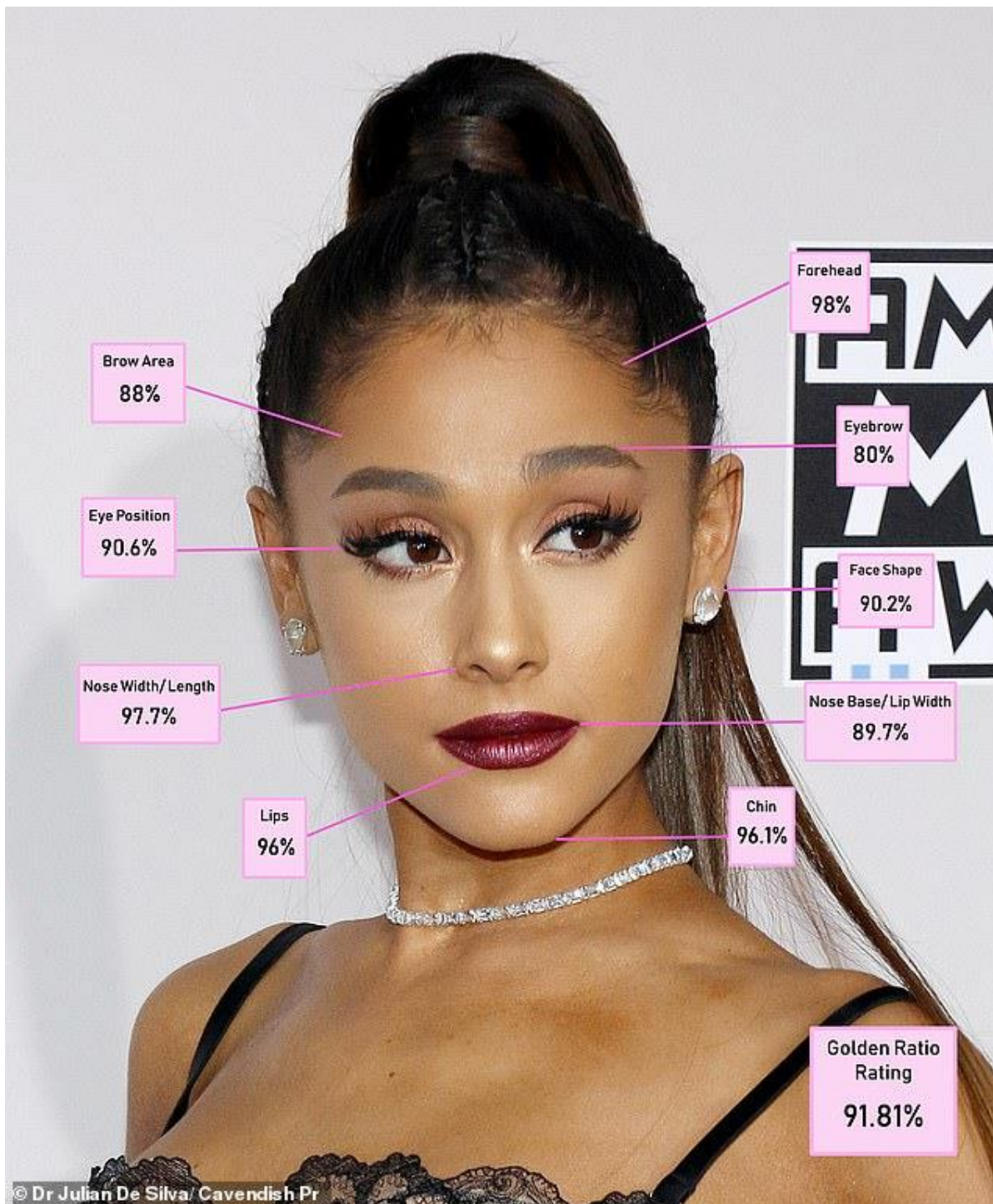
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The shape of Amber's nose and chin secured her third place position in the list

'Amber ranks so highly because of the wonderful shape of her nose and chin. She has an ageless beauty.

