



## Did You Know?

# did you know?

## Smell facts

The average human being is able to recognize approximately 10,000 different odours.

Our sense of smell is so powerful that when you smell a skunk, you are smelling 0.000,000,000,000,071 of an ounce of scent. Dogs have about 200 million olfactory receptors. That is about 20 times the number of receptors that humans have.

Your sense of smell is least acute in the morning; our ability to perceive odours increases as the day wears on.

A woman's sense of smell is keener than a man's. However, her sensitivity does change over the menstrual cycle. These changes are influenced by estrogen, which increases smell acuity in the first half of a woman's cycle. It peaks at a time when women are most fertile and most sexually responsive.

People recall smells with a 65% accuracy after a year, while the visual recall of photos sinks to about 50% after only three months.

Our odour memories frequently have strong emotional qualities and are associated with the good or bad experiences in which they occurred. Olfaction is handled by the same part of the brain (the limbic system) that handles memories and emotions. Therefore, we often find that we can immediately recognize and respond to smells from childhood such as the smell of clean sheets, cookies baking in the oven, the smell of new books or a musty room in Grandma's house. Very often we cannot put a name to these odours yet they have a strong emotive association even if they cannot be specifically identified. [www.senseofsmell.org](http://www.senseofsmell.org)

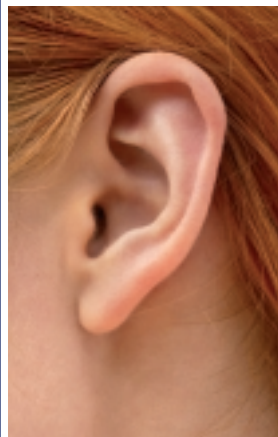


The personality trait most associated with brown eyes is intelligence, according to a survey of U.S. women ages 16 to 35. Besides intelligence (34%), brown eyes also convey trustworthiness (16%) and kindness (13%), said respondents.

Blue-eyed people are seen to exude sweetness (42%), sexiness (21%), and kindness (10%). And green eyes are associated with sexiness (29%), creativity (25%) and deviousness (20%).

Sixty percent of the respondents said they'd like to change their eye color, with 27% choosing green. Then came amethyst (26%) and blue (18%). Turquoise, gray, honey, and brown were the next choices, in that order.

The 2002 survey was conducted by CyberPulse and commissioned by FreshLook. — L.S.



## Ringing in your ears?

Imagine a constant ringing, buzzing or whistling in your ears, 24 hours a day. It is called tinnitus. You never get a break. It is always there. Nobody else but you can hear the noise because it does not come from any external source.

Although you are the only person who can hear the noise it is not a result of your imagination.

Almost all of us experience tinnitus temporarily; perhaps for a few hours after a concert or any other occasion where our ears are subjected to noise.

Tinnitus becomes a problem when this noise persists and/or increases. Normally, the ringing in the ears will disappear, but it may also become permanent.

The majority of people who suffer from tinnitus find it very disturbing and uncomfortable.

Tinnitus is common in people over the age of 40, but is becoming increasingly prevalent in younger people, as well, because of increased daily noise levels, including those caused by the unrestrained use of MP3 players, other personal stereos and loud car stereos.

Although tinnitus is more common among people who suffer from hearing loss, anyone can suffer from tinnitus.