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Beauty

Can you buy the sweet smell of youth?

Can a perfume make you seem younger? According to **Dr. Alan Hirsch**, Director of the **Smell and Taste Treatment Research Foundation** in Chicago, a study showed that women wearing the scent of pink grapefruit were perceived by men to be six years younger than their actual age. **Ageless Fantasy** by perfumer **Harvey Prince** has been engineered to make you smell younger. The company's research shows that men thought that women who used the perfume were on an average eight years younger! **Ageless Fantasy** is a blend of pink grapefruit, mango, anti-oxidant-rich pomegranate, jasmine, and musk. According to the manufacturer the scent is backed-up by extensive research. In a clinical trial done by the company in 2008, a group of 75 men, ages 20 to 60, were asked to smell a series of single-note fragrances including vanilla, rose, patchouli, apple - and Ageless. They were asked two questions: Does this fragrance remind you of a certain age? And what age do you perceive the wearer to be? Ageless received the youngest ratings, a full 15.5 years younger than any of the other fragrances tested. The average perceived age of an Ageless wearer was 28.87 years.



Using scent to seduce and beguile is nothing new. To seduce young **Marc Antony**, **Cleopatra** sailed to the ancient **Egyptian** city of Tarsus on a barge full of flowers, scented with exotic perfumes. Modern perfumers have been attempting to refine the science of scent and seduction ever since. Cosmetic's queen **Marilyn Miglin** is famous for her scent **Pheromone** introduced in the 1970's. To create it she researched ancient Egyptian formulas. She combines 179 rare essences in this exotic and musky fragrance that is designed to seduce.

According to its creators, Ageless does not simply try to cover up the smell of older skin, but neutralizes it. "The formula is based on natural bi-chemistry. This psycho stimulant elixir as created with one goal in mind: to make you smell younger."

Does it really work? I'm not sure. It smells fabulous - very flirty and sexy. When I wore it out, it garnered a few unsolicited compliments, always the sign of a good scent.

But can it make you seem younger? Perhaps. The sense of smell is powerful. Scent evokes strong memories and passions. According to scientists, we may be unconscious of how we process and utilized scent or how it affects mood and reactions. But we but we feel its influence all the time. Mothers can sniff out their infants. Women can tell by scent if a man's genes will qualify him as a mate. It has also been scientifically proven that many people can detect even faint aromas of fear and illness. And darlings, Cleopatra was about six years older than Marc Antony when she stepped of the perfumed barge.

<http://www.agelessfantasy.com/story.php>

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Fashion Intelligence

Red carpet glamour, at prices you can afford

I don't know if was the "restraint" of the recession, a sudden rush of good taste, or if the stars all channeled legendary Hollywood designer **Edith Head** for guidance, but the Oscar's red carpet has not looked this elegant or classy for years. Whatever it is I hope they keep it up - or should I say down. For it was the toned-down aspects of the stars red carpet looks that made it all so beautiful and chic this year. Gone were waist-plunging cleavage and butt-baring fashions of past years. No one came dressed in neon or rubber, nor were there too many ruffles, bows, or hideous dos.

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