'She would have been higher with a stronger face shape,' Dr De Silva shared.
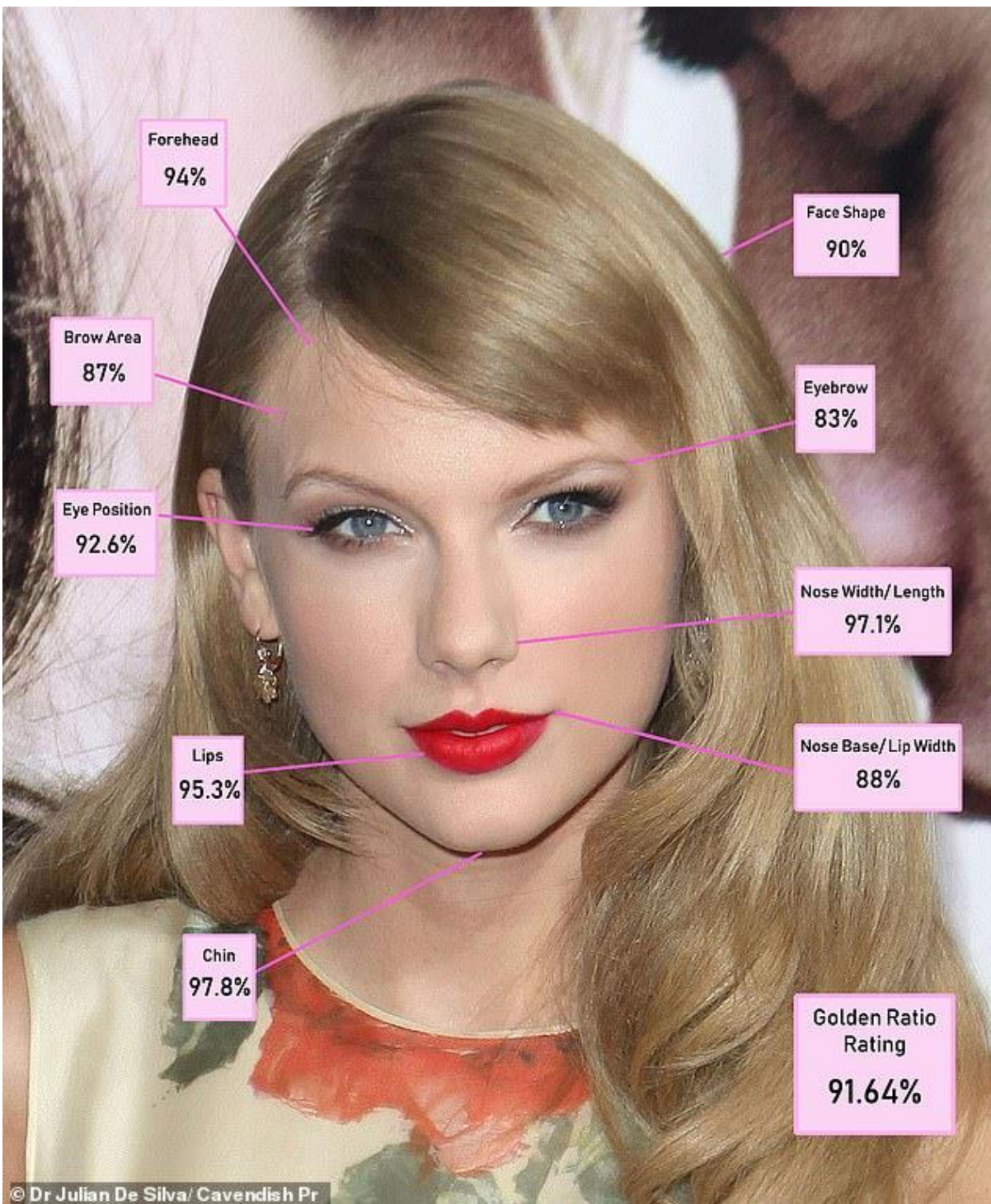
4. Ariana Grande - 91.81%

Pop star Ariana Grande has also been added in the list that was compiled by using the latest computerised mapping techniques

