



# ***Seduction* Science**

## **Volume II**

By Derek Vitalio

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## A Message To The Reader From Derek Vitalio

The way to seduce a woman into bed is all about getting rapport with her and then leading her through different positive states like romance, connection, happiness, and states of laughter. However, the very *first* state she must feel is ATTRACTION. If she feels attraction for you, she'll follow into rapport with more quickly. And the best way to create that first, crucial positive state is to look attractive! "No duh" you might say, but most men really don't pay any attention to looking attractive.

Yes, there are other ways to make women attracted to you, like the confidence you project, the way you talk to her, the way you give eye contact. That is all explained in the original Seduction Science book and you will get amazing results even if you're so butt-ass ugly that you make horses bolt when they see you. But you can really speed up your successes to super-sonic speeds by taking care of your "look". It never hurts to have it in your arsenal. And that's what this book is about.

So how do we go about creating this initial positive state of attraction in the women we want and love?

Women love tans. A tan really stands out if everyone around you is white as a lily. Of course getting a tan is not relevant to everyone – especially if you're dark skinned, in which case you're already ahead of the game!

Having a tan used to mean you were poor. A poor farmer usually spent all day out in the sun working the fields while upper class tried to remain as light skinned as possible – light skin was a sign of wealth. "Proper" ladies hid themselves underneath an umbrella when they went out. In the 1960's however, attitudes began to change. Having a tan was now a sign of wealth. If you had a tan, it was a sign that you didn't have to work and that you could spend all day at the pool.

The only problem is that sun exposure over time wrinkles your skin and makes it feel like alligator leather. Sun exposure also increases your chance of deadly skin cancer. Volume II will show you the secret of getting a golden tan *without* the side effects.

As for fashion, women enjoy being with a man who is well dressed. Being well dressed expresses to women your confidence and success. Scientific studies have shown that people, both men and women, treated you radically different based on how you're dressed.

Unfortunately, most men have no idea what they're doing when it comes to clothes and colors. If one of these men is you, you're doing yourself a big disfavor. Did you know the *first thing* a woman looks for are how nice your shoes are? Most men wear sneakers – big mistake! Volume II will give you exact fashion tips that you can follow.

What really gets a women going is the site of a nice, hard body. It's been shown that most women like the muscular, toned type rather than a super-skinny body, a fatty body, or an overly muscular body. The problem is, most men eat way too much or eat way too little – they don't know how calories work and how the body processes foods. They don't know to pack the muscle on.

Though you can easily make a woman attracted to you despite having a less than ideal physique, having a nice, muscular, toned body will give you a one up over everyone all of the Burger King and beer drinking slobs out there. You don't have to be one of them. And women will be impressed. Volume II will show you all the answers you never knew.

How about Pheromones? How about scents that trigger animal lust in the opposite sex? Do those really work? And what do women really like to smell on you? Volume II has the answers.

And probably the one factor that is most important of all for seducing women – your smile! A simple smile and eye contact will create instant fixation of the girl onto you, especially since 99% of the other men aren't doing it! Unfortunately, most guys are embarrassed about their smile and try to hide it. Volume II will show you how to make care of your smile once and for all – in just one day!

So get the work done that you need to get done. Don't push yourself to look like a model as fast as you can. Remember, these tips are meant to be *fun*. If they're not fun, change your strategy.

Now go out there, enjoy yourself, send me your stories, and get laid like a rock star!

Regards,

Derek Vitalio

## Getting the Perfect Tan



I've found that women LOVE men with nice, golden tans. Face it, having a tan is a sign of wealth in today's culture – it means you have the leisure time and money to spend getting a tan. And this can send very attractive signals to women. That, and the fact that so few people are tan it looks exotic.

I got interested in the idea of having tan skin when I noticed most of the hot women were tanned. Maybe it's their tans that make them hot, or maybe it's just that hot women tend to get tanned. Or maybe it's all a media-induced hallucination. The reason is not what's important – what's important is that you can use this to your advantage.

I use to walk around white as Casper because my skin did not naturally tan at all. No one ever complimented me on my skin. Things only got worse when I stayed in Miami, home to thousands of golden tanned Latina women. On the beach I stuck out like a fucking S.O.S. beacon. The sun reflected so intensely off my white ass that it blinded people chicks through their sunglasses.

Eventually, after months of experimentation, I figured out the secret of getting a golden nice tan. And I definitely notice the difference with women. They're even MORE friendly and eager to have some "fun" with me now that I looked golden. Here are your options.



### Tanning Beds

Hold on just a minute! I'm sorry, but there is no such thing as a "perfect" tan with tanning beds.

Tanning beds produce large quantities of UV light and **doubles** your risk of developing the most common forms of skin cancer. In fact, you are better off getting sunburned red once in a while than being exposed to a little UV light from a tanning bed each day.

The industry is quick to claim that their beds are safe, but don't be fooled. ANY tan is damaged skin that is more likely to wrinkle and sag than skin that hasn't been tanned. Over time, you may notice certain undesirable changes in the way your skin looks and heals. Skin that has a dry, wrinkled, leathery appearance early in middle age is a result of UV exposure.

I know from first hand experience... I tried using a tanning bed for a while and only came out reddish every time. I often felt sick, like I had a fever.

To put it simply, you cannot tan without damaging the skin. Tanning offers some protection against burning but chronic exposure causes permanent skin damage. Stay away from tanning beds!

So is there any hope for you, oh whitest of whitey boys? Yes there is!!



## Sunless Tanners

I've personally used sunless tanners with great success. You may have heard a lot of horror stories of people looking like they've taken baths in turpentine, but when applied properly no one will be able to tell your "fake" tan apart from a "natural" tan.

The first time I used a sunless tanner I did it ALL WRONG and was lazy about following the directions. I used a product that was too dark for my skin and ended up with streaky hands and ears. You can learn from my mistakes and get your perfect tan the first time around.

