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Sexual excitement heats genitals, while lying heats nose, new study says

Researchers at the University of Granada in Spain used thermography to test a range of

Alexander Besant December 4, 2012 18:20

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A new study has revealed that one's nose tends to heat up when the person is lying.

Researchers at the University of Granada in Spain used thermography to test a range of human experiences including sexual excitement and lying.

The study found that when someone lies, a brain element called "insula" (also called "insular cortex") is activated, raising the temperature around the nose, said Science Blog.

The researchers found a negative correlation between insula activity and temperature increase in the face.

They have dubbed the phenomenon the "Pinocchio effect."

Using thermography, the researchers also found that the face cools during mental effort but heats up during stress - often a component of lying, said PopSci.

Arousal in men and women showed the heating of the chest and genitals.

The researchers said that men and women both get excited at the same time despite women saying otherwise, reported Yahoo News.

Thermography uses special cameras that measure heat.

It's used for numerous endeavors from night vision for soldiers to measuring heat loss in buildings.

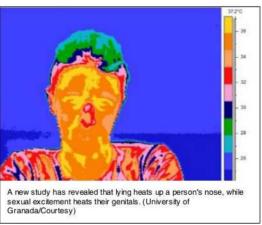
It was invented in the US during the Second World War.

The study has yet to be published in a peer-reviewed journal.

http://www.globalpost.com/dispatch/news/science/121204/sexual-excitement-heats-genitals-white-lying-heats-nose-new-study-says

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