Dr De Silva said: 'It is great to see one of the new generation of pop stars make the list. Ariana scored highly for her forehead and chin. Marked down for her eyebrows and the larger than average gap between the top of her lips and her nose.'
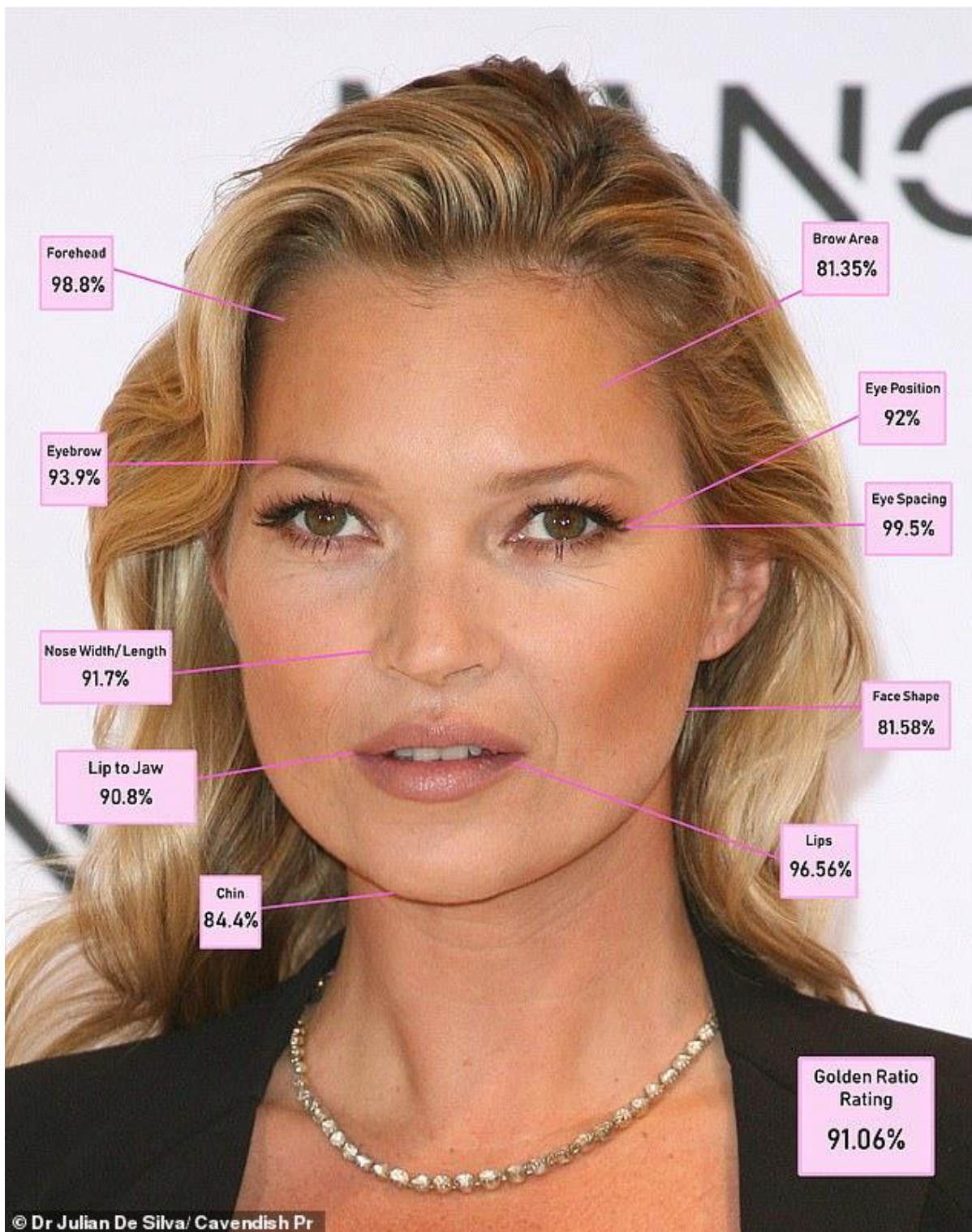
5. Taylor Swift - 91.64%

Forehead
94%

Face Shape
90%

Brow Area
87%

Eyebrow
83%

Eye Position
92.6%

Nose Width/Length
97.1%

Lips
95.3%

Nose Base/Lip Width
88%

Chin
97.8%

Golden Ratio
Rating
91.64%

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Taylor's chin and lips scored highly. However, her eyebrows did not

