

## Fashion brand makes perfume for babies

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The luxury fashion brand Dolce & Gabbana (D&G) will soon sell a perfume for babies. The new fragrance will be in 50-ml bottles and will have a

price tag of \$45 dollars. D&G is the latest fashion house to make a perfume for infants. A D&G spokesperson said the new scent is, "designed to cuddle and pamper every little boy and girl". D&G boss Stefano Gabbana asked people on the website Instagram: "How can babies smell even sweeter than they already do?" His answer is a mix of honey, melon, orange and some secret ingredients. Gabbana explained how he made the fragrance. He said it smells like, "The softness of baby skin, the freshness of baby breath, a mother's sweet hug, and the first smile."

While the new fragrance will increase D&G's profits, childcare experts are questioning the need for babies to wear perfume. They also hope parents will use their common sense. Baby doctor Sandy Tomkins said a baby's skin is very delicate and sensitive. She warned that any product used on it must be 100% safe. She added: "The last thing a mother wants is for her little one to smell nice but then have a nasty red rash." Skin doctor Jose Fernandez warned of soreness and irritation. Many people might agree with Britain's Daily Mail newspaper that babies already smell sweet enough. It wrote: "The smell of a freshly washed baby is universally understood as one of the sweetest scents in the world."

Sources: *New York Daily News* / *Daily Mail*

### Writing

*Creating a perfume for babies is crazy.* Discuss.

### Chat

Talk about these words from the article.

*luxury / fashion / brand / perfume / babies / smell / secret / ingredients / first smile / profits / childcare / experts / common sense / skin / delicate / rash / smell sweet*

### True / False

- D&G started selling perfume for babies last year. T / F
- The perfume is only available in half-litre bottles. T / F
- D&G isn't the first company to make perfume for babies. T / F
- The D&G boss said the perfume has the smell of a baby's breath. T / F
- Childcare experts said perfume for babies was a great idea. T / F
- A baby doctor suggested the perfume may harm a baby's skin. T / F
- A U.K. newspaper wrote that babies smell bad. T / F
- The newspaper said a baby after a bath has a very sweet smell. T / F

### Synonym Match

- |                 |                  |
|-----------------|------------------|
| 1. brand        | a. specialists   |
| 2. tag          | b. widely        |
| 3. infants      | c. make          |
| 4. cuddle       | d. contents      |
| 5. ingredients  | e. doubting      |
| 6. experts      | f. babies        |
| 7. questioning  | g. horrible      |
| 8. fragile      | h. hug           |
| 9. nasty        | i. easily broken |
| 10. universally | j. label         |

### Discussion – Student A

- What do you think childcare experts are worried about?
- What do you think of parents who put perfume on their babies?
- Should the perfume have a warning label on it about skin rashes?
- Is baby perfume a sign that the world is crazy?
- Do you like perfume?
- What do you like and dislike about babies?
- Is the smell of a freshly washed baby "one of the sweetest scents in the world"?
- What questions would you like to ask D&G boss Stefano Gabbana?

## Phrase Match

- |                                  |                           |
|----------------------------------|---------------------------|
| 1. The luxury fashion            | a. tag of \$45 dollars    |
| 2. The new fragrance will be in  | b. delicate and sensitive |
| 3. a price                       | c. ingredients            |
| 4. melon, orange and some secret | d. scents in the world    |
| 5. The softness of baby          | e. washed baby            |
| 6. parents will use their common | f. 50-ml bottles          |
| 7. a baby's skin is very         | g. brand                  |
| 8. have a nasty red              | h. sense                  |
| 9. The smell of a freshly        | i. skin                   |
| 10. one of the sweetest          | j. rash                   |

## Discussion – Student B

- What do you think of babies?
- What do you think of the idea of perfume for babies?
- What would be a good name for the baby perfume, and why?
- Is it important for babies to smell sweeter than they already do?
- What do you think of the ingredients in the perfume?
- What does "the softness of a baby's skin" smell like?
- How can "a first smile" have a smell?
- Do you think the perfume will be successful?

## Spelling

- ruluxy fashion brand
- The new anegrarc will be in 50-ml bottles
- a perfume for nsitafn
- eidndesg to cuddle
- secret nergtidnesi
- the freshness of baby erbhat
- ricsneea D&G's profits
- common snees
- a baby's skin is very eletcdia and sensitive
- have a tanys red rash
- Fernandez warned of rsseeson
- sylrnuealvi understood

### Answers – Synonym Match

1. c	2. j	3. f	4. h	5. d
6. a	7. e	8. i	9. g	10. b

## Role Play

**D&G boss** - You think your baby perfume is great. Tell the others three reasons why. Make the doctor believe it is 100% safe. Tell the baby (s)he will love it because everyone will kiss him/her. Tell the parent his/her baby will have many friends because of the nice perfume smell.

**Skin doctor** - You are very worried about the new perfume. Tell the others three reasons why. Tell the D&G boss (s)he is only interested in profits and the perfume is dangerous. Tell the parent (s)he is crazy if (s)he buys the perfume. Tell the baby that the D&G boss and his/her parent doesn't know what is good for babies.

**Parent** - You really want to buy the new perfume for your baby. Tell the others three reasons why. You are a little worried about it. Ask the D&G boss about the safety of the perfume. Tell the doctor your baby will be OK. Tell your baby (s)he will be even cuter if (s)he wears the perfume.

**Baby** - You think the idea of baby perfume is stupid. Tell the others three reasons why. Tell the D&G boss you think the police should arrest him/her for child abuse. Tell your parent you want new parents if (s)he buys the perfume. Ask the doctor what bad skin problems you could get from the perfume.

## Speaking - Babies

What's best about babies? Rank these and share your rankings with your partner. Put the best at the top. Change partners often and share your rankings.

- |                   |                               |
|-------------------|-------------------------------|
| • their eyes      | • the softness of their skin  |
| • their smell     | • the sound of their laughter |
| • their smile     | • their playfulness           |
| • their cute size | • the sight of them sleeping  |

### Answers – True False

a	F	b	F	c	T	d	T	e	F	f	T	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.