

# Chicago Tribune

## THE FANCY MAN

### Cologne is not a deodorant

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It's nearly February, and most of us have hardly even gone through a quart of the new colognes we received over the holidays. Then again, it may take years to get through that English Leather knockoff.

But Guy Cartwright, president and CEO of Truefitt & Hill...a high-end men's grooming salon transplanted from London, suggests the light touch is best when adding scent to the body. Many of us have known people who wear scents so heavy that our eyes water.

"Whether out at night, at home or at work, be a gentleman when wearing your cologne," he said. "A gentleman considers his cologne intimate apparel and wears it as such. The fragrance should be noticeable only at close contact and should never be used in place of deodorant. A touch on either side of the neck is quite enough.

"We recommend always applying the cologne [even if spray] to your hand or fingertips and lightly dabbing your neck on each side. Avoid splashing like you see in the commercials. Applying the cologne near your pulse points allows the scent to emanate slowly and evenly throughout the day."

Cartwright also floated the idea that one's cologne is a personal aromatherapy. That is, pick a fragrance that you like, that makes you feel "on" or energetic or mellow, depending on the mood you seek. Then the fragrance will help supply you with confidence through the day.