Another star who has emerged in the last five years. She rates very highly for her chin and lips but was kept back by a low score for her eyebrows,' The Harley Street specialist said.
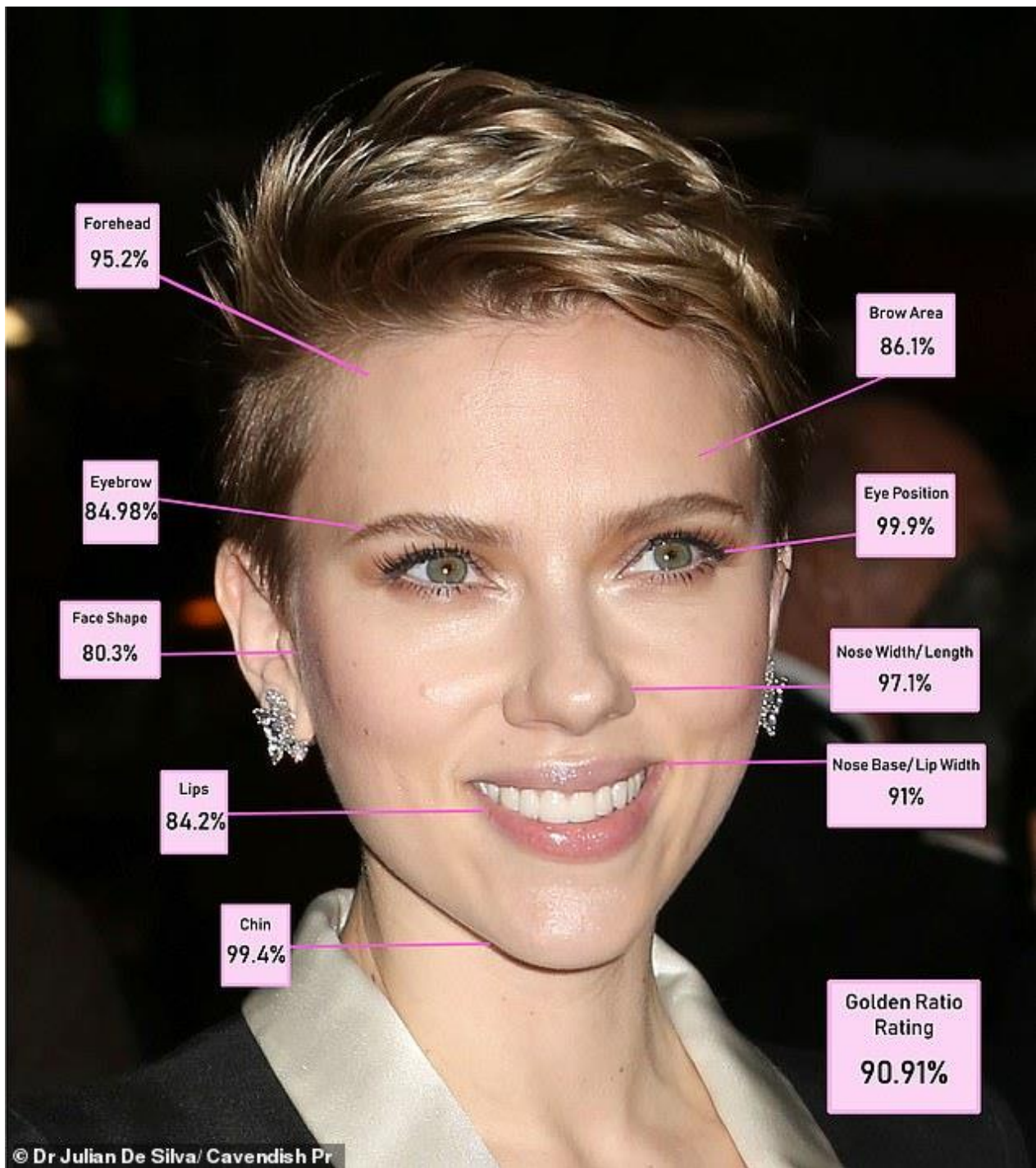
6. Kate Moss - 91.05%

At number six is 45 year old British model Kate Moss who scored highly on her forehead and eyebrows

