



# WOMEN'S HEALTH

## How Do Women Really Feel About Aging?

(NAPS)—Here's a new look at the old idea of women's desire to look younger.

In a recent survey of women over 30 conducted by Olay Total Effects:

- **Eighty-two percent of women are honest about their age and are happy with it.** Today, more than ever before, women are accepting the aging process with grace and confidence.

- **Eighty-eight percent of women revealed that they had been mistaken for another age.** Eighty-four percent of those women aren't complaining—they were mistaken for being ten years younger.

- **Ninety-four percent of women have never lied about their age to a friend.** However, one third of these women *have* lied about their age to a co-worker or boss.

- **Overall, women feel they look their best in their 30s.** Women 65 and older, however, feel that women in their 40s look the best.

Women polled revealed that being in love, having a happy and fulfilling life and laughter are their top secrets for maintaining youthful looks. Forty-six percent of these women, however, would still prefer to look younger and noted the importance of taking a pro-active role in the anti-aging process, as the desire to "look your best" at every age was a common theme.

"Based on the results of this survey," said Olay Marketing Director Michael Kuremsky, "we know that the Olay Total Effects

### Percentage Of Women Who...

 **82%**

are honest about their age

 **88%**

revealed that they have been mistaken for another age

 **94%**

have never lied about their age to a friend



### A recent survey uncovered some surprising truths about women growing old gracefully.

line of skincare and cosmetics is on target with women's desire to look and feel their best."

The line includes *Total Effects Moisturizing Complex With UV Protection*, *Total Effects Daily Cleansing Treatments*, *Total Effects Age-Defying Foundation* and *Total Effects Lipcolor*. Each of these products is formulated with VitaNiacin, a combination of Vitamin B3 (niacinamide), Pro-Vitamin B5 (panthenol) and Vitamin E. This vitamin complex has been shown in Olay Total Effects to facilitate natural exfoliation to improve skin beauty, as well as improve skin health by enhancing skin's natural moisture barrier.

The Olay Total Effects Age Survey, conducted among 1,225 women of diverse ethnic and cultural backgrounds, was designed to better understand women's concept of aging and how they feel about it.