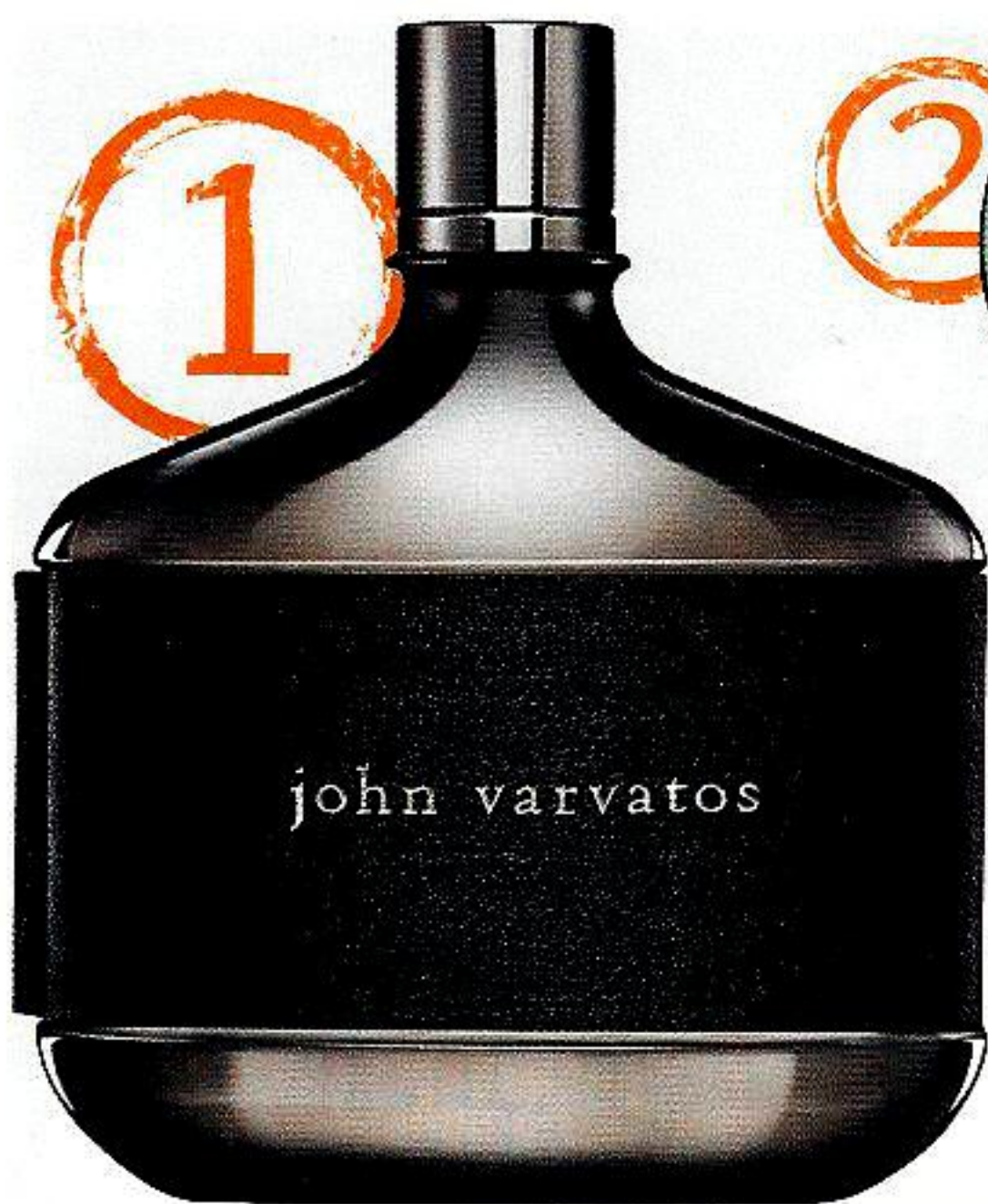


★ GROOMING



Nose candy

What does your scent say about you? With more than 30 new men's fragrances launching every year, nailing your signature aroma can be foul work. To help separate the toilet water from the best bro eau, the Good Life put Susanne Langmuir, of couture perfume house Susanne Lang Fragrance, to a blind smell test. —Craig Silverman

① John Varvatos

"This is an active guy who plays hockey a lot. He doesn't overdo anything in his appearance, but he's pulled together. He will dress up when he has to, but he doesn't try too hard."
\$90, 125 ml, www.johnvarvatosscent.com

② Bulgari AQUA

"An older, established man. He's a bit sexy and mysterious, with a subtle, attractive confidence. A bit of a ladies' man too."
\$82, 100 ml, www.bulgari.com

③ Burberry Brit

"A man who's comfortable wearing a cashmere sweater. It's a sensual fragrance that a woman would want to snuggle up to."
\$86, 100 ml, www.burberry.com

④ Marc Jacobs

"I would use the term 'metrosexual' to describe this guy. It has very modern notes. It's hip, it's changing the rules."
\$80, 125 ml, www.marcjacobs.com

⑤ Essenza di Zegna

"This feels fresh: uncomplicated, yet also refined. It's for someone who's comfortable in any environment, someone who takes care of himself."
\$82, 100 ml, www.essenzadizegna.com

⑥ Hummer

"Here's a scent for a manly man who likes to get buff at the gym. But it isn't a stereotypical men's fragrance. This guy might wear capri pants on vacation."
\$72, 125 ml, www.hummerstuff.com