



“Beauty Comes of Age”

**Findings of the 2006 Dove global study
on aging, beauty and well-being**

September 2006

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Commissioned by Dove, a Unilever company

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FOREWORD:

DR. ROBERT BUTLER – INTERNATIONAL LONGEVITY CENTER

Dove's Campaign for Real Beauty is a reflection of a new sensibility and perspective on beauty in advancing age. It is an acknowledgement that people come in all sizes, shapes, colors and ages. The Dove survey and campaign comes at exactly the right time, given the extraordinary revolution in longevity that has been happening over the last hundred years.

With research studies showing that negative images may contribute to cardiovascular diseases and earlier death, the rapidly growing older population need not be bombarded with stereotypic images that reinforce unrealistic standards of unattainable beauty. Our personalities, our character, the individual lives we have led, and the depth of our relationships best define what is attractive and beautiful. As Eleanor Roosevelt stated, "Beautiful young people are accidents of nature, beautiful older people are works of art."

As a result of the unprecedented contributions from the scientific worlds of genomics and regenerative medicine, the 21st century promises us fresh additions to life expectancy. But the possibilities of a longer life must be matched by the greater maturity of society. While people of all ages will always enjoy feeling attractive, a person's physical appearance should not be defined by outmoded – even oppressive – societal expectations.

FOREWORD:

DR. NANCY ETCOFF – HARVARD UNIVERSITY

Baby boomer women changed the world, and they want to change it again. And they will. Dove's third global research initiative "Beauty Comes of Age" documents the real life of 1,450 women 50-64 years of age in nine different countries as they tell the truth about aging, beauty and well-being. I am proud to have collaborated on this ground-breaking research, together with StrategyOne, Dr. Susie Orbach and Dr. Robert Butler.

What words do we have to describe the years 50-64? "Mature," "middle-aged," "old" or the newest word in research, "the young old." All are fraught with negative stereotypes. It is no surprise that the women in our study rejected them. Only 16% of women this age would use the word "old" to describe themselves" In fact, 59% would use the word "young" perhaps because they have no other word currently that describes the qualities that they embody.

No generation revealed more in its chronological youth than this one. This was the generation that said "don't trust anyone over thirty." Then they became thirty, and forty, and then fifty and now sixty. The years of post-youth did not change them, they changed how these years are lived and experienced. Now they want to change how these years are seen and understood. They want the world to know that the qualities they had assumed vanished with age have nothing to do with age, but endure. They are as optimistic, engaged, active, alive, sexual, smart, rebellious, and outspoken as ever.

They are poised to redefine youth and age as something more than the number of years lived but as an essential quality of being alive and thriving in the world. In this definition youth isn't being twenty, and therefore youth isn't something one spends one's adult life either mourning or mimicking. Being 50 or 60 doesn't mean looking back in nostalgia or regret or forward in fear or dread. It is about seizing the moment and making it count.

Our findings are in line with a host of new research on well-being that shows that happiness and satisfaction do not decline at this age, but increase. In fact, what declines are many negative emotions, such as fear and anger.

All ages have their challenges and the women in our study also express their concerns about everything from wrinkles and sagging skins to aches and pains and loss of loved ones. They are not pollyannas, but hopeful realists.

Their biggest gripe is with the stereotypes they encounter and their invisibility in the media that surrounds them. Women of this age seldom see themselves in advertisements and in the media. When they do, they tend to see women who take enormous pains to remove any visible signs of age or have these signs erased in the photographs. They see people playing by the old rules: mourn your youth or mimic it. Whatever you do, don't reveal the dirty secret of your age. Well, the secret is out and now it must be made visible.

Women are tired of closeting themselves about the subject of age. They want to be seen authentically, in the diversity of their beauty, as smart and active, as sexy and attractive and as worthy of admiration and affection. They want to strip off the veil put on their age and be revealed.

Take a look.

FOREWORD:

DR. SUSIE ORBACH – THE LONDON SCHOOL OF ECONOMICS

UNLIKELY REVOLUTIONARIES

I am too young to be old, proclaim the women in this landmark global study. How I live my life has so little in common with my mother's when she was this age that I can't think of myself as old. And yet, I am not a youngster. I've been around the block, I don't look like a kid and I don't act like a kid. There's dignity and grace and yes, energy that comes with who I am and what I have lived. But you'd never know it. You'd never know that women like me, who still enjoy their lives and haven't metamorphosed into old grannies, existed from today's media. We're almost invisible and if we are visible then we are supposed to be trying to pass for younger, do away with the skin and the body of a 50 to 60 year old and try to reflect those women – in their mid to late thirties – who are in the anti-ageing advertisements, selling us a mantra that age can be defied.

Women today between fifty and sixty five, are part of a vibrant generation that changed how women have been seen and what it has been possible for women to do. In this sense their lives have been very different than those of their mothers. They have had entered new territories at work, fought for a different understanding of intimate relationships, changed an authoritarian family, deepened their friendships with women and with the help of scientific advances, insisted that their sexuality need not be linked with reproduction. For the first time mothering became more of a choice. In every decade this generation of women has entered, they have found new ways of being thirty and new ways of being forty. They are, not surprisingly, finding new ways of being fifty and new ways of being sixty.

The results of this global study show the complexities of womanhood in our time. Women are staking out novel ways to live against a background of what has been hitherto impossible. They are not entirely comfortable as they edge into spaces and activities and self conceptions for which there has been no previous support. They want to be accepted for who they are but their desires are sometimes constrained by the historical ways in which they have been marginalized or effaced. Women struggle with revealing their age and with doing things that appear too 'youthful'. Yet, understandably, they don't want to be locked out of activities which they wish to partake in.

When it comes to beauty, they are acutely sensitive to the codes about what is and is not appropriate for women of their age group even as they actively rewrite the rules. They grapple with culturally specific taboos which deem certain beauty and physical practices out of bounds for the over forties. Sometimes these taboos are challenged and defied and sometimes they are enacted. Women of this age group trail blaze for the generations who follow who are unaware of the risks and costs of the challenges they are making and who can, happily, step into the territories that have been opened up for them. Globally, women over fifty want better and truer representation in the media and in popular culture

including the specifics of beauty creams and make up where there is a strong desire for age accurate products.

Women over fifty today are acutely aware of standing in a new place. They are more confident, more financially independent, healthier, more involved in society, more outspoken, more socially engaged and enjoying better sex than they did when they were younger. Above all, they believe that it is time that society changed its attitudes towards women and ageing. Whether still raising children, looking after elderly relatives or free from immediate familial caretaking, women across class and across cultures are active in shaping their worlds and even where this is goes unrecognized in popular culture, they will continue to do so.

ABOUT DOVE'S GLOBAL WHITE PAPER RESEARCH

Background of Dove's Global White Paper Studies

Through the White Paper studies, Dove has sought to inform new thinking on beauty and well-being, and the impact of beauty stereotypes in popular culture.

- WP1 (2004) sought to generate and legitimize a new philosophy and dialogue with women globally about beauty and well-being. This foundation helped foster a new debate about the ways beauty could be portrayed and embraced in a more positive and inclusive fashion – breaking from currently existing stereotypes of beauty.
- WP2 (2005) aimed to isolate the harmful beauty stereotypes girls and women are socialized to as they mature. The findings are being used to foster a new conversation among girls, women and mothers around beauty and self-esteem – in the hope of positively transforming the socialization of beauty and self-esteem for future generations of young girls.
- WP3 (2006) takes the next step with beauty socialization with a specific focus on aging. The study aims to expose existing stereotypes around beauty and aging, as well as provide compelling intelligence to re-conceive and re-shape the perspective on aging and beauty for future generations of women.

The White Paper studies extend Dove's ongoing commitment to encourage more girls and women of all ages, sizes and cultures to feel beautiful every day through its advertising, communications, products and programs (e.g., Dove Self-esteem Fund).

White Paper 3 – Guiding principles

- The Challenge – Validating the existence of harmful aging stereotypes and associated stigmas felt by women over 50 related to beauty, appearance, role/importance in society, sexuality and fulfillment.
- The Impact – Understanding the role age-related stereotypes and associated stigmas have on shaping and influencing women's beliefs about their beauty and appearance, and their engagement with beauty, sexuality and daily life.
- The Opportunity/Solution – Exploring a new perspective on aging and beauty which positively influences women's perceptions and practices around aging, beauty and well-being. Validating that a new and changing generation of women over 50 exists which defies current expectations. Creating a mission of beliefs and practices which enhance a woman's experience around aging rather than create shame, isolation or poor morale around this natural process.

STUDY METHODOLOGY

The study “Beauty Comes of Age” was managed by StrategyOne, a specialist applied research firm based in New York. StrategyOne adopted an academic approach to explore and validate many assumptions about aging, beauty and well-being among women 50-64.

