WHAT A BOY WANTS

Testing top notes and sniffing dry-downs in search of a man's ideal eau can be a dizzying affair. ELLE offers a different approach: blatant typecasting. From overachievers to eco-activists, we find the scents that suit. By Maggie Bullock

LOVES HIMSELF

There's nothing wrong with a healthy ego. A few shots of the woody, black fig- and patchouli-tinged **TOM FORD EXTREME** beneath his open collar will put him in the mood to celebrate—what else?—numero uno.

LOVES MODELS

If, like newlywed **NICOLAS SARKOZY**, your man falls hard for *beauté*, offer him a splash of the stately leather, iris, and vetiver **DIOR HOMME** cologne—a spritz by one of the Première Dame's favorite fashion labels.

For the man who has it all—and isn't afraid to broadcast it—**SEAN "DIDDY-DADDY" COMBS** has generously mixed up **SEAN JOHN I AM KING**. The fruity cocktail boasts notes of crème de cassis, bubbly (Cristal, one can only assume), and something called imperial French berry. Ooh la la.

CONSPICUOUS CONSUMER

Gossip Girls exercise their AmExes at Fifth Avenue's hallowed Henri Bendel; now male counterparts such as costar **CHACE CRAWFORD** can splurge on the store's unisex champagne and iris eau, **BENDELIRIOUS**.

CONSERVATIONIST

To keep nature lovers such as **ADRIAN GRENIER**, host of Planet Green's *Alter Eco*, sweet-smelling yet guilt-free, **L'OCCITANE** makes the deeply woody **NOTRE FLORE CEDRE EAU DE PARFUM** with sustainable Atlas cedar oil.

Even when they reportedly live in $60 million, 35-bedroom chateaux, conscientious kabillionaires like **BRAD PITT** love to give back. One hundred percent of the proceeds from **KIEHL'S ALOE VERA BIODEGRADABLE LIQUID BODY CLEANSER** will go to an eco-foundation Pitt cofounded with the beauty brand.

MR. SENSITIVE

Armed with an acoustic guitar and a spray of the fresh, subtly woody **MARC JACOBS FIG**, softies like **MICHAEL CERA** could be anybody's friend with benefits. If only they could stop talking about their feelings long enough to seal the deal.

THE PLAYER

If your prince used to leapfrog from one hot babe to the next à la **BRODY JENNER**, call a spade a spade with the sunny, citrus-musk blend of the bunny-emblazoned **MALIBU PLAYBOY**.

He lures you in with sweet nothings—hello, "Your Body Is a Wonderland"—and then spills your secrets all over town? Douse your would-be **JOHN MAYER** in the rich plum and oakmoss blend of **BY KILIAN LIAISONS DANGEREUSES**. At least future conquests can't say they weren't warned.

MAN-CHILD

Funsters like **JUDD APATOW** will be uplifted by the hydroponic sage in **CALVIN KLEIN EUPHORIA MEN INTENSE**. But the juice's other key ingredient—"ood ood wood"—is the one they'll want to say over and over.

SOPHISTICATE

Dinner at his villa in Lake Como? Motorcycle jaunts through Sonoma? Demonstrate your appreciation to debonair **GEORGE CLOONEY** types with the ultrachic, mojito-inspired **GUERLAIN HOMME**.

When he's the perfect blend of childlike wonder and grown-up polish (and, in the case of **ASHTON KUTCHER**, pinup boy looks), you never know what you're going to get. Appeal to his fashion sense with the understated blend of iris, cedarwood, and incense in **PRADA INFUSION D'HOMME**, but be prepared to get punk'd.

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