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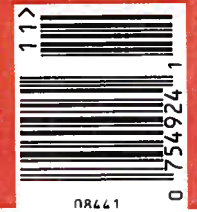
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SELF fragrance awards

Here's how we sniffed out the winners: We sorted 248 bottles into 26 scent categories (citrus, floral, fruity and so on), then set up a blind test. Panelists jotted hundreds of pages of notes, and we tallied the results. And the winners are...



We cut 22,160 inches of ribbon to spray with scents.

BEST MOOD LIFTER



Eau de Nous—Citrus Charm, \$35. Remember the most amazingly fun beach bash

you've ever been to? Based on panel comments, this energizing orange-grapefruity aroma—the winner in the citrus category—might bring you back there. **"Beachy,"** said one. **"Summery"** and **"It makes me so happy!"** others added. Smile on.

BEST NATURE-INSPIRED SCENT



Emilio Pucci Vivara Variazioni Verde 072, \$59. Lush notes such as grass, dew and bamboo mark the "green" grouping. This favorite among them stood out for its **"subtle"** yet **"clean"** (thanks to a mint-leaf top note), **"outdoorsy"** vibe. Testers said they'd wear it when dashing to **"a casual lunch with friends"** and agree that it would **"work wonderfully if going to a picnic."** In a Pucci wrap dress, natch.



SNAP TO WIN!

One of 15 autographed bottles of Kim Kardashian Gold (on this page) Details at Self.com

BEST FRESH SCENT



Clean Skin, \$69. If you heart taking a stroll right after a sun shower or smelling

just-washed towels pulled straight from the line, this is the scent for you. With lotus blossom and honeydew, white musk and creamy vanilla, plus fresh air and aquatic notes, it's no wonder testers deemed this fragrance **"super fresh"** and **"springy."**

BEST SEXY-WITHOUT-EVEN-TRYING SCENT



Reveal by Halle Berry, \$35. Slip into this must-have musk just as effortlessly as you would your

go-to jeans and a silky tank. Its blend of mimosa flower, peach and neroli petal notes dries down to sultry cashmere woods and skin musk—exactly why one panelist said it would be perfect for a first date: **"very sexy"** but **"not overbearing."**

BEST MAKE-A-STATEMENT SCENT



Tocca Colette, \$68. The standout among the spicy

scents flaunts bergamot and violet, zesty pink peppercorn and juniper berry, all of which will **"get you noticed when you walk into a party."** But be warned: It's **"confident and assertive—not for the meek!"**

MISS CONGENIALITY



Mariah Carey's Lollipop Splash The Remix—Never Forget You, \$35. This fave among the sweet

scents proved **"warm and inviting,"** evoking **"a soft woolen shrug Grandma knit."** Notes of pineapple sorbet, jellybean and sugared wood reminded one panelist of her local ice cream shop and the **"sweet smell of candy."**

MOST PLAYFUL SCENT



Reb'l Fleur by Rihanna, \$59. Research shows smelling fruity notes can actually make you friendlier.

So it's no surprise that the number-one fruity fragrance elicited feelings of being **"carefree"** and **"happy."** Plus, Rihanna's eau has luscious red berry, purple plum and peach notes that made testers call it **"delicious."**

MOST BOLDLY SEDUCTIVE SCENT



Kim Kardashian Gold, \$65. The reality star's scent won in the spicy-floral

group and lends you a bit of her man-catching mojo. **"Let's dress up and go out now!"** one tester said. **"Sexy," "sensual"** and **"flirty,"** this mostly floral formula is spiked with sparkling citrus and pink peppercorn—a concoction **"guaranteed to bring the boys to the yard!"**

BEST UNISEX SCENT



Bond No. 9 I Love New York for All, \$105. Although it's named after

the Big Apple, this works-for-all scent reminded one panelist of the **"warm Tuscan sun."** Others said its exotic blend of ginger, cardamom, teakwood and musk notes made it **"warm"** and **"vintage-y."**

BEST WEAR-IT-ANYWHERE SCENT



Susan G. Komen for the Cure, Promise Me, \$59. This **"very girly"**

floriental winner blends uplifting citrus notes such as blood orange and mandarin with full florals like pink peony, wild orchid, rosewood and white patchouli, then dries down to a rich musk. The result: a **"strong"** and **"bold"** yet **"feminine version of cologne"** that some testers would wear **"everywhere,"** others when heading to a festive affair. Another reason to give it a spritz: A minimum of \$1 million from sales will go to its namesake charity to benefit breast cancer research, education and treatment. Now that's what we call pretty in pink.



Panelists inhaled the aroma of coffee beans between scent groups to "cleanse" their sense of smell.



Visit SELF's Facebook page the week of October 31 for a chance to take home even more of these fragrance award winners.