On the subject of Kate Moss, he commented: 'Kate is the highest rated Briton on the list and will be delighted that she is four places higher than our other supermodel, Cara Delevingne. Second highest marks for her eyebrows and one of the highest scores for her eye spacing, but let down by her chin.'
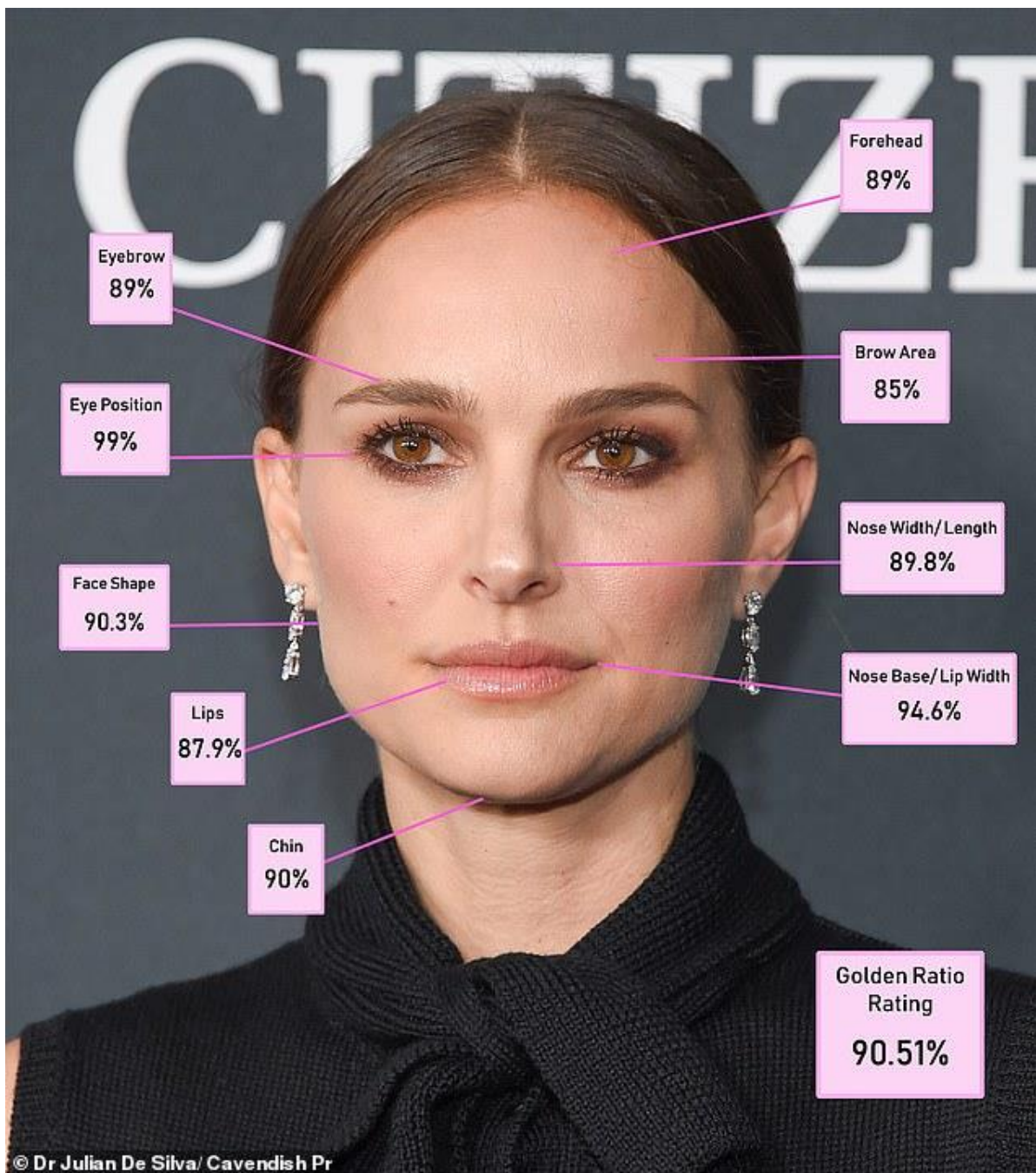
7. Scarlett Johansson - 90.91%