First, here are some frequent questions about sunless tanners that I hear:

### **Will the sunless tanner stain my bed sheets brown?**

If you go to bed within 2 hours of applying sunless tanner, you may stain your sheets brown and stink them up. I simply wear bedtime clothes to bed and this solves the problem.

### **Will sunless tanner make my skin look orange?**

Sunless tanners are much better than they were when they first came out in the '60s. The tone they give you looks completely natural, although it varies from product to product.

### **Will sunless tanner cause streaks?**

Apply tanner in a circular motion instead of up and down. This prevents any streaks from developing. Avoid applying it to your ears. Only apply it to the tops of your hands by holding your fingers tightly together.

### **What about my legs?**

Sometimes I don't bother with my legs. I rarely wear shorts and my legs never show. This way I can get done with the application faster and I dry faster. I also spend less money.

### **How long does it last?**

I've found that an application lasts about 3 to 4 days for me, although some products claim they last over a week. I generally reapply every 3 to 4 days with occasional extra touch ups for my hands.

### **Does sunless tanner fade naturally?**

Yes. For the most part, sunless tanner fades out gradually and remains natural looking as it fades.

### **Do some parts of the body fade faster than others?**

I've found that my hands tend to fade faster than the rest of my body. What I do is give my hands and extra application every once in a while.

### **How much does an application cost?**

It depends on what sunless tanner you're using. You can reasonably expect to pay at least \$5.00 worth of cream for a full body application.

### **Does sunless tanner make you have a smell?**

A lot of the sunless tanners have unusual smells that stick with you unless you shower it off. Unfortunately, you shouldn't shower for at least 2 or 3 hours after application. That's why I suggest you apply the tanner at night at least an hour before you go to bed and then shower in the morning.

## **What products do you recommend?**

Personally, I use Banana Boat Soft Medium Blend. It's great because I can find it at almost any drug store and it gives my very light skin a nice, golden glow.

Best Light Products Australian Gold Espresso Dark Tanning Milk, Banana Boat Sunless Tanning Soft Medium Blend, Hawaiian Tropic Herbal Self Tanning Foam Medium/Dark, Kava Kava Dusk, Neutrogena light/medium lotion, SUN Laboratories Luxurious Self Tanning Milk, Yves Rocher Monoi de Tahiti Express Bronze Self Tanner

Best Medium Products Au Courant, Beauticontrol Sunlogics, The Body Shop Fake It, Jan Tana Fast Tan, Jan Tana Golden Sunless Tan, John Abaté International Sunless Tanning Lotion, Malika Native Tan, Neutrogena Medium Deep and Deep Glow lotion, Paula's Choice Almost the Real Thing Self-Tanning Gel, Zia Solar Intelligents

Best Dark Products Banana Boat Deep Dark Blend, Beach by Strong Products, Clinique Self-Sun Self-Tanning Lotion Dark, Neutrogena Sunless Tanning Foam in Deep and Extra Deep, SUN Laboratories Dark Sunsation, Supre Colour Shimmering Self Tanning Mousse

## **Word of Warning!**

Sunless Tanner is NOT sunscreen. Even if you LOOK dark, your skin will burn raw and red just as easily as you normally would. Don't be fooled by your own image! Always wear sunscreen.



## **How to Apply Sunless Tanner**

### **Give yourself time**

After you apply sunless tanner, it will be about two hours before you can wear normal clothes and go somewhere. You might continue to smell as well, unless you shower. That's why I always apply sunless tanner an hour or two before I go to bed. That way the cream has time to work all night and I can shower the residue off in the morning.

## **Items you'll need**



Have these items handy before you start.

- Self-tanner
- An available bathroom
- Cotton washcloth to exfoliate your skin
- Soap
- Ordinary skin lotion
- Fingernail scrub brush
- Sponge paintbrush with a handle to reach your back
- Latex gloves
- Cosmetic sponges

### **Step #1) Shower**

Take a shower and use the cotton washcloth to remove dead and dry skin by rubbing your skin gently in a circular motion. Pay particular attention to the lower half of your legs, knees, ankles, tops of feet, and elbows.

### **Step #2) Preparation**

Take a few minutes to dry and apply ordinary skin lotion to your feet and ankles, knees, elbows, hands, wrists, face, neck, and any area with fine lines. This will help give you a more even application.

Make sure you put on latex gloves on your hands at this point. This will prevent your hands from getting badly stained.

### **Step #3) Apply Self-Tanner**

Apply in the following order.

- 1) **Legs:** Start with your legs, doing an entire leg at a time. Apply quickly but thoroughly, spreading in a circular motion to avoid streaking. Go around your leg, not up and down it. Be careful not to miss any areas.
- 2) **Ankles & Feet:** For your ankles and feet, spread the self-tanner from your legs onto your ankles and the tops of your feet. Use as little as possible in this area. Do not apply it directly to your toes, your heels, or the sides of your feet.

- 3) **Torso:** Work up and stop at your neck. Apply the self tanner to your entire torso before applying it to your arms. Use the sponge paintbrush to apply self tanner to your back.
- 4) **Arms:** Don't forget under your arms and the sides of your torso.
- 5) **Hands:**
  - Remove your gloves and moisturize your hands with lotion.
  - Lightly wipe sunless tanner onto the backs of your hands with a cosmetic sponge. Hold your fingers tightly together to avoid getting any lotion between them.
  - Wash your fingernails with a fingernail brush.
  - Apply ordinary lotion to the backs of your hands, gently blending it all over your hands and onto your wrists.
  - Wash the palms and fingernails.
- 6) **Face & Neck:** Apply sparingly to this area, because this part of your skin takes to self tanners quite well. Apply especially sparingly to your forehead hairline area. Don't forget to apply it behind your ears.

#### **Step #4) Dry**

Avoid contact with everything and everyone for at least fifteen minutes, 30 minutes ideally. After fifteen minutes, you can put on loose clothes while you are drying. Do not put on street clothes, exercise, or clean the house, or do anything that will make you sweat for one hour.

