

# Jeff Lumby's view from the country

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## Some Scents make no Sense

A bunch of couples were out for dinner last week and the topic of perfumes and colognes came up. At the end of the discussion it was clear and unanimous. Just because they sell it, that doesn't mean you have to splash it all over your body.

Even though I enjoy wearing cologne, my personal aversion to certain scents began in the late 80's when Calvin Klein decided to get into the act. He should have stuck with Jeans. Let's put it this way, there's a reason his perfumes were called Eternity and Escape. There was no escape and it lasted for an eternity. That stuff would knock a buzzard of a dung wagon. To this day, if someone sitting in front of me at a theatre is wearing either one of them I've got to move. I don't know what Cal puts in his colognes but I've noticed it sticking to me even when I haven't come in physical contact with it. If someone wearing Eternity just walks by me that "fragrance" is with me the entire night. Thanks for the free gift.

Friends of ours have a 16-year-old boy. With that age group, apparently Axe is all the rage. Again, an appropriately named cologne, because according to our friends, the minute he leaves the house they need an axe to cut through the air.

Over the years, I don't think a lot of creative thinking has gone in to the labeling of perfumes. For instance, Ralph Lauren's "Chaps" doesn't really sell the sizzle. I for one will need a large endorsement deal before slapping on a cologne named after leg-wear that a stinky, trail-weary cowboy is sporting while riding his equally stinky, trail-weary horse. Then again, Ralph has always been about the ponies. If you wanted to smell like a pine tree riding a horse there was Polo.

Remember when musk was popular. How did that one make it out of the boardroom? If you look up the word "musk" here's what they say: *A greasy secretion with a powerful odour, produced in a glandular sac beneath the skin of the abdomen of the male deer.* That's why I still have antler marks from my days wearing Jovan. What's next? A cologne called "Abattoir"?

Now it seems everyone and their dog is getting into cologne production. Michael Jordan even has one out. When I'm shopping for a fragrance, I want the name of the product to speak to me, like

Davidoff "Cool Water" or Drakkar "Noir". My first thought shouldn't be the Chicago Bulls dressing room.

If you want you can buy colognes named after car companies. Hummer has two new fragrances available at their dealerships, Hummer and H2. Hey I don't even want to meet someone who drives a Hummer let alone smell like their SUV. You could easily rename either one of those sprays to more accurately reflect your purchase. How about "Pretention", or "Inflated ego", or "Look at me, I drive a Hummer...now get the hell out of my way I have to get to a gas station!"

It seems the entire "make a star" marketing strategy now includes a personalized fragrance. J-Lo has "Still". Which I believe describes her career after Gigli. There is odoriferous product from Jessica Simpson, Giselle, Beyonce, Raven and Paris Hilton. I think hers is called, "15 minutes". Britney Spears is contemplating a name change for her bouquet. The top choice now floating around the Spears empire boardroom? "Trailer Park". You can buy a perfume with Celine Dion's name on it. A dab behind each ear enables you to shatter glass every time you sing. Hillary Duff's new aroma is due to hit store shelves soon. I wonder what that'll smell like. Bubble-gum, cell-phones, a mall, money?

The whole idea behind wearing a pleasant smelling scent is twofold: Firstly, to have an aroma that's unmistakably yours. Secondly, to remove any risk of you walking around all day smelling like a taxicab. Here are some quick pointers as you contemplate the scent game. The cologne you choose had best imply a babbling brook or gentle breeze, not a cage match. Its blend should include words like citrus and spice not glandular and sac. And by all means, when applying your subtle fragrance use a dabber not a paint roller.



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