Collaborators

StrategyOne collaborated with leading academics and experts in aging, beauty, body image and self-esteem to provide expert guidance and support to the study hypotheses, quantitative research design, and analysis, including:

Dr. Robert Butler – President and CEO of the International Longevity Center (ILC), a policy research and education center, as well as Professor of Geriatrics and Adult Development at the Brookdale Department of Geriatrics and Adult Development at Mount Sinai Medical Center.

- Dr. Butler is a physician, gerontologist, psychiatrist, public servant and Pulitzer-Prize winning author. In 1975 he became the founding director of the National Institute on Aging of the National Institutes of Health, where he remained until 1982. In 1976, Dr. Butler won the Pulitzer Prize in the nonfiction category for **Why Survive? Being Old in America**. In 1982, he founded the Department of Geriatrics and Adult Development at The Mount Sinai Medical Center, the first department of geriatrics in a U.S. medical school, and served as Chairman and Brookdale Professor until 1995. In 1995 he became President and CEO of the ILC, while continuing as Professor of Geriatrics at Mount Sinai.

Dr. Nancy Etcoff – Harvard University professor and author of “Survival of the Prettiest.”

- Dr. Etcoff is a faculty member of the Harvard Medical School and the Harvard University Mind/Brain/Behavior Initiative and a practicing psychologist at the Massachusetts General Hospital Department of Psychiatry, where she is the Director of the Program in Aesthetics and Well Being. She is the author of **Survival of the Prettiest: The Science of Beauty** (Doubleday, 1999; Anchor, 2000) and is completing her second book on the science of happiness.

Dr. Susie Orbach – London School of Economics visiting professor and author of “Fat is a Feminist Issue.”

- Dr. Orbach is a psychotherapist who has written widely about mothers and daughters and body image issues. She is visiting Professor at the London School of Economics, is the author of 10 books, 60 journal articles and many more popular pieces. She is co-founder of The Women's Therapy Centre in London and The Women's Therapy Centre Institute in New York.

Global quantitative study

A proprietary global quantitative study was conducted to provide projectable, reliable and forward-looking insights.

The study consisted of a 1,450-respondent telephone survey conducted among women aged 50-64 in 9 countries.

Interviews were conducted in each of the following countries: the United States (USA), Canada (CAN), Mexico (MEX), Brazil (BRA), the United Kingdom (GBR), Italy (ITA), Germany (DEU), France (FRA) and Japan (JPN).

- In all countries, with the exception of the US and Japan, 150 interviews were conducted.
- Due to larger populations in the United States and Japan, 200 interviews were conducted.

Interviews were conducted using a telephone methodology to ensure a consistent approach and survey instrument across the nations surveyed. As such, the study is representative of the telephone-available female population 50 to 64 within the countries surveyed.

- However, where telephone penetration was a barrier, a targeted city approach was employed. For these countries, the results are representative of the major cities within these countries.
- A targeted city approach was utilized in:
 - Mexico: Mexico City, Guadalajara, Monterrey
 - Brazil: São Paulo, Rio de Janeiro, Recife, Porto Alegre

Interviews averaged 15 minutes and were conducted between June 8th and June 26th, 2006 using the telephone field services of TNS Global (Taylor Nelson Sofres).

The margin of sampling error at the 95% level of confidence is ± 2.6 for total respondents (1,450).

An asterisk ‘*’ next to a number indicates a difference from the corresponding audience(s) that is significant at the 95% level of confidence.

Methodology of previous white papers:

- WP1 (2004) 3,200 telephone interviews conducted among women 18-64 in the following countries: the US, Canada, UK, Italy, France, Portugal, Netherlands, Brazil, Argentina and Japan.
- WP2 (2005) 3,300 telephone interviews conducted among women 15-64 in the following countries: the US, Canada, Mexico, Brazil, the UK, Italy, Germany, Japan, China and Saudi Arabia.

STUDY IMPLICATIONS

Age-related stereotypes exist and influence women 50+ through various avenues

- Women surveyed globally acknowledge that stereotypes exist about women over 50, which center on their sexuality, productivity and appearance.
- Women receive cues about these stereotypes when being compared to men of the same age, when being compared to younger women, and when viewing popular culture and the media.
- Globally, women report that society and popular culture believe that women are most attractive and desirable in their thirties, although cultural variations do exist.
 - For countries like France, Italy and Brazil, the ideal age of beauty extends into their 40s, while in the US the ideal age centers more on women in their 20s. Few see the age of ideal beauty as 50 or beyond.

Women 50+ are at odds with aging – the same women sit on both sides

- On one hand, these women express security with aging and embrace it; yet on the other they yearn to be considered younger and acknowledge a society where aging is often hidden rather than celebrated.
- They are not concerned about aging in general, but express concern about the personal impact of specific aspects of getting older.
- These women do not believe their age-related appearance changes impact their self-esteem, yet they are concerned about specific physical aspects of aging and actively try to limit the impact. Further, they are reluctant to engage in activities, particularly being seen – when wearing revealing clothing or being photographed – due to their aging appearance.

Women today are bucking the move to the mature generation

- This paradox of aging may exist for these women because they do not believe they are the “new mature” generation. In fact, many believe they are too young to be old.
- These women at 50 believe they are living decidedly different lives than their mothers did at 50, including being financially independent, health-oriented, active in the workforce, attentive to their appearance and outspoken.
- Personal care is important to these women, with most reporting that it is important to care for rather than disguise their changing physical appearance.

As a generation of change, these women desire a new understanding of women and aging

- These women believe it is time to change societal views on women and aging.
- At the center of this change is the media, which women believe is currently misrepresenting or not representing them at all.
- Women globally want to see their value, confidence, intelligence and beauty better represented in the media and popular culture.
- Further, they want to be specially considered when health and beauty manufacturers are creating products for women.

DETAILED FINDINGS

I. ACKNOWLEDGING AGE-RELATED MISCONCEPTIONS AND STEREOTYPES

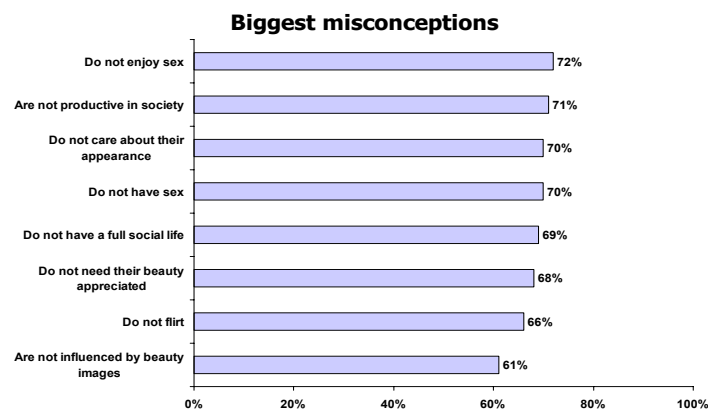
A skewed view of aging women:

A distorted view of women over 50 exists in society.

- Almost all of the women surveyed believe misconceptions exist about women over 50, largely centered on sexuality, productivity and appearance.
- These misconceptions abound for women of Germany, to a higher degree than seen for the other countries surveyed.
- Belief in these misconceptions is lowest in Japan.

A Skewed View Exists of Aging Women

93% believe misconceptions exist about women over 50 in society



Q24. - Which, if any, of the following are the biggest misconceptions about women over 50? That women over 50...? - Excludes none of these, don't know and refused

A Skewed View of Aging Women

Biggest misconceptions

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any Misconceptions	93%	93%	94%	96%	100%	87%	97%	97%	86%
Do not enjoy sex	76%	80%	57%	73%	78%	64%	89%	80%	58%
Are not productive in society	74%	77%	61%	73%	81%	70%	91%	80%	40%
Do not care about their appearance	70%	79%	65%	72%	82%	70%	88%	71%	45%
Do not have sex	78%	78%	54%	72%	78%	62%	92%	81%	43%
Do not have a full social life	76%	79%	49%	65%	80%	71%	88%	80%	41%
Do not need their beauty appreciated	77%	82%	58%	67%	82%	64%	86%	73%	29%
Do not flirt	71%	69%	51%	72%	73%	51%	90%	73%	45%
Are not influenced by beauty images	69%	69%	40%	71%	66%	67%	72%	62%	42%

Q24. - Which, if any, of the following are the biggest misconceptions about women over 50? -Excludes never, don't know and refused
That women over 50...?

Different views of aging are seen, dependent on gender.

- Nearly six in ten women globally believe that while men over 50 are viewed as distinguished, women over 50 are viewed as over the hill or past their prime.
- This sentiment is more strongly held in westernized cultures like the US, Canada and the UK but is only held by a minority of women in Brazil.