Avoid contact with water (like taking a shower for instance) for the first three hours, eight hours ideally. That's why I recommend applying only before you go to bed.

#### **If your knees / elbows / ankles / feet / wrists are too dark**

To keep it from happening again, apply lotion to your knees and elbows before applying the sunless tanner, then remove most of the sunless tanner about fifteen minutes after application. You can do this by lightly dampening some tissue and rubbing it gently over your elbows and knees, or by applying a little more lotion, then wiping that off. Also, thoroughly exfoliate your old tan so that you don't get a build-up.



## Mystic Tanning Booths

If that's all too complicated for you, your solution might be a new product called "Mystic Tan". A Mystic Tan Booth sprays a fine mist of sunless tanner over your body evenly. The particles are polarized and use your body's own magnetic properties to attract particles to every part of the skin. This removes the possibility of streaking and getting dark concentrations at your knees and elbows. The result is an instant, even application of sunless tanner in one session which only takes a few minutes.

A Mystic Tan booth will run you about \$30,000 dollars, but you can find one at your local tanning salon. The one near me costs \$25 an application, but it's worth it if you have the money. Over doing it yourself, you'll save time, hassle, and the possibility of screwing up.



## Getting the Perfect Style

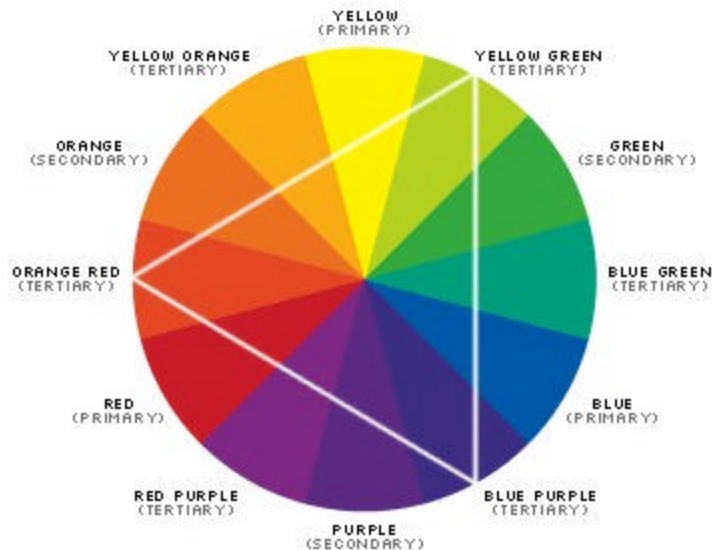


Knowing how to dress is more important in succeeding with women than you think. Scientific studies over and over have proven that how you dress drastically affects how other people treat you. Most people size each other up in less than 30 seconds.

So instead of complaining about why girls can't see the REAL you through your clothes, why not take advantage of human nature and use it to your advantage by controlling how women respond to you?

## Meaning of Colors

Colors will often create an emotional state in a woman. Different colors speak different emotions. What emotions and feelings do you want her to get from you?



BLACK -- Elegance, authority, dignity, sophistication, seductive, mystery

GRAY -- Brainy, class, efficiency, sophisticated, confidence

BLUE -- Loved, high regard, knowledge, trust, serious, responsibility, social status, caring, good health, tranquil, intuitive, trustworthy, calm, honest, loyalty, integrity

WHITE -- Virtue, clean, status

GREEN -- Relaxing, compassion, prosperity, prestige, growth, abundance, vitality, harmony, efficiency

AQUA --motivated, active, dynamic

TURQUOISE --Refreshing, cool, imaginative, innovative, youthful

LIGHT BLUE -- Peaceful, sincere, affectionate

INDIGO -- Knowledge, power, integrity

PURPLE -- Spiritual, passionate, visionary, regal, respected, dignified, luxurious

LAVENDER -- Romantic, imaginative, fantasy

MAGENTA -- Outrageous, imaginative, innovative

GOLD -- Illumination, wisdom, prestige, expensive

SILVER --Prestige, cold, scientific

Avoid mixing too many colors or else you'll look gay. I once wore rich-blue jeans with a button shirt that had yellows and oranges in it – my friend told me I looked like Paul Bunion. One day I was waiting at the train station wearing my colorful shirt, and this dude came up to me and told me I was very beautiful! I told him thanks but that I don't swing that way. Needless to say, I never wore that shirt again!

## **How to Dress**

### **Stripes**

Horizontal stripes make the eye move left and right, making you look fatter. Vertical stripes cause the eye to move up and down giving you a thinner look. I once knew this chubby chick who liked to wear this shirt with big, horizontal lines on it. It looked awful and made her look fat. In general, I would suggest avoiding stripes altogether.

### **Dress up**

I learned from my friend that you should always drop a notch above everyone else. That way you stand out from the crowd and women NOTICE you because you stand out – and in a stylish, handsome way. I often find myself in clubs where the guys are dressed in sneakers, jeans, and t-shirts while I'm wearing \$150 black shoes, black pants, and a form fitting shirt with a bit of sparkle in it. Once you can get past the fact that you look a little different from everyone else, you'll quickly find girls looking you over much more. I always get complements on what I wear. In fact, I've had women approach me just to ask me about my clothes – THEY try to pick ME up.

After all, when you walk down the street, which girl do YOU notice more? The girl in old sneakers and jeans or the girl in a clean, colorful, tight, stylish dress? Even if no one else is in style you notice the girl who is... and maybe even give her extra points because she stands out that much more.

### **Shirt**

If you're buff, wear a tight shirt. I suggest you wear a color that contrasts your skin – a black shirt if you have light skin, a white shirt if you're black or deeply tan. Avoid button up shirts with short sleeves unless you have really thick arms - they make you look scrawny.



### **Underwear**

Almost every girl I've ever slept with has told me her favorite underwear are boxer-briefs. They give you the sexiness of boxers yet give you the support of briefs. I wear black ones to contrast my light skin and regularly get complements on them.

