

Games Minds Play

You know not to trust everything you hear, or read or even see.
But what about what you think? Can you even trust that?

For example: Coke or Pepsi? You probably believe you have a taste preference, but it's all in your head. Study after study proves it. In a recent cognitive study at the Baylor College of Medicine, about 50% of study participants chose Coke and 50% Pepsi when they didn't know which was which. But when tested again and told which brand they were drinking, 75% of the participants said the Coke tasted better! It's a possibility the same would hold true with beer. The branding is the influencer.

Speaking of beer, have you ever witnessed someone get tipsy on non-alcoholic beer that they thought was regular brew? It works. Try it the next time you want a good laugh at someone else's expense.

And here's one for you. A new study shows that the scent of grapefruit on women make them seem younger to men—about six years younger. This is not made up! The director of The Smell and Taste Institute in Chicago recently smeared several middle-aged women with broccoli, banana, spearmint, and lavender (it's amazing how some people earn a living), but none of those scents made a difference to the men. Grapefruit, though, did the trick. The same scents were tried on men as well, but the women were totally and completely unaffected—a result already quite familiar to most men.

So no luck for us guys. But women can forgo the Botox or surgery and just dab some pink grapefruit behind their ears. Let's just all be glad it wasn't broccoli.

Smells like a huge business opportunity!

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