

Aristippus (c. 435-355 BCE) originally of Cyrene (hence his approach is called 'of Cyrene', or Cyrenaic) in North Africa lived for a while in Athens, where he became acquainted with, and perhaps a follower of, Socrates. He differed from Socrates in advocating that Heracles' should take the path of pleasure at the cross-roads in the thought experiment proposed by Prodicus, and was therefore one of the first of what came to be called the 'hedonic' philosophers. He taught his views about pleasure to his daughter, Arete (interestingly meaning virtue), who passed them on to her son, also Aristippus, who developed and systematized the approach. Nothing remains of Aristippus' original writings, and it is quite possible that posterity's account of the Cyrenaics falsely represents them .

Aristippus was reportedly something of a rake hell (the term used in 18th. century England for another group of 'hedonists'), although he did manage to live till he was 80.