### **Shoes**

Most women will scrutinize your shoes. I know this sounds weird, but your shoes are one of the MOST important pieces of clothing. For starters, don't wear sneakers. I know most men do wear sneakers, but you're not most men are you? Sneakers look childish and show dirt very easily.

Instead, go with brown or black dress shoes, even when you're in casual situations. Trust me, the girls will definitely notice and you'll distinguish yourself from all the other slob. My favorite brand is Florsheim – I wear a pair of Florsheim Imperials (see pic) whenever I go to a bar, a club, or out on the town with a girl. I wear brown for more casual situations like meeting a girl for coffee at a coffee house.



And one other tip related to shoes: Your socks should match your trousers rather than your shoes if possible.



## **Jackets**

Need a jacket? I suggest going with leather. Leather never goes out of style and suggests the “bad boy” image that girls fantasize about. A nice leather jacket will also make skinny guys look thicker in the body and buff.

## **Accessories**

I like to wear a nice, silver watch. It's the equivalent of a bracelet for a man. Get rid of that black, plastic watch you have – it just looks kiddie and tacky.

I also sometimes wear a silver, metal chain around my neck to get that “bad boy” look, especially if I go to a dance club. I've found it looks best when I tuck the chain under my shirt.

A ring is also a popular accessory for men. Wearing a simple ring can be very elegant and stylish at the same time. Go for simplicity and elegance. Be careful with gold rings – they can look tacky and over-opulent.

## **Where to go next**

To get more specific advice on color and style, visit your local Mean's Wearhouse store (find store locations on [www.menswearhouse.com](http://www.menswearhouse.com)). I've found that their clerks are highly trained and will give you advice not only on the perfect clothes to pick out, but also give you advice regarding what you're wearing when you came in.

## Getting the Perfect Body

One thing I've noticed is that babes like trim, muscular guys. It is definitely to your advantage if you can create that feeling of attraction inside of her with just your looks alone. But most men are too fat or too thin. In either case, they're lacking in lean muscle mass. This chapter will show you how what you eat and how you exercise affects your body.



### The low-down on calories

We all tend to think of calories and food, but calories really apply to anything with energy. A calorie is the amount of energy it takes to raise the temperature of 1 gram of water 1 degree Celsius. The calories listed on food packages are actually kilocalories (or a 1,000 normal calories). So a donut that contains 300 calories (or kilocalories) has enough energy to heat 300,000 grams of water 1 degree.

All foods are a combination of carbohydrates, protein, and fat. Once you know how many carbohydrates, proteins, and fats are in a food, you can figure out how many calories the food contains.

1 gram of Carbohydrates contains 4 calories

1 gram of Protein contains 4 calories

1 gram of Fat contains 9 calories

As you can see, 1 gram of fat has TWICE the amount of calories as protein or carbohydrates, so if you need to lose weight off that gut of yours, you need to cut back on the amount of fat you eat.

### How many calories you need

2,000 calories is the rough average of what a person needs in a day, but your body might need more or less than 2,000 calories. Factors like your weight, height, age, and how much exercise you get all help to determine you many calories you need to eat. To calculate how many calories you need, there are three many factors you should take into consideration:

1. Basal metabolic rate (BMR)
2. Physical activity
3. Thermic effect of food



Your **basal metabolic rate (BMR)** is the amount of energy your body needs to function at rest, accounting for 60% to 70% of calories burned in a day. That means over 60% of the calories you eat are required just to keep your heart beating and your body temperature steady! You can use this formula to calculate your BMR.

$$66 + (6.3 \times \text{body weight in lbs.}) + (12.9 \times \text{height in inches}) - (6.8 \times \text{age in years})$$

My own BMR is 1,989 calories for instance.

The second factor, your **physical activity**, includes everything from running, walking, and just moving around. Check Appendix A in the back of the book to determine how many calories you need depending on how much physical activity you do and depending on your weight.

The **thermic effect of food** is the final addition to the number of calories your body burns. This is the amount of energy your body uses to digest the food you eat -- it takes energy to break food down to its basic elements in order to be used by the body. To calculate the number of calories you expend digesting food, multiply the total number of calories you eat in a day by 10%.

The total number of calories a body needs in a day is the sum of these three calculations.



### The Yin-Yang of calories: Good Versus Evil

Consider what happens when you eat more calories than what your body actually burns. If you eat an extra 3,500 calories over a period of time, your body will gain 1 pound of new fat.

3,500 extra calories = 1lb of new body fat

However, if you *burn* 3,500 calories more than you eat, either by eating less or exercising, you'll lose 1lb of fat.

The beauty of exercise is that it raises your metabolic level not only when you exercise – but your metabolic level increases a few hours **AFTER** you've finished exercising! For a few extra hours you'll be burning calories faster than normal.

So, does it matter whether you're getting calories from protein, carbohydrates, or fat? In the end no – a calorie is a calorie – a carbohydrate calorie is no different than a fat calorie. A calorie is simply a unit of energy. As long as you continue to burn up what you're stuffing into your mouth, you will keep your current weight. And as long as you eat more than you burn, you'll gain weight.

However, your body has a hard time converting carbohydrates and proteins into body fat. Fatty foods are converted into fat more easily which means it's a good idea not to eat too much fatty food. Although fats are necessary for the body to function properly, no more than 30% of your daily calories should come from fat.



### Getting That Ass Into Shape

When you exercise, many of your organs work in concert to help you exercise. Your heart speeds up to pump blood faster and your stomach stops digesting so that it doesn't waste energy that your muscles need.

The body has several different ways to create energy. These different ways work in phases. Energy comes from three different ways to the muscles, in this order:

1. the phosphagen system
2. the glycogen-lactic acid system
3. aerobic respiration

**Phosphagen System** - When you first start exercising, the muscle cells already have some energy for immediate use, but only enough to last for about 8 to 10 seconds. This is why you can have an intense "burst" of energy when you first begin exercising.

