

COUNTER CULTURE

Boy Scouts

YOU KNOW HE'S GOING TO WEAR WHAT YOU TELL HIM. MAKE QUICK WORK OF THE TASK WITH ELLE'S CAN'T-MISS COLOGNE GUIDE. BY MEGAN DEEM

Winner—2008 Fifi

SETS OFF GAYDAR

The orange-blossom-infused **Jean Paul Gaultier Fleur du Male** suits gents with a sensitive side, such as **Pete Wentz**.

GUY'S GUY

On-screen, **Clive Owen** goes guns a-blazing. But as the face of **Lancôme Hypnôse Homme**, he smells of peaceful lavender and mint.

DEREK JETER

Demonstrating his versatility, the Yankee shortstop helped select saffron, mandarin, and vetiver for his **Driven Black**.

YOU THINK HE'S PERFECT

Sniff **Fresh Cannabis Santal** and you'll notice its patchouli-and-plum aroma. Deep inhalers like **Seth Rogen** may pick up subtler nuances.

YOUR MOM THINKS HE'S PERFECT

Polo Explorer from **Ralph Lauren** mixes bergamot and sandalwood—a blend almost as parent-pleasing as the designer's hunky son **David**.

MR. SECOND LIFE

He doesn't exist—at least in the real world—but send his creator the lime gin fizz-like **ck INZU** him, developed specifically for Internet junkies.

WEARS A SPEEDO

Guys who show what they've got love **Tom Ford for Men**, a mix of leather and cyriol, an Indian root with "animalistic sensuality."

♥'s CALIFORNIA

Research shows West Coast men give the thumbs-up to **Governor Arnold Schwarzenegger** and citrus scents like **Frank los angeles No. 3**.

DAVID BECKHAM

Get close enough to breathe in **intimately Beckham's** violet and grapefruit notes—and get tackled by his bodyguard (or Posh).

Gaultier: Lancôme; Driven Black: Tom Ford for Men; Intimately Beckham: Steven Krauser; remaining still lifes: courtesy of designers; Wentz: Scott Wintrow/Getty Images; Owen: Jon Furniss/WireImage.com; Jeter: Leon/Retna; Rogen: Scott Ornes/Getty Images; Lauren: Robin Platzer/FilmMagic; Mr. Second Life: courtesy of Linden Research; Ford: Leon/Retna; Schwarzenegger: Gina James/Retna; Beckham: R. Stonehouse/Retna

ELLE BEAUTY COUNTER CULTURE

Stetson, Yves Saint Laurent, Sean John, Burt's Bees, Dr. Bronner; Steven Krause; remaining still lifes: courtesy of designers; Federline; Sara de Boer/Retna; Federer; Cynthia Lum/WireImage.com; Bloomberg; Bruce Gilkas/FilmMagic; Williams; Mark Davis/Getty Images; Diddy; Leon/Retna; Jay-Z; Steve Grantz/WireImage.com; Begley; Frazer Harrison/Getty Images; DiCaprio; Phil Loftus/Retna

BABY DADDY
Vice, a fruit-and-spice spray, may be perfect for **K-Fed**, who has partied with **AXE**.

SUPER JOCK
Heeley Esprit du Tigre's camphor kick could make **Roger Federer** types feel at home.

TOM BRADY
The new spokesman for **Stetson Original**, a virile musk, rose, and lily of the valley combination, **Brady** gets action on the field and off.

WORKS 7 A.M. TO 10 P.M.
For a businessman like **Mayor Bloomberg**, go designer: cedar-ginger **L'Homme Yves Saint Laurent**.

PARTIES 10 P.M. TO 7 A.M.
With suede and melon, **Usher for Him** may remind night owls like **Robbie Williams** of cocktails.

DIDDY
A sparkling champagne accord gives **Sean John Unforgivable** a party-in-a-bottle feel, but its clary sage and juniper are sober enough for the office.

MR. BIG
Only rich coffee-and-cardamom **Attitude by Giorgio Armani** is strong enough for a *macher* like **Jay-Z**.

ECO AVENGER
If he idolizes **Ed Begley Jr.** and travels by bike, it's organic **Dr. Bronner's** soap—or nothing.

LEONARDO DICAPRIO
Its glass and paper packaging is recycled, and the fir, rosemary, and lemon ingredients inside **Burt's Bees Natural Skin Care for Men Cologne** are 100 percent natural, qualities appealing to **DiCaprio** acolytes.

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