Different Views of Aging Depending on Gender

58% Agree – While men over 50 are viewed as distinguished, women over 50 are viewed as over the hill or past their prime

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
73%	68%	56%	34%	67%	60%	60%	45%	52%

Q26. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

Top 2 box of 5 pt. scale

Aging to invisibility:

Women over 50 are missing from beauty magazines.

- Nearly 60% of women globally believe that if magazines were reflective of a population, a person would likely believe women over 50 do not exist.
- This sentiment is most strongly held in Italy, followed by Germany, Canada and the US.
- While there are a handful of celebrities in their fifties globally who are challenging this perception, it is clear more work is needed.

Popular culture is also void of women over 50.

- Half of women globally believe their peers, women over 50, have become accustomed to not seeing women their age who look like them in popular culture.
- This sentiment is most strongly held in Italy, followed by the US – with Italy significantly higher than what is seen for the other countries surveyed.
- The UK, Germany and France, whose media have a broader spectrum of coverage of female images, are less likely to agree with this sentiment.
- Further, Brazilian women, who have seen women in their fifties rise in political power and play leading roles in telenovelas, are also less likely to agree with this sentiment.
- Japanese women are also less likely to agree with this sentiment, but for a different reason than noted by other countries. These women tend to turn to the media for influence on beauty ideals and are more likely to buy into these ideals.

Aging to Invisibility

57% Agree-- If beauty magazines were reflective of a population, a person would likely believe women over 50 do not exist

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
63%	65%	55%	53%	44%	77%	67%	46%	45%

51% Agree-- Women over 50 have become accustomed to not seeing women over 50 who look like them in popular culture

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
57%	53%	56%	45%	44%	76%	44%	43%	41%

Q27/Q28. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

Top 2 box of 5 pt. scale

Aging and appearance – not a fairytale:

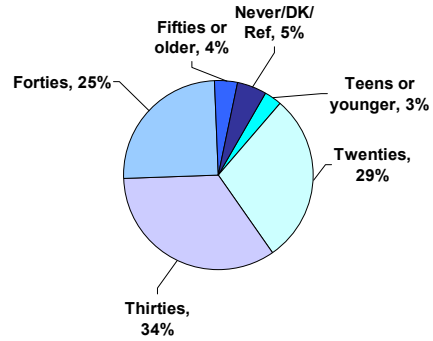
Women over 50 are viewed as past the age of ideal beauty.

- From the perspective of society and popular culture, women are most attractive and desirable in their thirties.
- Regionally there is some variance: the age of ideal beauty was younger in the US and the UK (29, 30), and older in Italy, France and Japan (34, 35, 36).
- In the US, more than half of women set the age of ideal beauty as 20s or younger (55%), followed by the UK, Canada and Germany (44%, 40%, 36%).
 - In contrast, this was only the case for 12% of French women, 17% of Italian women and 18% of Japanese women.
- This regional variance may be driven by local cultural icons which retain sexuality and attractiveness into middle age and beyond.
- Only 4% of these women believe women over 50 are at the age of ideal beauty.

The Age of Ideal Beauty

*Age at which
society and popular
culture believe
women are most
attractive and
desirable*

32



Q23. - At what age would you say society and popular culture believes women are most attractive and desirable in their lives?

The Age of Ideal Beauty

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Teens or younger	7%	1%	5%	8%	3%	1%	2%	1%	1%
Twenties	48%	39%	27%	18%	41%	16%	34%	11%	17%
Thirties	28%	32%	32%	32%	26%	34%	40%	46%	38%
Forties	12%	20%	30%	31%	22%	38%	13%	39%	27%
Fifties or older	4%	4%	4%	5%	3%	2%	6%	1%	9%
Average age	29	31	32	32	30	34	31	35	36

Q23. - At what age would you say society and popular culture believes women are most attractive and desirable in their lives?

-Excludes never, don't know and refused

A mirror image of societal view.

- This belief in the age of ideal beauty has been assimilated by women globally, who also report they themselves felt most attractive and desirable in their thirties.
- Importantly, the variance seen in societal ideal age regionally is not as apparent when exploring one's own ideal age of beauty.
- Only 10% of these women believe they themselves are most attractive and desirable at their current age.

Mirror Image of Age of Ideal Beauty

*Age at which
society and popular
culture believe
women are most
attractive and
desirable*

32

*Age at which
women feel most
attractive and
desirable*

34

Q23. - At what age would you say society and popular culture believes women are most attractive and desirable in their lives? Q6. At what age would you say you feel or felt the most attractive and desirable in your life?

Mirror Image of Age of Ideal Beauty

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Teens or younger	4%	3%	10%	13%	6%	3%	1%	0%	3%
Twenties	31%	21%	23%	19%	27%	14%	15%	16%	28%
Thirties	29%	33%	31%	28%	33%	34%	33%	38%	22%
Forties	25%	26%	23%	22%	22%	22%	31%	36%	17%
Fifties or older	9%	11%	6%	11%	4%	13%	6%	8%	18%
Average age	34	35	33	33	32	35	36	36	35

Q6. - At what age would you say you feel or felt the most attractive and desirable in your life?

-Excludes never, don't know and refused

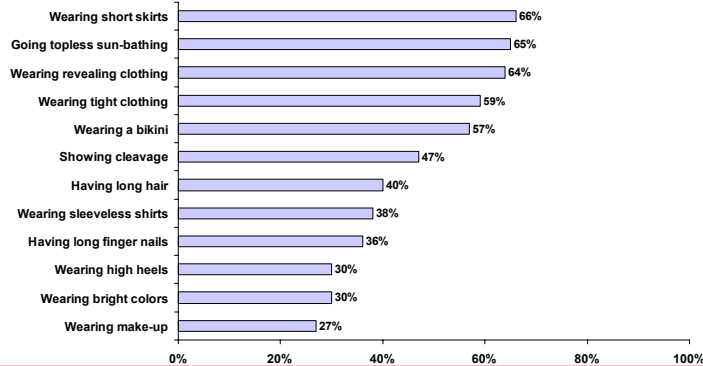
Age-related expectations of appearance – a double-standard exists.

- Nearly all of the women surveyed agree that society is less accepting of appearance considerations for women over 50 compared to their younger counterparts, especially when focused on the body – wearing short skirts, wearing revealing clothing, wearing tight clothing.
- American women, who appear to be more conservative, cited a higher degree of unacceptable appearance considerations than women of the other countries surveyed. Canadian women shared these sentiments.
- European countries, like the UK, Italy, Germany and France, were less likely than North American countries to find appearance considerations centered on revealing one's body unacceptable for women their age.
- Latin cultures, including Mexico and Brazil, believe society is much more accepting of these appearance considerations for women over 50 than the other countries surveyed.
 - However, these same countries were more likely to cite such appearance considerations as having long finger nails, wearing high heels, wearing bright colors and wearing make-up as unacceptable for women over 50 – a marked difference from the other countries surveyed.

Age-related Double Standard on Appearance

97% believe society is less accepting of appearance considerations for women over 50 than their younger counterparts, with showcasing one's body the least acceptable

Least acceptable appearance considerations



Q25. - Which, if any, of the following considerations is society less accepting of by women over 50 compared to younger women? -Excludes none of these, don't know and refused

Age-related Double Standard on Appearance

Appearance considerations less accepting of

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any of these	98%	100%	97%	99%	98%	96%	97%	92%	94%
Wearing short skirts	83%	73%	38%	44%	71%	70%	67%	81%	60%
Going topless sun-bathing	83%	72%	37%	52%	64%	60%	68%	67%	72%
Wearing revealing clothing	83%	78%	39%	49%	70%	51%	68%	69%	59%
Wearing tight clothing	80%	80%	41%	45%	65%	54%	56%	59%	43%
Wearing a bikini	80%	75%	41%	53%	56%	43%	47%	51%	59%
Showing cleavage	55%	44%	51%	51%	46%	46%	48%	21%	55%
Having long hair	47%	56%	36%	44%	41%	45%	43%	28%	26%
Wearing sleeveless shirts	44%	40%	46%	49%	45%	19%	51%	17%	31%
Having long finger nails	25%	33%	53%	44%	45%	26%	47%	20%	36%
Wearing high heels	23%	31%	42%	52%	37%	26%	32%	12%	22%
Wearing bright colors	20%	27%	36%	46%	38%	31%	38%	15%	20%
Wearing make-up	18%	22%	46%	48%	38%	21%	29%	9%	15%

Q25. - Which, if any, of the following considerations is society less accepting of by women over 50 compared to younger women? -Excludes never, don't know and refused

II: PARADOX OF AGING

Internal battle with perceptions of aging:

Embracing age.

- The majority of women globally report taking pride in sharing their age – particularly women from Mexico, Brazil and Italy.
- Further, these women state that they have never avoided mentioning their age or told people they were younger than they were.
 - Women of Germany and France were the most likely to report never having lied about their age.