**Glycogen-Lactic Acid System** – Here energy is created more slowly but lasts for about 90 seconds. The muscle cells are using anaerobic metabolism, meaning without oxygen, and product a waste product called lactic acid. Because this way of creating energy doesn't require oxygen, it gives your lungs time to get going. However, the lactic acid builds up and that's what makes your muscles hurt and feel sore.

**Aerobic Respiration** – After a few minutes you begin breaking down calories in a process called aerobic respiration. This is where your fat and that gut of yours get broken down for energy.

Carbohydrates are burned first, then fats, and if you're starving then your proteins get broken down last. Aerobic respiration produces energy at a slower rate than the others, but can last for hours.

Once you begin exercising, the amount of oxygen available to your muscles can increase over 10 times. But only 25% of the energy you use is converted into motion - the rest is lost as heat and your body needs to get rid of it. Your skin throws off extra energy and feels hot and begins to sweat. The sweat evaporates from your skin, cooling it.

### **Packing on muscle**

You have two kinds of muscle fibers, fast twitch and slow twitch. Fast-twitch fibers contract faster and deliver a greater amount of force. Slow-twitch fibers develop force more slowly, but can maintain contractions for longer. Your genes determine how much of what kind of muscle fiber you have, but most people have an equal distribution of both fiber types.

As you exercise, especially in resistance training, these muscle fibers increase in size. Protein in particular also feeds the fibers, allowing them to expand. If you want to gain muscle mass, you need to eat enough protein and put resistance on your muscles.

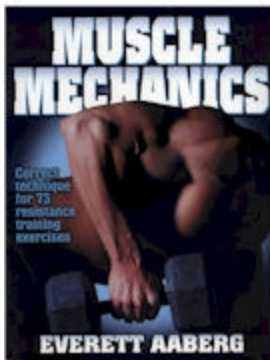
What I do is hit the gym 5 times a week for about 60 to 90 minutes, alternating which muscles I work out. I then eat 5 meals a day, each with 20 to 40 grams of protein. This diet and exercise program has worked for me. If you want to construct your own program, I recommend that you read the following sources!



## Muscle & Fitness Magazine

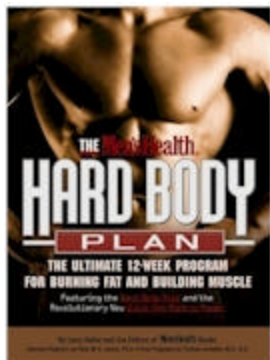
<http://www.muscleandfitness.com/>

I've found Muscle & Fitness magazine to have a lot of great diet and exercise tips for gaining more muscle mass. I have a subscription, but you can save money by reading it in your local bookstore. My only criticism is that it can get a bit repetitive after a while, but each issue contains a few gems.



## Muscle Mechanics by Everett Aaberg

This book simply rocks! It shows you with photographs exactly how to perform over 70 exercises to work out every part of your body from your legs to stomach to arms to chest. For a while I use to bring this book with me to the gym to make sure I was doing the exercises properly. I highly recommend you check out this one.



## The Men's Health Hard Body Plan : The Ultimate 12-Week Program for Burning Fat and Building Muscle by Larry Keller and Lou Schuler

Good for beginners who need some structure to get started, this book gives you a step-by-step program to help you get off your butt and begin building that killer bod. The book is full of photographs making it easy to follow and tells you how to get in and out of the gym without spending too much time. From the editors of Men's Health Magazine. I highly recommend this one.

## Getting the Perfect Scent



Women have a better sense of smell than men do, so the #1 rule about smelling good is above all, smell clean. North Americans seem to have this obsession with bathing, so you should at least shower and shampoo daily. Yes, daily. Health wise, you don't actually need to bathe that often, but everyone in this society expects that so if you want to be successful with women, do it. Body odor and greasy hair are not in.



### How to choose a cologne

Go to the men's cosmetics counter of a nearby department store. Find an attractive sales lady and ask her what her opinion is. Most women have their favorites and will recommend their picks. What they'll do is spray samples onto pieces of paper so that you can decide which one you like best. Buy whatever is on sale – there's no need to purchase the most expensive one.

In the morning, after you shower, spray a little onto each wrist, behind each ear, and on the back of the neck. Don't put cologne directly on your clothes or it will smell like that forever. And if you have a girl waiting, don't put it directly on your dick because it tastes nasty!

Here are some of the more popular brands:

America	Curve	Joop!
Azzaro	Dolce & Gabbana	Kouros
Bijan	Drakkar	Lacoste
Boss	Dune	Lagerfeld
Boss Elements	Escada Pour Homme	Nautica
C. Herrera	Escape	Obsession
CK Be	Estee Lauder	Paco Rabanne
CK One	Eternity	Paul Sebastian
Claiborne	Giorgio	Polo Sport Extreme
Claiborne Sport	Guy Laroche	Safari
Contradiction	Hugo	Tommy

## Deodorant

I use “Obsession for Men” by Calvin Klein. I’ve found that the cheaper brands can actually make your underarms smell *bad*. If you can, match your deodorant with your cologne and you’ll be all set.



## Pheromones... fact or fiction?

Pheromones have long been found in mammals like rodents and pigs. However, the concept of pheromones in humans... or a “scent of sexual attraction” has been debated by scientists for years.

It’s been shown that women who live closely with each other adjust their menstrual cycle timing each other. A recent study of a group of women had them smell perspiration from other women. It caused their menstrual cycles to speed up or slow down depending on the time of month the sweat was collection – before, during or after ovulation. This was the first proof that people respond to pheromones.

Recently, scientists have detected evidence that the human brain responds to pheromones. 12 men and 12 women had their brains scanned while they smelled the hormones estrogen and testosterone. Estrogen caused men to experience blood flow to their groin area, but it had no effect on women. The testosterone however caused heightened blood flow in women, but not the men.