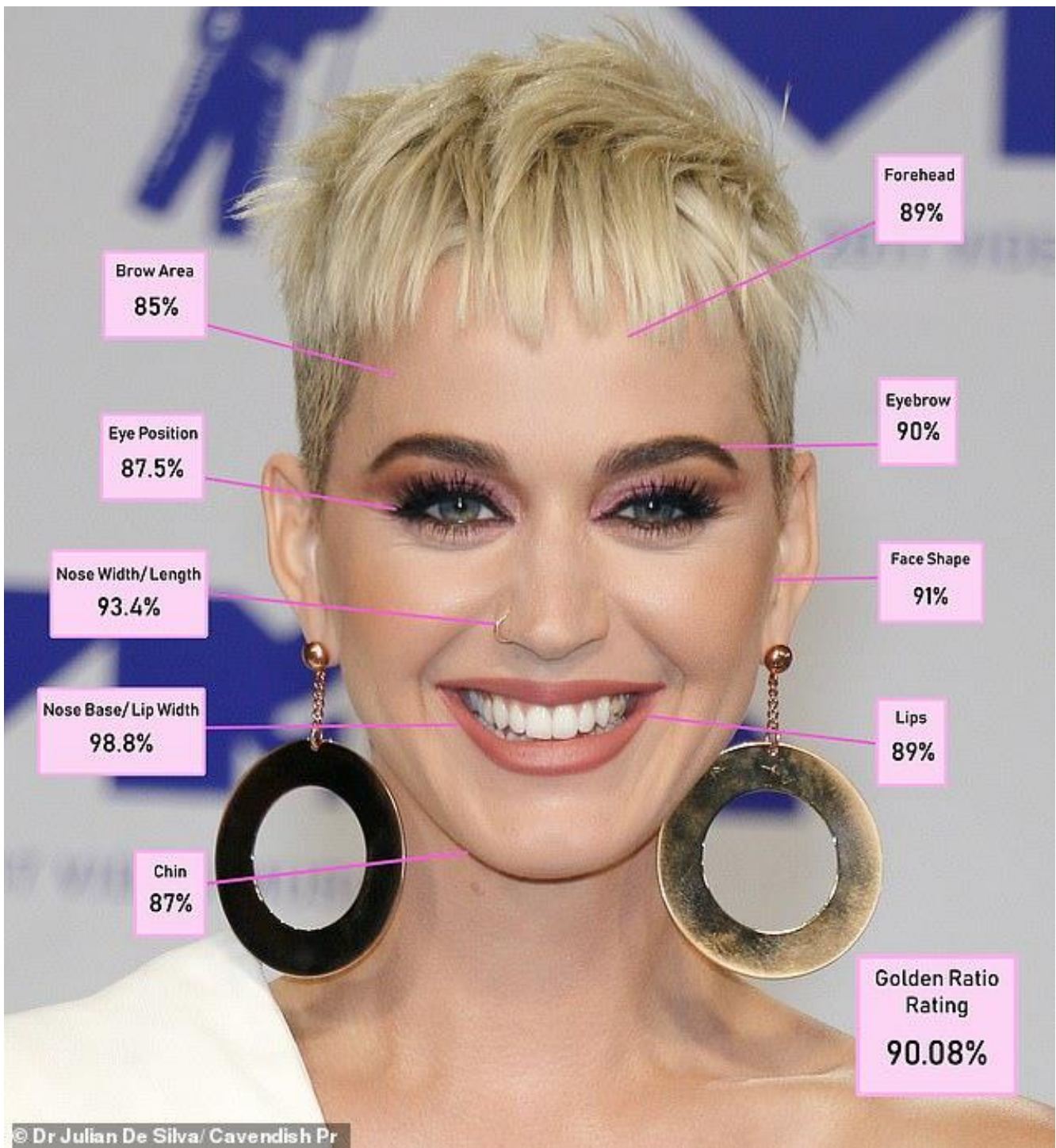**The American actress scored a Golden Ratio rating of 90.91%**

Dr De Silva said: 'She had the highest marks of all for the position of her eyes but was let down by her face shape and thin lips.'

8. Natalie Portman - 90.51%

Forehead
89%

Eyebrow
89%

Brow Area
85%

Eye Position
99%

Nose Width/Length
89.8%

Face Shape
90.3%

Nose Base/Lip Width
94.6%

Lips
87.9%

Chin
90%

Golden Ratio
Rating
90.51%

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According to Dr Julian De Silva, Natalie's brow area let her down and left her in eighth place as a result