The hidden truth.

- Yet, almost 70% of women globally agree that aging is often hidden rather than celebrated by women.
 - This was most often noted in Canada, followed by the US.
- Nearly all women surveyed say that it makes them feel good when someone tells them that they look younger.
 - This is a sentiment which is most often acknowledged in the UK, followed by Brazil, Canada and the US.

Paradox of Aging	
<i>86% take pride in sharing their age</i>	<i>91% say it makes them feel good when someone tells them that they look younger</i>
<i>79% have never avoided mentioning their age or told people they were younger than they are</i>	<i>69% agree aging is often hidden rather than celebrated by women</i>

Q8. - At what age, if ever, did you start to avoid mentioning your age or telling people you were younger than you are? [Never] Q15.-17. I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. [top 2 box - agree]

Embracing Age

Take pride in sharing their age

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
83%	75%	96%	94%	79%	94%	87%	77%	86%

Have never avoided mentioning their age or told people they were younger than they are

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
79%	74%	87%	88%	86%	45%*	90%	92%	73%

*32% of Italian women refused to respond to this question.

Q8. - At what age, if ever, did you start to avoid mentioning your age or telling people you were younger than you are? [Never] Q17. I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. [top 2 box – agree]

Hidden Truth

Makes them feel good when someone tells them that they look younger

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
92%	94%	87%	94%	99%	81%	94%	91%	91%

Aging is often hidden rather than celebrated by women

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
84%	87%	57%	55%	76%	67%	63%	77%	56%

Q15, Q16. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. [top 2 box – agree]

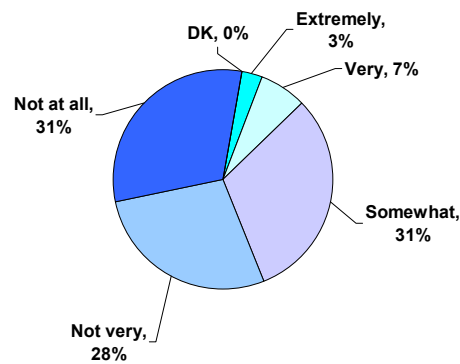
Concern with aging is derived by personal impact:

The idea of aging does not create concern for women over 50.

- More than half of women surveyed are not concerned with aging, and less than a third are only somewhat concerned.
 - Women from Mexico and Italy were the least likely to be concerned, with women from Japan, the US and Canada the most concerned.
 - In Japan, this sentiment may be driven by a changing social atmosphere that focuses on the value of youth.

Not Concerned about Idea of Aging

Nearly 60% say they are not concerned about aging



Q7. - How concerned are you, if at all, about aging? Would you say...?

Not Concerned about Idea of Aging

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Extremely/ very concerned	15%	14%	2%	8%	8%	6%	6%	9%	21%
Somewhat concerned	38%	43%	12%	21%	35%	20%	23%	39%	40%
Not very/ not at all concerned	46%	43%	86%	71%	57%	75%	71%	52%	39%

Q7. - How concerned are you, if at all, about aging? Would you say...?

-Excludes don't know and refused

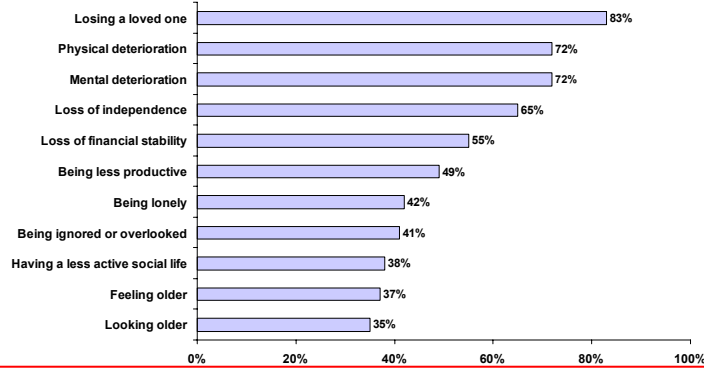
Yet, many specific aspects of aging are personally concerning.

- Nearly all women surveyed are personally concerned about specific aspects of aging – with the greatest degree of concern centered on losing a loved one.
 - This was most often cited by women from Italy and Mexico.
- This primary concern was followed by personal deterioration – physically and mentally.
 - The greatest concern about physical deterioration was cited by women from Japan and the US.
 - In comparison, women of Italy and Mexico had the greatest concern about mental deterioration.
 - Women from Italy held some of the strongest levels of concern about specific aspects of aging, particularly for loss of independence and being ignored or overlooked.
 - In addition, while looking older was among the least cited concerns, it was mentioned by a majority of Japanese women – ranking third overall.

Highly Concerned about Specific Aspects of Aging

98% personally concerned about specific aspects of aging

Aspects of aging most personally concerning



Q9. - Which of the following aspects of aging are most concerning to you personally? -Excludes none of these, don't know and refused

Highly Concerned about Specific Aspects of Aging

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any of these	95%	98%	99%	100%	100%	100%	97%	98%	97%
Losing a loved one	73%	72%	93%	89%	81%	95%	86%	84%	82%
Physical deterioration	83%	79%	57%	69%	79%	60%	57%	74%	86%
Mental deterioration	65%	72%	82%	77%	70%	97%	64%	80%	50%
Loss of independence	64%	69%	52%	72%	64%	81%	61%	78%	52%
Loss of financial stability	52%	53%	59%	66%	53%	58%	58%	45%	52%
Being less productive	46%	50%	73%	64%	46%	41%	44%	33%	46%
Being lonely	25%	44%	39%	52%	51%	54%	43%	53%	31%
Being ignored or overlooked	22%	44%	50%	59%	40%	64%	32%	50%	18%
Having a less active social life	21%	36%	36%	41%	36%	48%	45%	35%	48%
Feeling older	53%	41%	25%	19%	53%	43%	22%	27%	44%
Looking older	33%	40%	23%	24%	48%	23%	18%	20%	72%

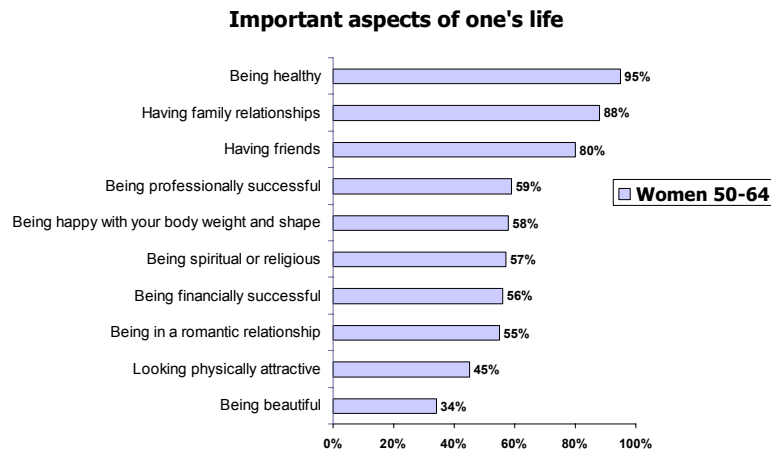
Q9. - Which of the following aspects of aging are most concerning to you personally? -Excludes none of these, don't know and refused

Importantly, this puts the various aspects of aging into context. Similarly, in WP1 (2004), importance of factors in one’s life were also explored to create a similar reference point for the ranking of beauty and appearance.

- In this case, health and relationships take precedence over physical attractiveness and beauty.

Importance of factors in one’s life

WP1 2004 – Women 50-64



WP1 2004 - B2-B11 – Now, I am going to read you a list of things that may be important in a person's life and I'd like you to tell me how important each of them is to you personally. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important". WP1 including the following countries: US, Canada, UK, Italy, France, Portugal, Netherlands, Brazil, Argentina, Japan. Top 3 box of 10 pt. scale

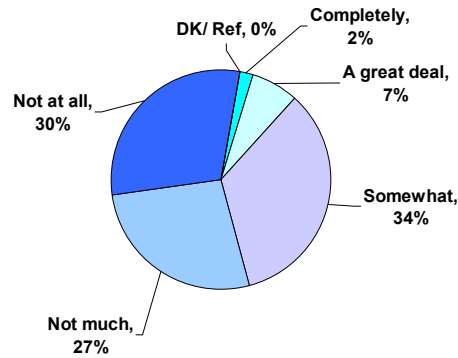
Underlying effects of aging on self-esteem:

There is an underlying influence of aging appearance on self-esteem. However, women do not readily tie aging appearance to feelings of self-esteem.

- More than half of women surveyed do not believe their aging physical appearance has impacted their self-esteem, and only a third believe it has somewhat impacted their self-esteem.
 - Women from Italy and Mexico were the least likely to believe their aging physical appearance impacted their self-esteem, with women from Japan the most likely to report this impact.