Another study found that 74% of the people who tested Athena, a commercial pheromone developed by Dr. Cutler, experienced an increase in hugging, kissing and sexual intercourse.

However, the exact pathway for detection of pheromones in humans is still not known. Other animals have a vomeronasal organ (VNO) which acts like a “sixth sense” to perceive pheromones. Some scientists think they’ve found pits inside our nostrils that might be VNOs, but may no longer work.

However, most researches, even those who have found some evidence for the existence of human pheromones, still believe that the subject is an open question and requires further research.

As for myself, I have heard some people swear by them, and hear others say they tried them but didn't get any results. There is no scientific evidence that pheromone cologne will work for you or for anybody. You also have to take into account the placebo effect.

If you have the money, I suggest you give pheromones a try. It can't hurt, and that's the only way you'll really know. But if you don't have thousands of dollars to burn, I suggest you spend your hard-earned money on more proven techniques (like joining a gym) and wait for further research to come out.

### **Pheromone Products**

Most of pheromone products inflate their claims in order to sell their product. There is very little independent, scientific evidence to back these claims up. However, if you want to find out more about Pheromones, check out the book "*The Scent of Eros : Mysteries of Odor in Human Sexuality*" by James Vaughn Kohl.

Scent of Eros    <http://www.pheromones.com/>

Athena         <http://www.athenainstitute.com/>

Various         <http://www.love-scent.com/>

## Getting the Perfect Smile



Smiling is critical to scoring with women. A nice smile lightens the mood and makes women put their defenses down. A nice smile can turn a bad day for a woman into a good day. So be sure to smile at everyone you meet at the same time you make eye contact. Just the very act of smiling will make you feel great and you'll radiate a good attitude automatically. Once your smile becomes automatic, you'll find that a great smile and a little eye contact is a great way to meet any woman you desire.

Unfortunately, not everyone keeps very good care of their teeth and they're embarrassed to smile very much. You may even have an okay smile, but it could use a little improvement to give you that boost of confidence that you need. Your genetics, your age, smoking, drinking coffee and colas will all stain your teeth over time. So what can you do about? Read on.



### Avoiding Ugly Stains

A common little trick I use is to always use a straw when drinking a dark cola. This way the soda never makes contact with your teeth and runs straight down the back of your throat. Yes, you lose a little bit of the taste, but you keep that smile white for longer. Besides, you really shouldn't be drinking soda, all it does is give you empty calories.

Believe it or not, I ALWAYS use a little straw when drinking coffee (often your coffee stirrer will work). Coffee is very hard on your teeth. You may lose a little taste, but what you get is worth the "cost".

And... quit smoking! Cigarettes cause yucky yellow and brown stains to appear on your teeth after time. Just another reason to give up the cancer causing little devils.

### Whitening Toothpaste

Whitening toothpaste can remove stains that are on the outside of the teeth. However, whitening toothpaste and professional dental cleanings will not remove the deeper stains. That's why most



peoples' teeth only get 1 to 3 shades whiter with toothpaste whiteners. This is the simplest and cheapest option, but give the weakest results.



## Tray Systems

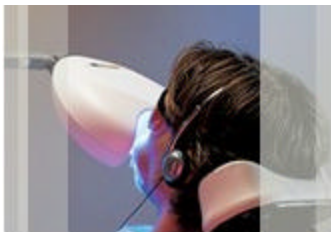
In my personal experience, personal tray systems from the local drugstore are a pain in the ass. First of all, the trays never seem to fit quite right. Look for a system where you boil the plastic tray in hot water and then mold it to your teeth.

Also, you have to wear the tray for hours every week – often for 30 minutes twice a day! – and many of us simply don't have the time. It can also taste bad and I'd often have moments where drool was running down my chin.

If you are looking to get a professional tray system from your dentist, expect to pay at least \$400 and then needing an update every year for about a 5 to 6 shade improvement. However, this option is costly and time consuming compared to new technology employed by BriteSmile.

## What are the side effects?

Some people experience temporary tooth sensitivity to hot and cold. This usually goes away in the first week however. You may also experience some spotting, which means you simply didn't apply the gel evenly enough in the tray.



## BriteSmile

Web site: [www.britesmile.com](http://www.britesmile.com)

## How does BriteSmile work?

First, they coat your teeth with some transparent goop and force your lips apart so that all of your teeth are exposed. Then they put this module up to your mouth that emanates a blue light all over your teeth. That's it. If you want to know how it all *really* works I have no idea – do your own research! It was somewhat uncomfortable, but they let me watch television and change the channels which helped pass the time.

### How long does it take?

The procedure really does only take about 60 minutes. It's not very comfortable, as your mouth is forcibly stretched open the whole time, but they get you in and out very quickly.

### How long does it last?

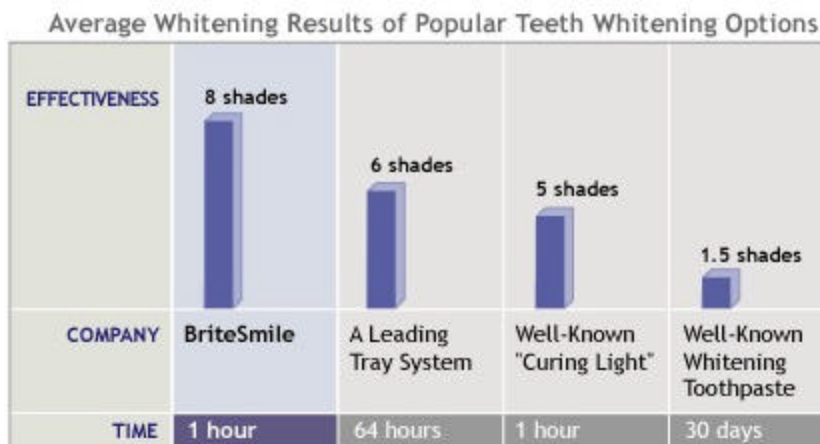
BriteSmile lasts anywhere from 1 year to 10 years, depending on what you eat and how well you take care of your teeth.

