

National

Some scents may be sexually attractive to women

Men's fragrance industry growing rapidly

United Press International
Surprise! Today's he-man may be using a deep-cleaner and lotion on his face and dabbing some of that new, hint-of-herb cologne on his neck.

And while he's deciding what fragrance to wear to the disco and his girlfriend is wondering whether she likes it, scientists around the world are working in laboratories to determine the link, if any, between smell and sex in humans.

The cosmetics industry thinks the ties between smell and sex can lead to big profits.

The men's fragrance industry is experiencing a boom, with sales expected to total about \$850 million in the United States this year. Companies well-known for manufacturing women's products — Calvin Klein, Yves Saint Laurent, Adolfo, Pierre Cardin — are branching out, coming up with a wide array of men's toiletries.

For example, Chanel, the company whose No. 5 perfume is the ultimate in chic for many women, now offers eau de toilette, after-shave and moisture balm — for men.

Chanel's product is called Antaeus Four Homme after the Greek god Poseidon's son, Antaeus. Antaeus possessed extraordinary strength but only when his feet were firmly planted on the ground.

The big question scientists are trying to answer is if there is indeed a physiological effect between sexual attractiveness and smell in humans.

Some men say their own per-

sonal experiences are enough to convince them there is a clear relationship. One young man swears he has better luck meeting women in bars when he wears his Aramis.

"It definitely does make a difference," said Steve Sedlis, a 26-year-old dispatcher with the Cambridge, Mass., fire department. Sedlis, who has more cologne "than I know what to do with," said fragrance is part of his "overall image." He feels sure that women are drawn to "subtle and appealing" smells.

The problem 25-year-old Steven Sklover has is deciding which fragrance works most effec-

Besides selling perfumes with supposed sex appeal, the industry has also discovered a gold mine in other male cosmetics.

tively with the opposite sex. "They all disagree — some like the sweet stuff, some like musk."

Sklover, an energy analyst with the Massachusetts government, has solved the problem by switching between six different colognes.

For years, scientists have known about the connection between smell and behavior in the insect world and animal kingdom.

John Labows, an analytic chemist at the University of Pennsylvania's Monell Chemical Senses Center, said studies have shown

sexual attractants called pheromones can draw insects for miles around. The pheromones also have been shown to influence the sexual behavior of mice and pigs. What about humans?

The scientific community has focused its attention on two possible human pheromones — androstenone and copulins.

Androstenone, a hormone found in perspiration from the armpit and genitals, is found more prevalent in men than in women. Copulins are estradiol-dependent fatty acids found in vaginal secretions of some women.

Taking the hint from insects, animals and several speculative studies, the perfume industry decided to put alpha androstenol — a synthetic version of androstenone — in some men's perfumes.

Alpha androstenol smells in concentrated form like sandalwood — and that smell is alleged to attract women.

But industry spokesmen are quick to point out that while a certain scent may attract a woman, that is all it will do.

"We haven't created an aphrodisiac," said Rod Heckman, director of marketing for Jovan, a company that sells a cologne, Andron, that contains the high-priced chemical.

Several studies, most of which have been done in England, claim to have shown that women were strongly drawn to men or objects sprayed with alpha androstenol.

When the Royal Shakespeare Company sprayed some theater seats with alpha androstenol, they found women followed their noses

to those seats. Other tests have shown women were drawn to waiting room chairs doused with the stuff. Both men and women

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stayed longer in telephone booths laden with alpha androstenol air. But Labows said he is skeptical about the experiments using alpha androstenol.

"Those studies don't indicate any profound effect," he said. "I'm certainly skeptical of the powers being attributed to it. It's a quantum leap beyond what anyone suggests."

Regardless of the scientific research, perfume manufacturers are pleased with the chemical that costs \$44,000 a pound. Jovan's Heckman said the price is definitely worth it in terms of sales in the booming men's cosmetics industry.

While the jury is still out on the role smell plays in sex, other studies have revealed interesting facts about smell. For instance, babies can pick out their own mother's breast by the age of six weeks. Spouses can find their mates' undershirts by their smell.

Besides selling perfumes with supposed sex appeal, the industry has also discovered a gold mine in other male cosmetics. Many com-

panies have added scented moisturizers, deep skin cleansers and masques to their lines of after-shave lotions and colognes.

"Remember — a great fragrance should be part of a man's everyday plan; not just a Saturday night extra," admonishes one advertisement.

Annette Green, executive director of the Fragrance Foundation in New York, said the men's market is expected to expand by 12 to 15 percent this year.

The men's market is growing faster than the women's market at this point," she said. But women's perfumes still make up more of the business with projected sales of \$1.8 billion for 1981, compared to \$850 million for men's fragrances.

Of the 500 fragrances available in the United States, about one-third are for men. The favorites

have woody, tobaccoey and musky tones.

Although alcohol-based after-shave lotions such as English Leather and Old Spice have been popular for years, Green traced the fragrance boom back to the late 1960s during the "hippy revolution" when young men and women started sharing their musk oil.

In general, colognes have a longer lasting oil base while after-

shave evaporates more quickly.

Since the late 1960s, the men's movement has encouraged the male sex to "be more open and express themselves," she said. Part of the personal expression involved the use of fragrances.

"It seems men are getting more tuned to fragrances," she said. "They used to be embarrassed, but now fragrances are no longer a joke."

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Reagan to cut entitlements, hike defense spending by \$15 billion

United Press International
WASHINGTON — President Reagan plans to cut about \$15 billion from major entitlement programs such as Medicare and Medicaid next fiscal year while increasing defense spending by the same amount, a Republican congressman said.

Rep. Silvio Conte, R-Mass., outlined Reagan's fiscal 1983 budget shortly after he and other House GOP leaders met Monday with the president to discuss the budget proposal Reagan plans to send Congress Feb. 8.

"There will be \$30 to \$40 billion in spending cuts, half from discretionary programs and half from entitlements — Medicare, Medicaid, food stamps," Conte said. Social Security will not be touched.

Discretionary programs — such as transportation — are subject to the annual congressional appropriations process while spending for entitlement programs such as Social Security and Medicare is increased automatically under a formula that ties benefits to inflation.

Conte said he told Reagan defense is too high and it should be

cut along with the other programs. "He didn't seem to be too receptive to that idea," Conte said.

House Budget Committee Chairman Jim Jones, D-Okla., said today no area of the budget, including defense, should be immune from further cutbacks. The Pentagon, he said, must not be permitted "to continue spending merrily along their way."

Jones, interviewed on ABC's "Good Morning America," said Reagan should consider a special "national security surtax" to shift the burden for funding his military buildup away from general tax revenues.

Conte said Reagan emphasized that specific details of his 1983 budget are not definite, especially a proposal by Treasury Secretary

Donald Regan to double federal excise taxes on gasoline, tobacco and liquor.

Conte said he suggested to Regan that any increase in excise taxes be used to offset the skyrocketing costs of Medicare, thereby providing the administration with "a built-in lobby" of senior citizens for the budget.

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