Effects of Aging on Physical Appearance not Seen as Impacting Self-esteem

57% do not believe the effects of aging on their physical appearance has impacted their self-esteem



Q10. - To what extent, if at all, have the effects of aging on your physical appearance negatively impacted your opinion of yourself or your self-esteem? Would you say...?

Effects of Aging on Physical Appearance not Seen as Impacting Self-esteem

Impact	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Completely/ A great deal	7%	5%	6%	8%	11%	2%	5%	7%	26%
Somewhat	32%	42%	21%	33%	31%	14%	39%	32%	52%
Not much/ not at all	61%	54%	73%	58%	55%	84%	56%	61%	22%

Q10. - To what extent, if at all, have the effects of aging on your physical appearance negatively impacted your opinion of yourself or your self-esteem? Would you say...?

-Excludes don't know and refused

- When evaluating regional impressions of self-esteem in WP2 (2005), similar patterns were seen for Japan and Italy – with Japanese women most likely to cite low self-esteem, and Italian women the least likely to cite low self-esteem. This aligns with their current perceptions of the impact of their changing physical appearance due to aging on their self-esteem.

Evaluation of Self-esteem WP2 – 2005 – Women 50-64

Impact	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Very/somewhat high	90%	88%	76%	76%	66%	57%	79%	NA	70%
In the middle	2%	4%	11%	8%	12%	39%	10%	NA	4%
Very/somewhat low	8%	9%	13%	14%	22%	3%	10%	NA	26%

WP2 2005 - Q6. – I would like to talk to you about your self-esteem or your opinion of yourself. When I talk about self-esteem I mean your sense of worth, acceptance, and confidence in yourself. WP2 countries included: the US, Canada, Mexico, Brazil, the UK, Italy, Germany, Japan, China and Saudi Arabia.

-Excludes don't know and refused

Yet, these same women are concerned about specific physical aspects of aging; they actively try to limit the impact and resist participating in activities because of it.

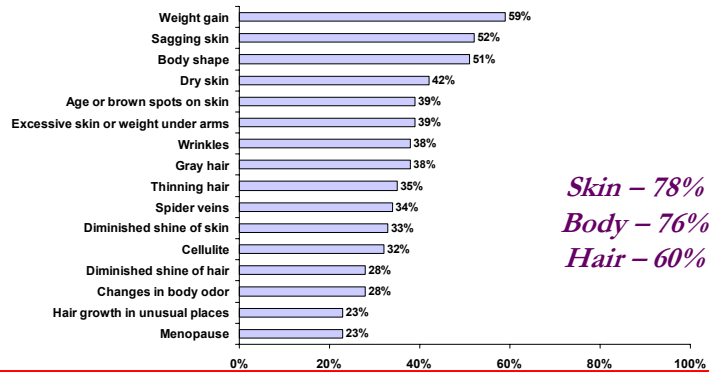
Nearly all of the women surveyed were concerned about specific physical aspects of aging – most often centered on skin, body and hair.

- The most often-cited concern was weight gain, followed by sagging skin.
- Japanese women reported the highest concern over the various aspects of physical aging, particularly for gray hair and sagging skin.
- Latin cultures, Mexico and Brazil, had the highest cited concern for spider veins, changes in body odor and menopause.
 - The high concern over spider veins may be attributed to a greater public awareness of this being caused by waxing with hot wax.
 - Further, stronger concern over menopause may be influenced by a greater cultural focus on fertility.

Concerned about Specific Physical Aspects of Aging

92% personally concerned about specific physical aspects of aging

Physical aspects of aging most personally concerning



Q11. - Which, if any, of the following physical aspects of aging are most concerning to you personally? -Excludes none of these, don't know and refused

Concerned about Specific Physical Aspects of Aging

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Skin mentions	71%	76%	86%	87%	81%	74%	52%	80%	91%
Body mentions	76%	78%	79%	85%	74%	66%	64%	77%	81%
Hair mentions	50%	51%	69%	60%	63%	59%	48%	51%	87%

Q11. - Which, if any, of the following physical aspects of aging are most concerning to you personally? -Excludes none of these, don't know and refused

Concerned about Specific Physical Aspects of Aging

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any of these	90%	91%	95%	95%	93%	93%	78%	95%	96%
Weight gain	63%	58%	68%	69%	61%	52%	53%	65%	47%
Sagging skin	45%	59%	59%	54%	51%	41%	37%	45%	73%
Body shape	55%	53%	41%	55%	56%	38%	36%	54%	67%
Dry skin	36%	33%	69%	46%	39%	41%	27%	39%	50%
Age/ brown spots on skin	32%	35%	42%	51%	43%	25%	21%	31%	65%
Excess skin/weight under arms	35%	40%	40%	55%	43%	25%	26%	24%	54%
Wrinkles	35%	41%	32%	43%	52%	26%	18%	36%	55%
Gray hair	23%	27%	46%	45%	41%	27%	20%	28%	74%
Thinning hair	34%	35%	41%	33%	35%	35%	32%	29%	40%
Spider veins	23%	32%	51%	50%	36%	30%	16%	33%	36%
Diminished shine of skin	14%	29%	47%	55%	28%	14%	16%	36%	58%
Cellulite	25%	34%	32%	36%	31%	21%	18%	49%	43%
Diminished shine of hair	14%	23%	42%	41%	26%	14%	17%	17%	55%
Changes in body odor	24%	16%	42%	40%	32%	23%	28%	28%	20%
Hair growth in unusual places	23%	33%	20%	32%	33%	15%	21%	30%	6%
Menopause	20%	24%	45%	37%	31%	20%	5%	19%	12%

Q11. - Which, if any, of the following physical aspects of aging are most concerning to you personally?

-Excludes none of these, don't know and refused

Almost all women have actively tried to limit the impact of aging on their appearance – most often by caring for and protecting their skin.

- The average age for starting this active process was 46, with women of Brazil starting the youngest at 43.
- Regional highlights include:
 - German women are more likely than their counterparts to report caring for one's skin, drinking more water and exercising.
 - Italian women report a higher incidence of eating more healthily and dyeing their hair.
 - In the US, women are more likely to take vitamins and diet.
 - Women of France had the highest use of anti-aging products, followed by Italy.
 - French women also had the highest report of getting hormone replacement therapy.
 - Japanese women reported sleeping more and changing the make-up they use more often than their counterparts.
 - Brazilian women more often cited quitting smoking and getting cosmetic surgery than others.

Actively Trying to Limit Impact of Aging

Age Began Trying to Disguise Impact of Aging on Physical Appearance

Average age globally: 46

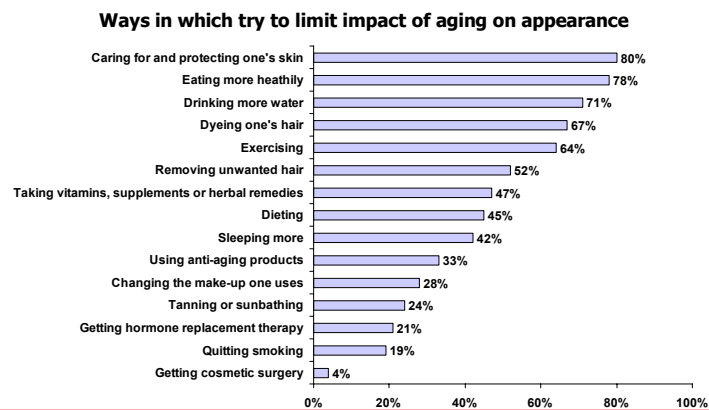
USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
45	46	46	43	46	46	47	47	49

Note: This is retrospective data. When answering questions about the past, respondents tend to respond within close proximity.

Q19. At what age, if ever, did you start actively trying to limit or disguise the impact of aging on your physical appearance? Mean age

Actively Trying to Limit Impact of Aging

99% have taken some action to actively try to limit the impact of aging on their appearance



Q19. – In which, if any, of the following ways have you actively tried to limit the impact of aging on your appearance? Q18. At what age, if ever, did you start actively trying to limit or disguise the impact of aging on your physical appearance? -Excludes none of these, don't know and refused

Actively Trying to Limit Impact of Aging

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any of these	99%	97%	100%	100%	99%	100%	98%	99%	99%
Caring for and protecting one's skin	82%	84%	73%	77%	84%	83%	88%	81%	73%
Eating more healthily	75%	75%	77%	83%	81%	85%	83%	76%	68%
Drinking more water	73%	63%	78%	76%	71%	77%	82%	68%	53%
Dyeing one's hair	52%	67%	67%	75%	59%	76%	69%	69%	74%
Exercising	66%	66%	57%	53%	60%	52%	78%	72%	71%
Removed unwanted hair	40%	62%	35%	50%	77%	59%	50%	71%	35%
Taking vitamins/supplements/herbal remedies	71%	43%	59%	30%	48%	29%	43%	27%	58%
Dieting	53%	36%	45%	52%	45%	49%	34%	48%	44%
Sleeping more	34%	30%	51%	57%	36%	25%	44%	26%	69%
Using anti-aging products	37%	35%	27%	39%	35%	43%	19%	46%	23%
Changing the make-up one uses	28%	36%	29%	15%	30%	15%	29%	21%	43%
Tanning or sunbathing	13%	16%	18%	37%	37%	33%	33%	20%	15%
Getting hormone replacement therapy	22%	18%	27%	31%	27%	12%	16%	37%	3%
Quitting smoking	11%	16%	28%	38%	18%	12%	18%	10%	21%
Getting cosmetic surgery	3%	4%	2%	15%	2%	1%	3%	0%	4%

Q19. – In which, if any, of the following ways have you actively tried to limit the impact of aging on your appearance?