'Natalie has perfectly positioned eyes but was let down by a low score for her brow area,' the surgeon stated.
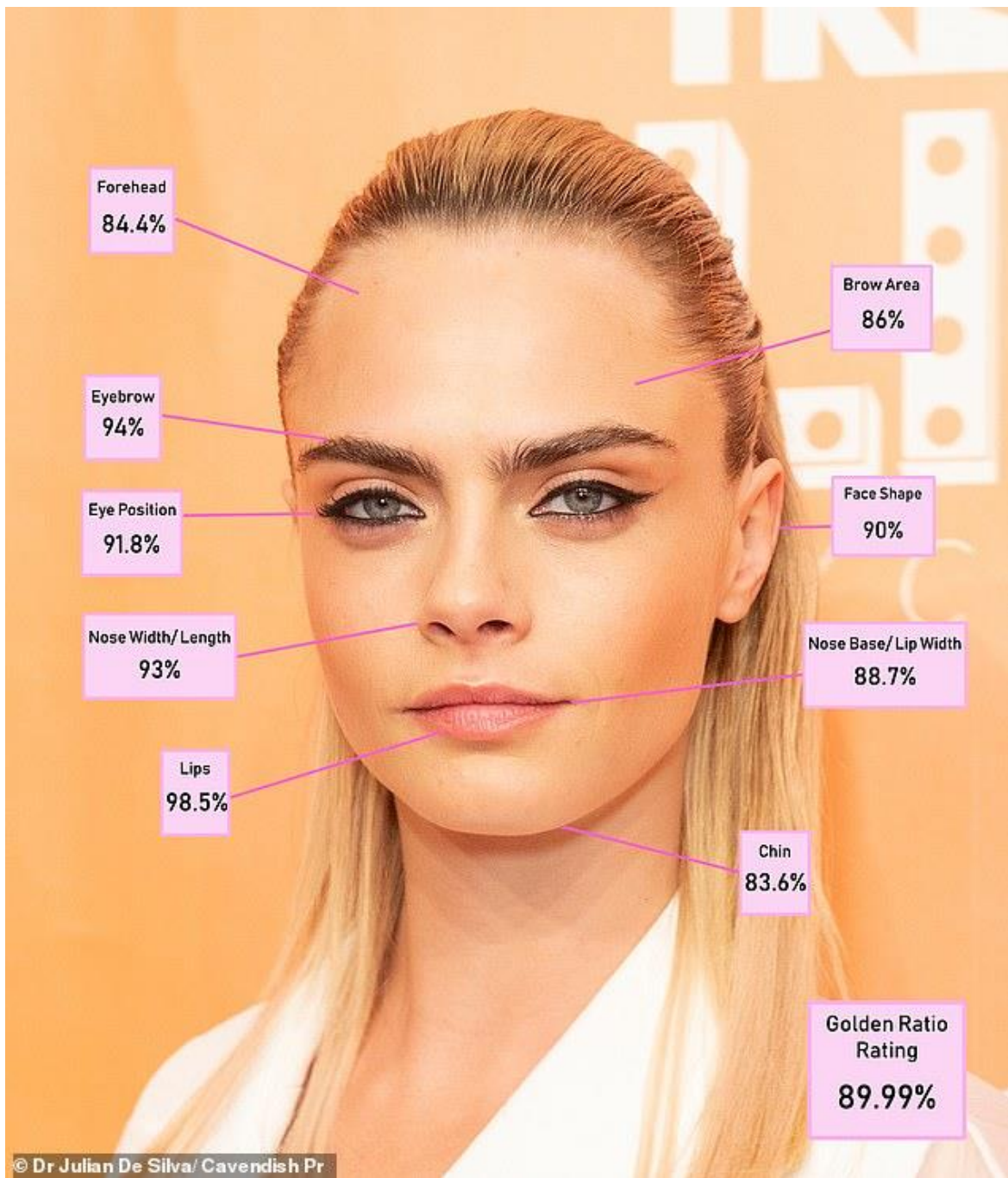
9. Katy Perry - 90.08%

Brow Area
85%

Forehead
89%

Eyebrow
90%

Eye Position
87.5%

Nose Width/Length
93.4%

Face Shape
91%

Nose Base/Lip Width
98.8%

Lips
89%

Chin
87%

Golden Ratio Rating
90.08%

© Dr Julian De Silva/ Cavendish Pr

Teenage Dream singer Katy Perry scored highly for the position of her nose

'**Katy** scored very highly for nose but was let down by her chin,' Dr De Silva added of Perry.

10. Cara Delevingne - 89.99%

Forehead
84.4%

Brow Area
86%

Eyebrow
94%

Eye Position
91.8%

Face Shape
90%

Nose Width/Length
93%

Nose Base/Lip Width
88.7%

Lips
98.5%

Chin
83.6%

Golden Ratio Rating
89.99%

© Dr Julian De Silva/ Cavendish Pr

Cara ended the top ten with a high rating for her lips and eyebrows

Dr De Silva said: 'Cara's unusually large forehead scored against her. She is famous for her very full eyebrows which are stunning and achieved top marks. Her lips are beautifully shaped and also came top.'