PRODUCT REVIEW

## Curaprox Toothpaste



What it is: A charcoal-based whitening toothpaste

Key ingredients: Activated charcoal (lifts stains); mica, titanium dioxide, and tin oxide (brighten teeth); ethyl menthane carboxamide (freshens breath)

How it looks/feels: It's a photo negative of your everyday toothpaste: jet black with blue flecks. Mid-brushing, the gel could pass for any other paste-nongritty and foamy with a mild minty flavor-until you eye the unnerving tar-covered appearance of your teeth and gums in the mirror.

Why we like it: Rather than bleaching (and potentially sensitizing) teeth, charcoal absorbs surface stains to return teeth to the shade they were approximately 5,185 coffee runs ago, says dentist Joseph Banker. It'll take a week or more before stains start to lift, but a mineral-based blue pigment subtly tints teeth so they look a bit brighter after one brushing. -JESA CALAOR

Above: Curaprox toothpaste and toothbrush.

## TAKING NOTES **Liquid Gold**

ooch is having a moment. Bourbon and American whiskey sales rose nearly 8 percent last year. And now fragrance brands are serving up scents with blatantly boozy accords. Phuong Dang Leather Up combines whiskey, rose, and suede for an effect so smooth, it skims the pulse points. Constructed with three primary notes, Elizabeth and James Nirvana Bourbon is spare, modern...dare we say neat? Cypress Fig by Apolis balances vanilla bourbon with splashy citrus, while Replica Jazz Club by Maison Margiela distills the swank and smoky essence of an upscale speakeasy. Shaken or spritzed, each of these scents has an earthy, assertive quality we find straight-up sexy. -LIANA SCHAFFNER



From left: Elizabeth and James Nirvana Bourbon, Apolis Cypress Fig, Maison Margiela Replica Jazz Club, and Phuong Dang Leather Up.



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CLOCKWISE FROM TOP LEFT: COURTESY OF