-Excludes none of these, don't know and refused

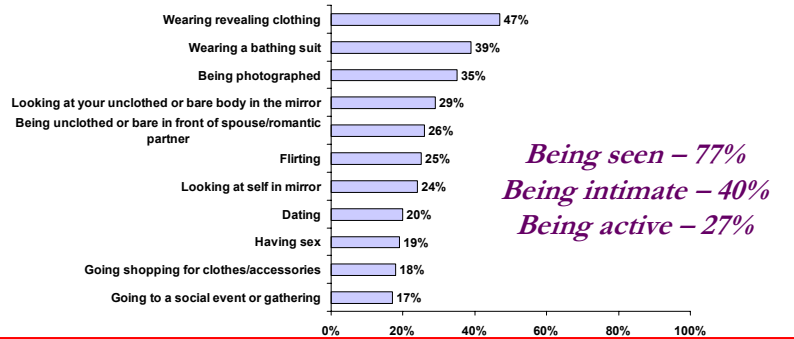
Further, more than 80% of these women have resisted activities because of feeling badly about their changing appearance due to aging – with Japanese women the most likely to resist activity. Activities resisted tend to reflect the appearance considerations these women believe society is less accepting of.

- Being seen by others and oneself – through wearing revealing clothing or a bathing suit, being photographed, looking in the mirror or being viewed unclothed – was the primary discomfort. This was followed by being intimate.
 - The aspect of reluctance of viewing oneself is particularly troubling.
- Regionally, flirting was resisted by women from Mexico and Brazil, as well as dating by women from Brazil and France.
- Brazilian women shared a similar level of discomfort with Japanese women on having sex, going shopping and going to a social event due to feeling badly about their aging physical appearance.

Activity Discomfort Due to Aging Appearance

82% are reluctant or uncomfortable doing specific activities because of feeling badly about their changing appearance due to aging

Activities resisted because of feeling badly about physical changes due to aging



Q12. - Which, if any, of the following activities are you reluctant or uncomfortable doing because of feeling badly about your changing appearance due to aging? -Excludes none of these, don't know and refused

Activity Discomfort Due to Aging Appearance

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Any of these	76%	79%	89%	88%	78%	78%	69%	80%	96%
Wearing revealing clothing	44%	45%	39%	48%	43%	42%	41%	49%	63%
Wearing a bathing suit	54%	40%	46%	37%	36%	21%	17%	33%	54%
Being photographed	32%	34%	31%	34%	36%	29%	26%	35%	52%
Looking at unclothed/bare body in the mirror	30%	27%	28%	28%	35%	23%	10%	24%	51%
Being unclothed/bare in front of spouse/romantic partner	21%	18%	42%	31%	21%	17%	12%	17%	47%
Flirting	11%	21%	41%	44%	15%	27%	12%	31%	28%
Looking at self in mirror	25%	24%	22%	24%	27%	19%	11%	15%	42%
Dating	13%	13%	21%	34%	16%	19%	7%	36%	22%
Having sex	14%	17%	24%	31%	11%	13%	9%	16%	35%
Going shopping for clothes/accessories	24%	15%	14%	28%	15%	13%	9%	14%	27%
Going to a social event/gathering	14%	10%	22%	29%	9%	23%	7%	7%	29%

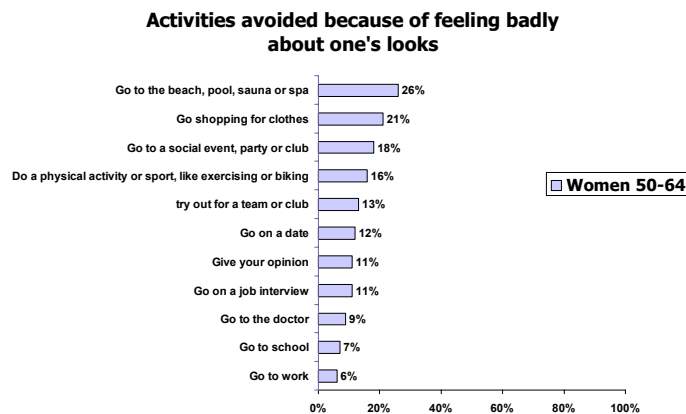
Q12. - Which, if any, of the following activities are you reluctant or uncomfortable doing because of feeling badly about your changing appearance due to aging? -Excludes none of these, don't know and refused

- This level of resistance to activity because of one's aging physical appearance surpasses findings from WP2 (2005), where avoidance of activities due to feeling badly about one's looks was also considered.

Beauty and Self-actualization

Impact of Beauty on Life Engagement

WP2 2005 – Women 50-64



Q19. - Which, if any, of the following things have you ever chosen NOT to do because you felt badly about how you looked? You can say yes or no to each. -Excludes never felt badly, none of these, don't know and refused
 WP2 countries included: the US, Canada, Mexico, Brazil, the UK, Italy, Germany, Japan, China and Saudi Arabia.

III: NOT THE REFLECTION OF AGING STEREOTYPES

A different perspective:

Today, women globally have a different perspective on who they are at 50 compared to women who have hit the mark before them.

- The majority of these women do not see themselves as a part of a mature generation.
 - This sentiment was most strongly felt by women from France and Brazil, and least often by Japanese women.
- Further, most of these women believe they are too young to be old.
 - This belief was cited by almost all women in the US, Germany, Canada and France, but was held least often by women of Mexico.

A Different Perspective

Not fitting the mold

70% do not see themselves as older women or a part of the mature generation

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
77%	74%	78%	85%	79%	84%	84%	89%	66%

87% believe they are too young to be old

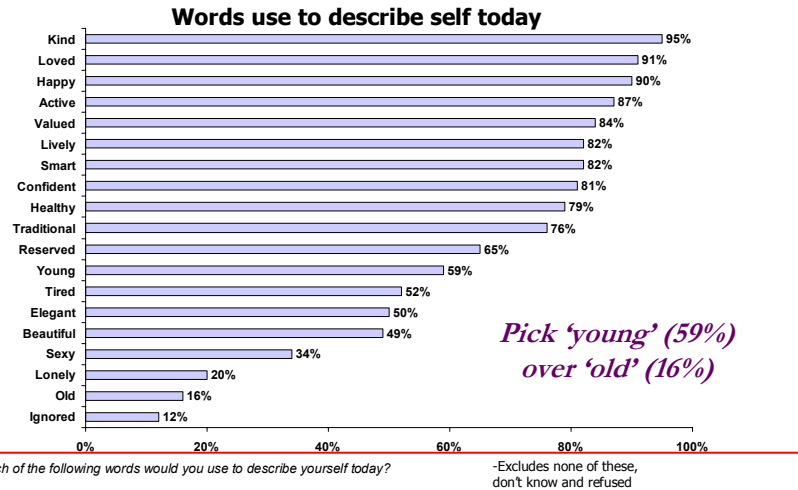
USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
95%	91%	63%	85%	89%	83%	96%	91%	88%

Q34./35. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

- Almost all of these women describe themselves as kind, loved, happy, active and valued. Old and ignored are not often a part of their vocabulary.
 - In addition, a majority of these women describe themselves as young.
 - Women from Japan and the US more often used the word “old” to describe themselves than their counterparts in other countries.
 - Brazilian and Mexican women were more likely to describe themselves as ignored than women of the other countries surveyed.

Women of Character

Most describe selves as Kind, Loved and Happy. Old and Ignored not a part of their vocabulary.



