

# NEWS



**EURO**  
Are you suddenly dying to buy some perfume?



**BREASTLESS**  
Beautiful, but tame. Unless you're into ice cubes.

BEAUTY POLITICS

## risqué business

If you're blushing right now, you must be American.

I don't think Americans truly know how prudish they are compared with Europeans. *Par exemple*, when I heard that Sonia Rykiel was launching her fragrance—Belle en Rykiel, a warm, sweet scent—in the U.S. this summer, I looked into how the marketing folks would “Americanize” their ad campaign. They toyed with ideas like cropping the model above the boobs or Photo-shopping a camisole onto her but ultimately decided those things would undermine the overall mood, so they opted to show the beautiful bottle instead. BTW: One of Sonia's top sellers in French Sephora stores is the rubber duck vibrator (above), which, sadly, you can't get here. But what you can get is Agent Provocateur's floral-scented nipple balm, *Titillation*, which is wildly successful in Europe and, somewhat surprisingly, the Middle East. I'm not 100 percent sure what it does, but then again, I'm from Missouri. —Courtney D.

**Belle en Rykiel**, \$70, [nordstrom.com](http://nordstrom.com); **Titillation**, \$40 (with matching lip balm), [bloomingdales.com](http://bloomingdales.com).

**BEAUTY TIP:**  
rinse,  
don't  
repeat

“Shampoo is like conditioner with detergent in it, so run a wide-toothed comb through your hair while you wash to detangle and distribute the soap from roots to ends. When you rinse, your hair'll be shinier from an even cleanse.”

—hairstylist **Yves Durif**  
**Yves Durif Salon**,  
[yvesdurifsalon.com](http://yvesdurifsalon.com)