### How much does BriteSmile cost?

About \$500.

### How many shades does it brighten?

BriteSmile claims they shade 8 or more shades, although your results will vary. In my case, I found a significant improvement in my teeth's whiteness which has lasted over a year now?



### Is BriteSmile safe?

Yes. It's harmless to surface enamel and dental work. However, do you have your teeth cleaned before you have the procedure done.

### Any minor side effects?

I found that my teeth where super extra white for the first week after treatment. Actually, I LIKED them being that white, they looked really good. I was a little surprised and disappointed when the whiteness dulled a little after about a week.

### **What else should I look out for?**

What they don't you is that after you have your \$500, 1 hour treatment, they try to sell you VERY expensive BriteSmile brand toothpaste and mouthwash in a package which costs \*yet another\* \$500! The toothpaste and mouthwash package is optional, but they will claim that you need this special toothpaste and mouthwash to be sure your results will last.

Personally, I said "no way!" and a year later my results have lasted. I believe this is where they make their real money but in my experience it's completely unnecessary. If they push you to buy, stand firm and say no thanks.

## Appendix A: Calorie chart

The number of calories you burn in a given activity.

Activity (1 hour)	130/lbs	155/lbs	190/lbs
Aerobics, general	354	422	518
Aerobics, high impact	413	493	604
Aerobics, low impact	295	352	431
Archery (nonhunting)	207	246	302
Automobile repair	177	211	259
Backpacking, general	413	493	604
Badminton, competitive	413	493	604
Badminton, social, general	266	317	388
Basketball, game	472	563	690
Basketball, nongame, general	354	422	518
Basketball, officiating	413	493	604
Basketball, shooting baskets	266	317	388
Basketball, wheelchair	384	457	561
Bicycling, <10mph, leisure	236	281	345
Bicycling, >20mph, racing	944	1126	1380
Bicycling, 10-11.9mph, light effort	354	422	518
Bicycling, 12-13.9mph, moderate effort	472	563	690
Bicycling, 14-15.9mph, vigorous effort	590	704	863
Bicycling, 16-19mph, very fast, racing	708	844	1035
Bicycling, BMX or mountain	502	598	733
Bicycling, stationary, general	295	352	431
Bicycling, stationary, light effort	325	387	474
Bicycling, stationary, moderate effort	413	493	604
Bicycling, stationary, very light effort	177	211	259
Bicycling, stationary, very vigorous effort	738	880	1078
Bicycling, stationary, vigorous effort	620	739	906
Billiards	148	176	216
Bowling	177	211	259
Boxing, in ring, general	708	844	1035
Boxing, punching bag	354	422	518
Boxing, sparring	531	633	776
Broomball	413	493	604
Calisthenics (pushups, sit-ups), vigorous effort	472	563	690
Calisthenics, home, light/moderate effort	266	317	388
Canoeing, on camping trip	236	281	345
Canoeing, rowing, >6 mph, vigorous effort	708	844	1035
Canoeing, rowing, crewing, competition	708	844	1035
Canoeing, rowing, light effort	177	211	259
Canoeing, rowing, moderate effort	413	493	604
Carpentry, general	207	246	302
Carrying heavy loads, such as bricks	472	563	690
Child care: sitting/kneeling-dressing, feeding	177	211	259
Child care: standing-dressing, feeding	207	246	302
Circuit training, general	472	563	690
Cleaning, heavy, vigorous effort	266	317	388
Cleaning, house, general	207	246	302
Cleaning, light, moderate effort	148	176	216
Coaching: football, soccer, basketball, etc.	236	281	345
Construction, outside, remodeling	325	387	474
Cooking or food preparation	148	176	216
Cricket (batting, bowling)	295	352	431
Croquet	148	176	216
Curling	236	281	345
Dancing, aerobic, ballet or modern, twist	354	422	518
Dancing, ballroom, fast	325	387	474
Dancing, ballroom, slow	177	211	259
Dancing, general	266	317	388
Darts, wall or lawn	148	176	216
Diving, springboard or platform	177	211	259
Electrical work, plumbing	207	246	302
Farming, baling hay, cleaning barn	472	563	690
Farming, milking by hand	177	211	259
Farming, shoveling grain	325	387	474

Fencing	354	422	518
Fishing from boat, sitting	148	176	216
Fishing from river bank, standing	207	246	302
Fishing in stream, in waders	354	422	518
Fishing, general	236	281	345
Fishing, ice, sitting	118	141	173
Football or baseball, playing catch	148	176	216
Football, competitive	531	633	776
Football, touch, flag, general	472	563	690
Frisbee playing, general	177	211	259
Frisbee, ultimate	207	246	302
Gardening, general	295	352	431
Golf, carrying clubs	325	387	474
Golf, general	236	281	345
Golf, miniature or driving range	177	211	259
Golf, pulling clubs	295	352	431
Golf, using power cart	207	246	302
Gymnastics, general	236	281	345
Hacky sack	236	281	345
Handball, general	708	844	1035
Handball, team	472	563	690
Health club exercise, general	325	387	474
Hiking, cross country	354	422	518
Hockey, field	472	563	690
Hockey, ice	472	563	690
Horse grooming	354	422	518
Horse racing, galloping	472	563	690
Horseback riding, general	236	281	345
Horseback riding, trotting	384	457	561
Horseback riding, walking	148	176	216
Hunting, general	295	352	431
Jai alai	708	844	1035
Jogging, general	413	493	604
Judo, karate, kick boxing, tae kwan do	590	704	863
Kayaking	295	352	431
Kickball	413	493	604
Lacrosse	472	563	690
Marching band, playing instrument(walking)	236	281	345
Marching, rapidly, military	384	457	561
Moto-cross	236	281	345
Moving furniture, household	354	422	518
Moving household items, boxes, upstairs	531	633	776
Moving household items, carrying boxes	413	493	604
Mowing lawn, general	325	387	474
Mowing lawn, riding mower	148	176	216
Music playing, cello, flute, horn, woodwind	118	141	173
Music playing, drums	236	281	345
Music playing, guitar, classical, folk(sitting)	118	141	173
Music playing, guitar, rock/roll band(standing)	177	211	259
Music playing, piano, organ, violin, trumpet	148	176	216
Paddleboat	236	281	345
Painting, papering, plastering, scraping	266	317	388
Polo	472	563	690
Pushing or pulling stroller with child	148	176	216
Race walking	384	457	561
Racquetball, casual, general	413	493	604
Racquetball, competitive	590	704	863
Raking lawn	236	281	345
Rock climbing, ascending rock	649	774	949
Rock climbing, rapelling	472	563	690
Rope jumping, fast	708	844	1035
Rope jumping, moderate, general	590	704	863
Rope jumping, slow	472	563	690
Rowing, stationary, light effort	561	669	819
Rowing, stationary, moderate effort	413	493	604
Rowing, stationary, very vigorous effort	708	844	1035
Rowing, stationary, vigorous effort	502	598	733
Rugby	590	704	863