Women of Character

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Kind	95%	97%	96%	96%	100%	97%	90%	93%	93%
Loved	98%	95%	87%	87%	90%	95%	94%	94%	83%
Happy	92%	93%	86%	86%	93%	84%	86%	90%	95%
Active	87%	83%	95%	91%	81%	92%	93%	95%	68%
Valued	94%	87%	81%	84%	92%	94%	94%	96%	43%
Lively	72%	84%	96%	88%	80%	79%	84%	89%	75%
Smart	93%	96%	83%	90%	82%	90%	83%	82%	44%
Confident	87%	87%	89%	94%	77%	78%	93%	82%	48%
Healthy	76%	80%	76%	87%	82%	87%	67%	80%	76%
Traditional	91%	73%	81%	71%	89%	67%	69%	76%	66%
Reserved	58%	59%	80%	82%	52%	74%	53%	75%	55%
Young	33%	67%	54%	80%	40%	74%	68%	57%	68%
Tired	57%	54%	64%	48%	52%	55%	36%	40%	61%
Elegant	24%	58%	57%	76%	39%	65%	47%	62%	38%
Beautiful	37%	64%	56%	73%	26%	51%	63%	40%	36%
Sexy	31%	46%	43%	56%	34%	29%	45%	20%	13%
Lonely	9%	35%	30%	37%	11%	14%	9%	30%	12%
Old	20%	12%	18%	17%	16%	6%	8%	7%	33%
Ignored	8%	15%	18%	22%	14%	10%	8%	9%	5%

Q5. - Which of the following words would you use to describe yourself today? -Excludes none of these, don't know and refused

A new generation:

Women forging new roads as a generation of change.

- The majority of these women report that they are not the 50 year old their mother was.
 - This is a sentiment most strongly felt by women from Japan and Italy.
- Additionally, most of these women believe past generations of women over 50 were not doing the things women over 50 are doing today.
 - This belief was most often cited by American and Brazilian women.

A New Generation

87% report that they are not the 50 year old their mother was

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
88%	84%	72%	85%	88%	92%	89%	86%	94%

92% believe past generations of women over 50 were not doing the things women over 50 are doing today

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
96%	88%	84%	95%	90%	94%	94%	91%	94%

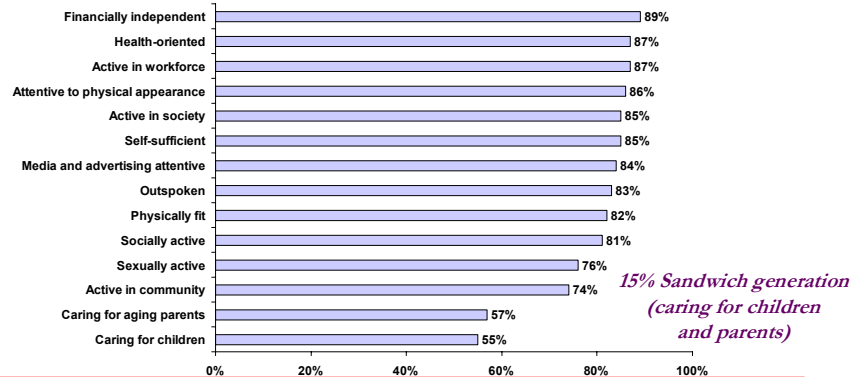
Q32./33. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

- Unlike their mother's generation at 50, these women are financially independent, health-oriented, active in the workforce and society, attentive to their physical appearance and outspoken.
- Further, three-quarters of these women believe being sexually active is a way they differ from their mother's generation.

A New Reflection

A new stand - self-sufficient, active in society, self-caring

Ways in which women over 50 today are different from mother's generation at 50



Q29. - In which of the following ways is your generation of women over 50 today different from - Excludes none of these. your mother's generation at 50? Q4. Which if any of the following are you currently or have you experienced over the past year?

A New Reflection

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Financially independent	88%	87%	87%	95%	93%	86%	86%	93%	84%
Health-oriented	87%	85%	93%	98%	90%	89%	86%	72%	87%
Active in workforce	89%	82%	91%	89%	92%	84%	85%	86%	84%
Attentive to physical appearance	81%	80%	92%	95%	86%	89%	82%	87%	82%
Active in society	80%	78%	89%	95%	85%	87%	82%	84%	88%
Self-sufficient	83%	84%	95%	96%	88%	90%	57%	91%	85%
Media and advertising attentive	78%	77%	90%	93%	77%	84%	79%	82%	91%
Outspoken	82%	75%	94%	92%	86%	87%	89%	56%	87%
Physically fit	82%	83%	88%	95%	83%	90%	85%	76%	61%
Socially active	76%	71%	89%	94%	92%	90%	78%	65%	80%
Sexually active	77%	67%	81%	85%	83%	77%	70%	78%	66%
Active in community	67%	68%	86%	94%	77%	83%	70%	82%	49%
Caring for aging parents	68%	60%	83%	62%	62%	55%	54%	57%	20%
Caring for children	65%	57%	80%	69%	62%	53%	55%	48%	19%

Q29. - In which of the following ways is your generation of women over 50 today different from - Excludes none of these. your mother's generation at 50?

Aging healthily.

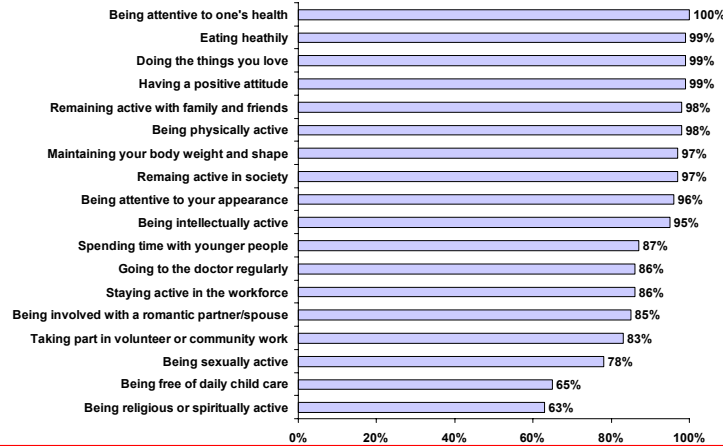
- A focus on health, attitude and personal care drive healthy aging among these women, with these beliefs shared regionally.

- All women globally believe being attentive to one's health is important to healthy aging, yet, not all of these women believe seeing a doctor regularly is as important.

Aging Healthily

Health, attitude and personal care

Aspects most influence healthy aging



Q31. - Which, if any, of the following aspects most influence healthy aging?

-Excludes none of these, don't know and refused

Aging Healthily

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Being attentive to one's health	100%	98%	99%	99%	100%	100%	100%	100%	100%
Eating healthily	99%	100%	99%	99%	100%	99%	99%	99%	98%
Doing the things you love	100%	99%	96%	99%	100%	99%	100%	99%	100%
Having a positive attitude	100%	99%	94%	99%	100%	99%	100%	98%	100%
Remaining active with family/friends	98%	99%	93%	98%	100%	100%	100%	99%	98%
Being physically active	97%	98%	98%	97%	96%	99%	99%	99%	96%
Maintaining one's body weight and shape	94%	97%	99%	99%	95%	98%	97%	96%	98%
Remaining active in society	96%	98%	94%	99%	94%	99%	99%	97%	93%
Being attentive to one's appearance	95%	97%	98%	97%	96%	99%	99%	94%	94%
Being intellectually active	97%	98%	93%	96%	88%	99%	97%	98%	92%
Spending time with younger people	80%	92%	81%	84%	86%	98%	96%	89%	84%
Going to the doctor regularly	93%	90%	92%	96%	69%	74%	98%	75%	88%
Staying active in the workforce	86%	76%	99%	97%	88%	91%	92%	64%	82%
Being involved with a romantic partner/spouse	79%	81%	90%	91%	80%	80%	85%	91%	87%
Taking part in volunteer/community work	84%	88%	92%	95%	68%	95%	69%	74%	83%
Being sexually active	74%	80%	88%	92%	75%	91%	86%	86%	42%
Being free of daily child care	64%	63%	82%	54%	76%	52%	61%	64%	64%
Being religious or spiritually active	84%	68%	98%	97%	44%	76%	40%	40%	27%

Q31. - Which, if any, of the following aspects most influence healthy aging?

-Excludes none of these, don't know and refused

The vast majority of these women feel it is important to care for rather than disguise their changing physical appearance.

- This sentiment was most often noted in Brazil, Italy and Japan.

A New Outlook

89% feel it is important to care for rather than disguise their changing physical appearance

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
87%	89%	89%	97%	85%	95%	85%	78%	95%

Q14. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. Top 2 box of 5 pt. scale

Being sexually active is an important component of healthy aging for most of these women, with a strong minority (40%) reporting enjoying sex more now than when they were younger.

- However, as they age, they are less likely to agree with this sentiment. It is not clear what is driving this declining sexual enjoyment – a personal issue or a partner's issue.
- Women from Brazil, Mexico and Canada were the most likely to agree with this sentiment, with Japanese women the least likely to agree.

A Sexual Revolution?

40% enjoy sex more now than when they were younger.

