Buss and Barnes (1986) found that women and men value specific mate characteristics, where men desire physical attractiveness in potential partners while women value resources. Further, Fink, et al. (2014) found that men and women view same-sex others who have high levels of desired mate characteristics as rivals. Nowadays, men and women can artificially enhance their desired mate characteristics by undergoing plastic surgery or incurring credit-card debt. Few studies have examined whether artificial enhancement of desired mate characteristics affects men’s and women’s desire for opposite-sex individuals as sex partners or their view of same-sex others as rivals, which was the purpose of this study. Participants viewed the blogs of same- and opposite-sex targets, which were used to manipulate mate-characteristic enhancement. In the artificial condition, the female-target was described as having breast implants, and the male-target was described as having credit-card debt. In the natural condition, both male and female targets were described as having natural levels of desired mate characteristics. Participants then rated on a 1 (strongly disagree) to 5 (strongly agree) scale how likely they would engage in a solely-sexual relationship with the opposite-sex target and how “sneaky” they perceived the same-sex target to be. Results indicated that men reported a greater desire to engage in a sexual relationship with the artificially-enhanced target compared to the natural target; however women reported a low desire to have a sexual relationship with either target. Both sexes rated the artificially-enhanced same-sex target as “sneaky” compared to the natural same-sex target.