

# SCENTS OF SUCCESS

## O.G. TRADES SWEATS FOR COLOGNE TRADE

Ofer (O.G.) Gabriel, a former bodybuilder, was Mr. Israel in 1983 and moved from Israel to the United States in 1985. He studied business at College of the Desert and started a successful personal training business.

In the last three years, though, his interests and nose were caught by fragrances. Working with a local chemist and using only American products, he produced his first cologne, OG Original. Entranced with the heyday of the 1940s Palm Springs and Las Vegas crowd, the packaging and the smell emulates the era. The fragrances, Wise Guys, Wise Dolls and Poker Player, followed. Gabriel plans three more, Dice, Aces and OG Sport for bodybuilder types.

**FIRST TIME YOU WORE COLOGNE** When I was 18 and going to a family function. My dad shared the expensive stuff that he usually hid.

**FIRST THING YOU REMEMBER SMELLING** The aroma of my mom's pastries.

**WHAT DO YOU SMELL LIKE NOW?** Wise Guys; it's a morning scent, fresh and clean.

**BEST REACTION TO YOUR FRAGRANCES** "OG, I'm going to sue you. I can't get those women off me when I wear this cologne."

**YOUR NEXT GREATEST ACCOMPLISHMENT** My exercise videos and books for seniors and executives. They come out October 1.

**SECRET TO A STRONG HEALTHY BODY** Drinking water...working out with weights...cardio...stretches...never dieting...and a good sense of well-being

**SECRET TO A HEALTHY MIND** Reading a lot instead of watching television. The brain is like a muscle and needs to be exercised.

**HOW WOULD YOU LIKE TO BE REMEMBERED?** As an achiever who helped a lot of people mentally and physically

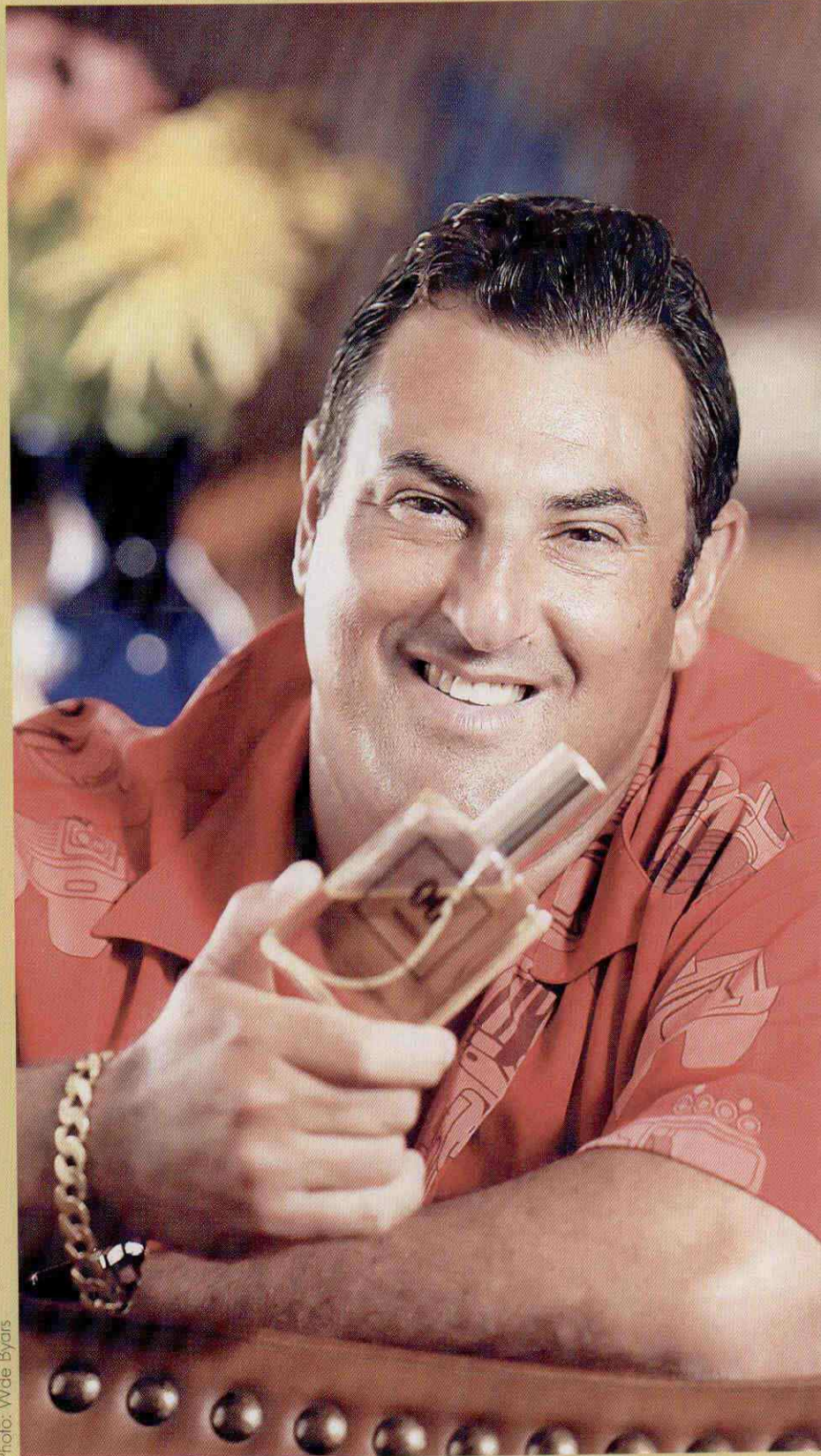


Photo: Wade Byars