This talk explores the traditionally close relationship between ancient and medieval medical theories and rhetoric by focusing on the vocabulary commonly used for the various effects of style, musical, verbal, graphic and architectural. Words such as ‘sweet’, ‘harsh’, ‘soft’, ‘dry’, and ‘frigid’ expressed aesthetic values as well as signifying particular sensations of the body that could affect humoral balance and health. Medieval psychology used a model of knowing that originated with the natural sensations of body, received in the brain and processed by the joint activity of imagination, memory, and recollection into conceptual ‘objects’ proper for thinking. In this way, artefacts could be agents for health and psychic well-being as well as instruments for true human knowledge.