



An open letter to Britney Spears.

CATEGORY: FRAGRANCE AND PERFUME AND SCENT AND SUCH

Dear Britney,

Welcome to Australia! We're so happy to have you here, at last! I know our signature fauna are extremely excited to be held in your arms when you visit the zoo, which you most undoubtedly will do, because Beyonce did and so did P!NK and I believe Englebert Humperdink also, and everyone knows the best way to win over the locals is by holding a disinterested Koala bear and posing for the 62, 456 photographers who have been shadowing you since you hit the Kingy Smith tarmac. That or get drunk and wizzle wozzle around the set on Mornings with Kerri-Anne like one **Johnny Stamos**.

Now, I will be attending your concert next week of course, because WHAT FOOL WOULDNT? But also because I believe you will deliver a sterling performance full of emotion, foxy wrist swiveling, pole-dancing, lightning-pace costume changes, gigabuff backup dancers dancing seductively around and under you, and hopefully, some form of industrial-strength smoke machine. It is a little known fact that I own all of your albums, and can sing most of your songs word perfect, but then, what girl can't? Like loving sausages despite knowing what's in them, enjoying RnB and covering books in contact, it's a universal guilty pleasure.



Beauty Duty: News just in: Kim Kardashian's secret to amazing hair

With Kim Kardashian in town, it's no surprise that we're just a little bit excited here at PRIMPED HQ. We love her. She's simply dazzling. It's also no surprise that we're...[more](#)

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But mostly I would like to discuss your scent. Not YOUR scent, you personally, although I think we can all agree your pheromones must be both exceptionally alluring and incredibly potent, because you have managed to attract - and keep - brazillions of fans since your debut in The Good Ship Lollypop back in 1926. No, wait, since One More Time back in 1994. But I refer to your new scent, Circus Fantasy, which catapulted into Myer earlier this week and which will undoubtedly thrust itself into the number one position with great speed and fury, rather like your latest album did... and the one before that... and your last fragrance too... and the one before that.



I just sprayed some Circus Fantasy on my person, and I must say, Britney, this here is Signature Spears, which is less a retail outlet for faux-antique hunting tools, and more a reference to that juicy sweetness that punches through each of your fragrances. DON'T CHANGE THIS, Brit. This sweetness is incredibly appealing to so many Women in The World, considering you have sold over THIRTY MILLION bottles of fragrance since Curious shuffled in, all inquisitive and wide-eyed back in 2004.

It's probably worth mentioning, (because I'm sure you've got plenty of time to read paltry satire posing as fragrance reviews) that I wore Curious to it's sweet little death when it first came out, back when I worked at Cosmo, and wore micro-shorts-with-heels masquerading as 'Work Clothes,' thinking foolishly that such an outfit was entirely appropriate, because, well the girls inside the magazine wear that, why shouldn't the birds who create it? I'm quite certain this irrefutable logic trickles through the offices of Golfer's Digest, where they walk around in lemon sorbet polo shirts and candy-plaid slacks, lugging clubs around and occasionally bellowing, 'FOUR!'

I clearly remember being sent the sample, in a little unmarked squirter, and just thinking it was the most scrumptious thing I had ever smelled. I think the reason I liked it so much was because it was my first experience of a gourmand fragrance. It was like being handed a bag of mixed lollies or an outrageously decadent dessert, but in a bottle, and for my skin. As a proud advocate of the dessert industry, I was proud to flaunt the fact I was wearing Curious, even though - and please don't be offended Brit - I very much enjoy your music but am not, yknow, officially out as a "fan." That's probably the thing that strikes me as most impressive about your spectacularly high perfume sales, Brit. They're stand-alone successful. Sure, people may have originally bought them because of their attachment to your music and your dazzling smile and your red PVC jumpsuits, but such an archaic notion was soon dropped and people started buying them for the juice itself. Surely this is the sign of a truly successful celebrity fragrance.

But I wasn't the only one who loved Curious, was I! Gosh no. Girls bought it for themselves, Mums bought it for their daughters then thieved squirts each morning before work and daughters bought it for their sisters then

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had them kidnapped so they could steal it back. In fact, it was such a walloping great success that Curious set a new record for fragrance sales in Australia; it was the single biggest launch our market had ever seen. Second biggest launch? Fantasy. Each of your seven fragrances have launched with gobsmacking success, Brit, and despite your occasional penchant for head-shaving or babbling in a British accent, it's fair to say that you are the modern-day Grand Empress of Fragrance.

..Or perhaps you are the Grand Colonel of Fragrance, because there is some magic ingredient you and the folk at Elizabeth Arden seem to have mastered, which keeps the ladies coming back again and again, just like those 11 magic herbs and spices. Oh, goodness. I'm so sorry, I forgot the rule about 'No junk food talk.'

Circus Fantasy is less overtly sweet than the original Fantasy, in my opinion, Brit. Less cake and sugar; more fruit and vanilla. In fact, I would slide this manila (or should that be... vanilla?! Zing!) folder into the fruity floral file, what with those raspberry and apricot notes which morph quietly into bubbly, fresh peony and orchids, all ending triumphantly in a musky vanilla note that lingers quite solidly, but then, if anyone knows the trick to staying power, it's you!

I am quite sure the Women of The World will roll up, roll up for Circus Fantasy, Brit. You're serving up a marvelous spectacle of midriffs and swishy blonde hair and number one albums and and world tours right now, so why not add a best seller fragrance to the show. I think it's a wonderful synergy. Bravo, Miss Spears.

*All the very best with the tour, the perfume and love and noogies to Sean and Jayden,
Zo xo*

zoë THU, 05 NOVEMBER 2009 10:30AM

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How do you feel about putting nail polish remover on your cold sores?

It gets rid of them, I'll give it a go

I think I'll stick to Zovirax thanks

I don't get cold sores. Yippee!

It hurts like hell but it works