

JITTERBUG AFTERSHAVE

(The Future of Men's Cologne Explored)

Forget your Brut, your Truffle Musk. The New Millennium belongs to the man with a rekindled sense of self, the man who knows his roots but isn't rooted in the tired precepts of the past. With American culture in pitched battle with those who would have men "use warm water...and Zest...daily" (*American Journal of Prosthetic Thurification*, May 1997), who would dull his way of toilette, it's clear that only the smartly scented will survive--and excel.

And if they choose wisely, they'll select only from the New Masters Collection® of aftershaves from M. Lumière, including:

Jamais Frappé

In French, "Never Slapped!". For the young man experiencing the ripeness of life full tilt; eager, yet unsure, reaching out, yet holding back. In short, the scent for those just starting to squeeze the Fruits of Knowledge. In 20ml or 40ml hip holster flacon.

Simply...Englebert

The man. The music. The bandana. Now captured in a tuck-sized atomizer that packs the brusque wallop of Naugahyde and Velcro. One blast of *Simply...Englebert* and you'll never fumble for a hotel key again or worry about receding chest hair. What's New Pussycat? Hey, it's you!

Eau de Lombardie

A tough, man's cologne with the kick of a linebacker's boot. *Eau de Lombardie* will knock her senseless with mucho-macho. Body block that special someone and go for the long bomb--at close range--with *Eau de Lombardie*. In Rope-a-Dope and simulated rawhide dispenser.

Chocolat Orgasme

A fresh explosion of cacao au naturel. Splash a dash behind each mandible and you're ready to make someone's day--and maybe yours. *Chocolat Orgasme* is a blend of sweet 'n sassy Colombian cocoa beans and non-nonsense Oxnard-aged Vanillin. *Chocolat Orgasme*--

for the man who knows how to take pleasure and give it back in spades.

Capitulate!

From the Halls of Montezuma to the shores of Fort Dix, give in to the scent that conquered both the 17th Airborne and the rough and tumble vaqueros of Llanos! In .45- and .50-caliber pour le bain jerricans.

Besame Mucho

It's old hat--but hey, so are you! A let-it-all-hang-out nose thumper that doesn't pull its punches. Hypoallergenic and chemically corrected to summon last week's Havana or last night's Heineken. Say it loud, say it with *Besame Mucho*, but say it, for God's sake.

The End