

# Caveman blondes also had more fun

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Researchers say the tradition of blondes having more fun goes back to the end of the Ice Age. A report from the University of St. Andrews, published this week in *Evolution and Human Behavior*, says north European women evolved blond hair and blue eyes to make them stand out from their rivals at a time of fierce competition for scarce males, the *Sunday Times of London* reported.

Researchers say it appears blond hair originated in the region because of food shortages 10,000-11,000 years ago. Many men died in long, arduous hunting trips for food, leading to a high ratio of surviving women to men. Lighter hair colors, which started as rare mutations, became popular for breeding, the study said.

An analysis of north European genes carried out at three Japanese universities has isolated the date of the genetic mutation that resulted in blond hair to about 11,000 years ago.

A study by the World Health Organization found that natural blondes are likely to be extinct within 200 years because there are too few people carrying the blond gene, the newspaper said.

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