

Most Baby Boomers Finding It Harder To Feel Good About Their Appearance, Survey Finds

(NAPSA)—Baby boomers are needlessly sacrificing style for things they swore they would never wear, according to a recent nationwide survey. Although they said they would never be seen dead in them, more than half of boomers (52 percent) say they are wearing bifocals and other fashion faux pas including jogging suits (19 percent), overalls (13 percent) and “granny glasses” (11 percent). Just because the signs of aging are starting to show, however, it doesn’t mean you have to give up looking good.

For the second year in a row, Varilux conducted the Boomer Watch survey of 1,000 baby boomers nationwide to gain insight into the culture, attitudes, ideals and concerns of this influential generation to reveal how they see themselves in 2002.

Boomers are now reaching for their bifocals because of the onset of an age-related eye condition called presbyopia, which everybody gets eventually but, according to the survey, most boomers (70 percent) don’t know anything about. Many image-conscious boomers are now in their forties and fifties and beginning to experience the first signs of this harbinger of middle age. However, they may be relieved to learn that, like wrinkles, gray hair and other signs of aging, presbyopia is treatable and doesn’t have to mean the sacrifice of personal style.

Boomers—with unprecedented access to technologically advanced solutions to the various signs of aging—don’t have to stand by and let aging take hold on their appearance.

The Laser Surgery Misconception

Nearly half (46 percent) of boomers surveyed in this year’s Varilux Boomer Watch said they would consider having laser eye surgery but unfortunately presbyopia is still unavoidable and incurable.

“Whether or not you’ve had eye surgery in the past, ultimately, the gradual effects of presbyopia will set in and you will need corrective eyewear by your mid-forties,” said optometrist Dr. Rodney Tahrán.

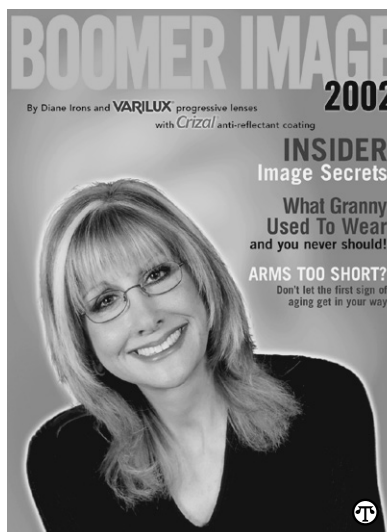


Image consultant to the stars Diane Irons offers expert tips for aging boomers.

In the past, presbyopia meant having to wear bifocals or carry around the kind of reading glasses that perch on the end of your nose. For today’s presbyopes, Varilux progressive lenses are the most technologically-advanced solution available, allowing them to see clearly at all distances and wear stylish frames that won’t get in the way of active, image-conscious baby boomers’ lifestyles, or their look.

Image is Everything

Baby boomer, image consultant to the stars and best-selling author Diane Irons wears Varilux lenses and recommends them to celebrity clients who are experiencing the first signs of presbyopia but want to maintain their age-defying look.

“It all starts with having to hold the menu or newspaper at arm’s length in order to read the print, and the next thing you know, you’re in the drugstore trying on the ‘granny glasses’ you once swore you’d never wear,” says Irons. Varilux progressive lenses are a wonderful way to correct presbyopia in style, without the conspicuous bifocal line or the annoying ‘jumps’ in vision found in other treatment options.”

Reduced vision is one of the top three health concerns and one of the first signs of aging for baby boomers, according to this year’s

Varilux Boomer Watch survey, which also found heart disease and aging at the top of the health concern list.

This year’s Varilux Boomer Watch survey also found that most boomers (86 percent) feel it is harder than ever to feel good about their appearance, but were not likely to consider surgical procedures like facelifts, liposuction, implants and tummy tucks. This doesn’t necessarily mean that these boomers have to just grin and bear the signs of aging. According to Diane Irons, there are easy ways to look and feel better that don’t involve cosmetic surgery.

Free Booklet Offer: Insider Secrets

Did you know that egg whites can be used for a temporary face lift? Or that hemorrhoid cream gets rid of puffiness under the eyes? Irons offers dozens of easy, age-defying image tips for boomer men and women, including advice on avoiding some of the common age-related fashion faux pas, in a free booklet, Boomer Image 2002, which can be requested by visiting Varilux.com. Consumers can also request a free copy by calling toll-free, 1-866-VARILUX.

“The advanced lens technology in Varilux restores natural vision to presbyopes and allows them to choose stylish, flattering frames,” says Cynthia Lee-Ryden, director of communications for Essilor of America, the makers of Varilux progressive lenses. “The addition of Crizal® anti-reflective coating helps reduce scratches, eyestrain and headaches while giving wearers the ability to make real eye contact, instead of hiding their eyes behind reflections on their lenses. We’re excited to show boomers that treating presbyopia doesn’t mean compromising their look.”

The Vision Council of America recommends that boomers visit their eye care professional at the onset of any changes, to be tested for presbyopia, and once each year thereafter. For more information about presbyopia or to find an eye care professional near you, visit Varilux.com.