Running, 10 mph (6 min mile)	944	1126	1380
Running, 10.9 mph (5.5 min mile)	1062	1267	1553
Running, 5 mph (12 min mile)	472	563	690
Running, 5.2 mph (11.5 min mile)	531	633	776
Running, 6 mph (10 min mile)	590	704	863
Running, 6.7 mph (9 min mile)	649	774	949
Running, 7 mph (8.5 min mile)	679	809	992
Running, 7.5mph (8 min mile)	738	880	1078
Running, 8 mph (7.5 min mile)	797	950	1165
Running, 8.6 mph (7 min mile)	826	985	1208
Running, 9 mph (6.5 min mile)	885	1056	1294
Running, cross country	531	633	776
Running, general	472	563	690
Running, in place	472	563	690
Running, on a track, team practice	590	704	863
Running, stairs, up	885	1056	1294
Running, training, pushing wheelchair	472	563	690
Running, wheeling, general	177	211	259
Sailing, boat/board, windsurfing, general	177	211	259
Sailing, in competition	295	352	431
Scrubbing floors, on hands and knees	325	387	474
Shoveling snow, by hand	354	422	518
Shuffleboard, lawn bowling	177	211	259
Sitting-playing with child(ren)-light	148	176	216
Skateboarding	295	352	431
Skating, ice, 9 mph or less	325	387	474
Skating, ice, general	413	493	604
Skating, ice, rapidly, > 9 mph	531	633	776
Skating, ice, speed, competitive	885	1056	1294
Skating, roller	413	493	604
Ski jumping (climb up carrying skis)	413	493	604
Ski machine, general	561	669	819
Skiing, cross-country, >8.0 mph, racing	826	985	1208
Skiing, cross-country, moderate effort	472	563	690
Skiing, cross-country, slow or light effort	413	493	604
Skiing, cross-country, uphill, maximum effort	974	1161	1423
Skiing, cross-country, vigorous effort	531	633	776
Skiing, downhill, light effort	295	352	431
Skiing, downhill, moderate effort	354	422	518
Skiing, downhill, vigorous effort, racing	472	563	690
Skiing, snow, general	413	493	604
Skiing, water	354	422	518
Ski-mobiling, water	413	493	604
Skin diving, scuba diving, general	413	493	604
Sledding, tobogganing, bobsledding, luge	413	493	604
Snorkeling	295	352	431
Snow shoeing	472	563	690
Snowmobiling	207	246	302
Soccer, casual, general	413	493	604
Soccer, competitive	590	704	863
Softball or baseball, fast or slow pitch	295	352	431
Softball, officiating	354	422	518
Squash	708	844	1035
Stair-treadmill ergometer, general	354	422	518
Standing-packing/unpacking boxes	207	246	302
Stretching, hatha yoga	236	281	345
Surfing, body or board	177	211	259
Sweeping garage, sidewalk	236	281	345
Swimming laps, freestyle, fast, vigorous effort	590	704	863
Swimming laps, freestyle, light/moderate effort	472	563	690
Swimming, backstroke, general	472	563	690
Swimming, breaststroke, general	590	704	863
Swimming, butterfly, general	649	774	949
Swimming, leisurely, general	354	422	518
Swimming, sidestroke, general	472	563	690
Swimming, synchronized	472	563	690
Swimming, treading water, fast/vigorous	590	704	863
Swimming, treading water, moderate effort	236	281	345
Table tennis, ping pong	236	281	345
Tai chi	236	281	345

Teaching aerobics class	354	422	518
Tennis, doubles	354	422	518
Tennis, general	413	493	604
Tennis, singles	472	563	690
Unicycling	295	352	431
Volleyball, beach	472	563	690
Volleyball, competitive, in gymnasium	236	281	345
Volleyball, noncompetitive; 6-9 member team	177	211	259
Walk/run-playing with child(ren)-moderate	236	281	345
Walk/run-playing with child(ren)-vigorous	295	352	431
Walking, 2.0 mph, slow pace	148	176	216
Walking, 3.0 mph, mod. pace, walking dog	207	246	302
Walking, 3.5 mph, uphill	354	422	518
Walking, 4.0 mph, very brisk pace	236	281	345
Walking, carrying infant or 15-lb load	207	246	302
Walking, grass track	295	352	431
Walking, upstairs	472	563	690
Walking, using crutches	236	281	345
Wallyball, general	413	493	604
Water aerobics, water calisthenics	236	281	345
Water polo	590	704	863
Water volleyball	177	211	259
Weight lifting or body building, vigorous effort	354	422	518
Weight lifting, light or moderate effort	177	211	259
Whitewater rafting, kayaking, or canoeing	295	352	431

## Notes