

NEW YORK

1.1 million unique visitors per month



New Study Says Men Need Cologne for Self-Confidence; Robert Pattinson Chops Locks

12/22/08 at 5:04 PM



Hey, man, how does that spritz make you feel?

Photo: iStockphoto

FRAGRANCE

- Fragrance is less about the scent and more about how it makes you feel, says a new University of Liverpool study. And then there's *this*: Men need to first attract themselves before they're able to attract a woman: "When a man changes his natural body odor, it can alter his self-confidence to such an extent that it also changes how attractive women find him." Hear that, boys? Get your spritz on. [[Economist via Now Smell This](#)]

- Burger King's Flame fragrance is sold out at all Ricky's NYC. Seriously. [[Racked](#)]

HAIR

- Robert Pattinson cut off his greasy long locks in favor of a crew cut. We stared at the picture for a while before realizing that this man's sexiness need not rely on his haircut. [[Off the Rack/People](#)]

PLASTICSURGERY

- British writer Sue Carroll asked Santa for a new face, and he gave it to her in the form of a non-surgical face-lift using the injectable gel Juvederm Ultra. The before-and-after shots look like the past twenty years never happened. Way to go, Santa. [[Mirror UK](#)]

SKIN

- The spa [Body by Brooklyn](#) is taking These Economic Times into consideration, changing their menu to offer a "recession special," offering couples private rooms for \$200, including a bottle of champagne. Relaxing. [[NYP](#)]