“Beauty is in the eye of the beholder.” This is a well-known piece of wisdom that has been shared to remind people that everyone has his or her own interpretation of what is beautiful. However, when people are personally asked what they consider to be beautiful, they have very similar opinions. This purpose of this paper is to find if there are universal features that almost all people consider beautiful, or if beauty is simply something constructed by the media and society itself. I draw on the examples and points of Nancy Etcoff in her book Survival of the Prettiest: The Science of Beauty. I also use scholarly journal articles from peer reviewed journals that illustrate what type of features people consider beautiful. I find that beauty is in fact a result of evolution; certain features are considered beautiful because of the evolitional advantages they represent. This can range from the smoothness of a person’s skin to the shape or appearance of a particular facial feature as an indicator of youthfulness and fertility. While we may not realize that there are reasons behind wanting to look a certain way, they still exist if one looks deep enough.