Women 50-55	Women 56-59	Women 60-64
49%*	34%	31%

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
41%	49%	49%	52%	43%	39%	46%	43%	9%

Q36. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. Top 2 box of 5 pt. scale

Support of positive influencers:

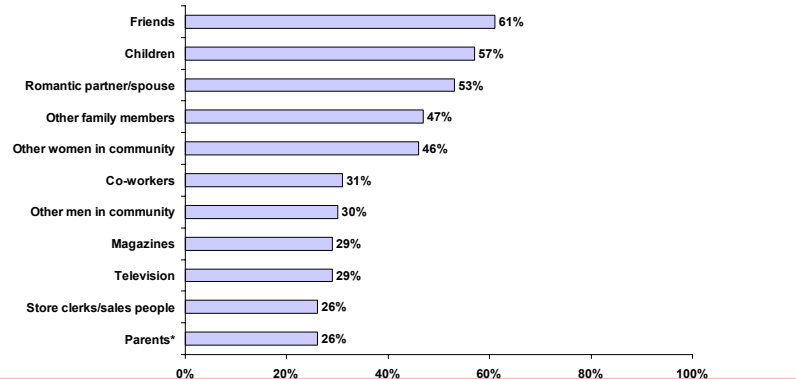
Friends, children and romantic partners/spouses are the most positive influencers of aging and its impact on physical appearance for these women.

- However, some countries had a higher propensity to turn to external sources – with Japanese women more often reporting television and magazines compared to their counterparts, and Brazilian women more often citing sales clerks/salespeople.

Positive Influencers

Support from friends, children and romantic partners

Positive influencers on feelings about aging and its impact on physical appearance



Q13. - Which, if any, of the following have a positive influence on the way you feel about aging and its impact on your physical appearance? -Excludes none of these.

*Parents data may be insignificant due to age of respondents and possibility of parent being deceased.

Positive Influencers

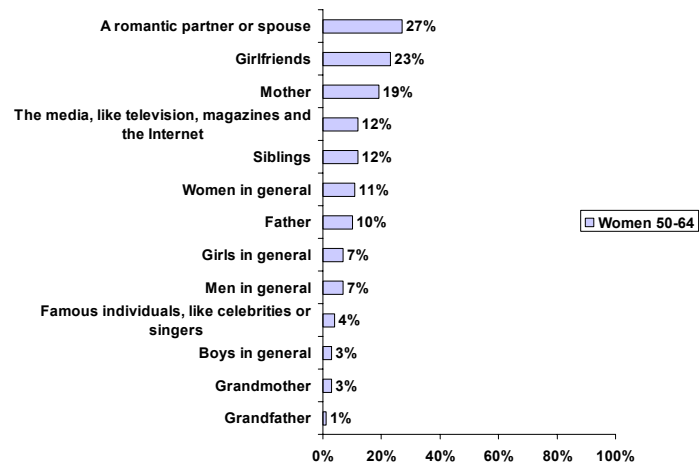
	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Friends	64%	67%	32%	64%	44%	48%	73%	55%	87%
Children	46%	64%	49%	70%	44%	55%	68%	55%	65%
Romantic partner/spouse	57%	62%	33%	60%	39%	52%	65%	50%	58%
Other family members	47%	54%	33%	59%	25%	33%	44%	42%	74%
Other women in community	47%	54%	40%	49%	26%	45%	58%	51%	45%
Co-workers	33%	37%	27%	45%	21%	17%	44%	31%	26%
Other men in community	32%	36%	23%	34%	17%	28%	43%	46%	14%
Magazines	16%	28%	24%	40%	21%	13%	35%	27%	54%
Television	13%	20%	32%	55%	19%	13%	28%	20%	60%
Store clerks/salespeople	18%	21%	26%	50%	15%	17%	27%	26%	34%
Parents*	35%	30%	15%	39%	18%	12%	17%	24%	36%

Q13. - Which, if any, of the following have a positive influence on the way you feel about aging and its impact on your physical appearance? -Excludes none of these.

*Parents data may be insignificant due to age of respondents and possibility of parent being deceased.

- When exploring influence in WP2 (2005), we also found that romantic partners and friends played the most influential role on feelings about beauty and body image.

Most Powerful Influence – Beauty and Body Image WP2 2005 – Top 2 Influencers



Q18. - Which TWO of the following people or things has had the most powerful influence on your feelings about your own beauty and body image? -Excludes none of these, don't know and refused

IV: CHANGES DESIRED – SOCIETY, MEDIA, AND BEAUTY MANUFACTURERS

Societal shift desired:

Almost all women globally surveyed believe it is time for society to change its views about women and aging.

- This sentiment was most strongly held by American and Italian women.

Societal Shift Desired

Unanimous vote – change needed

91% believe it is time for society to change its views about women and aging

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
97%	92%	88%	92%	94%	95%	93%	94%	79%

Q38. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so. Top 2 box of 5 pt. scale

Media at the heart of change.

The majority of women surveyed feel the media and advertising need to do a better job of representing realistic images of women over 50.

- This was least often noted among Japanese women, who favor the media influence.

Three-quarters of these women report that anti-aging ads often portray unrealistic images of women over 50 using these products.

- This belief was most strongly held in the US, and more moderately in Mexico and Japan.
 - While in Mexico these advertisements may portray more realistic images of women over 50, in Japan, the lower agreement may be more closely tied to buying into media-based stereotypes.

Media at Heart of Change

91% feel the media and advertising need to do a better job of representing realistic images of women over 50

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
96%	93%	94%	97%	89%	98%	91%	93%	75%

75% report that anti-aging ads often portray unrealistic images of women over 50 using these products

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
92%	88%	59%	73%	78%	76%	81%	71%	59%

Q37./22. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

Represent women over 50 better:

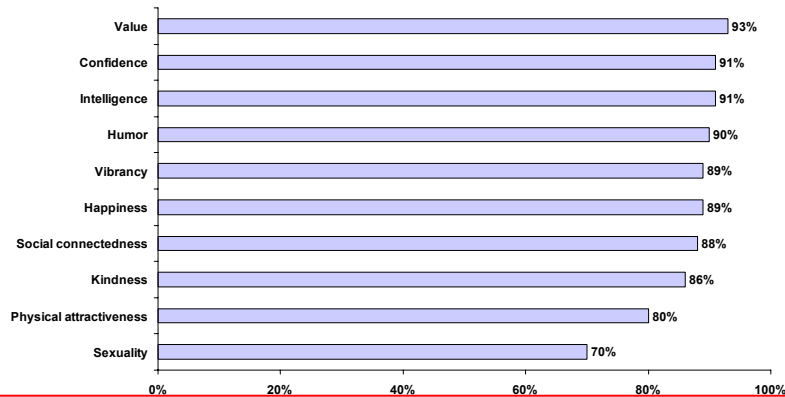
Women globally would like their essence better represented in the media and popular culture, particularly their value, confidence and intelligence.

- Further, the majority of these women want their physical attractiveness better represented.
- Sexuality, while prominent, was the least often noted characteristic these women wanted better represented.
 - This desired characteristic was least often noted in Japan, where the topic of sexuality is far more taboo.

Represent Women Over 50 Better

Starting with her value, confidence and intelligence

Characteristics of women over 50 which need to be better represented in the media and popular culture



Q30. - Which of the following characteristics of women over 50 need to be better represented in the media and popular culture? -Excludes none of these.

Represent Women Over 50 Better

	USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
Value	95%	94%	92%	98%	94%	97%	92%	92%	86%
Confidence	93%	90%	94%	94%	91%	95%	90%	91%	85%
Intelligence	93%	89%	91%	94%	91%	97%	85%	86%	90%
Humor	90%	87%	92%	94%	93%	91%	86%	88%	87%
Vibrancy	89%	86%	91%	95%	83%	96%	89%	91%	84%
Happiness	91%	90%	92%	96%	89%	86%	86%	91%	81%
Social connectedness	76%	82%	95%	95%	83%	96%	89%	91%	90%
Kindness	85%	85%	93%	90%	90%	90%	83%	85%	79%
Physical attractiveness	86%	84%	81%	87%	82%	80%	79%	81%	65%
Sexuality	79%	76%	78%	77%	72%	70%	69%	65%	47%

Q30. - Which of the following characteristics of women over 50 need to be better represented in the media and popular culture? -Excludes none of these.

Design with women in mind.

- Nearly all women globally surveyed feel it is important for health and beauty manufacturers to create products with women their age (50-64) in mind.
- In addition, eight in ten of these women are more likely to buy a product that represents what it can do, rather than one that makes false claims and promises.

Design with Women in Mind

86% feel it is important for health and beauty manufacturers to create products with women their age [50-64] in mind

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
86%	91%	90%	92%	81%	93%	79%	78%	85%

84% state that they are more likely to buy a product that represents what it can do, than one that makes false claims and promises

USA	CAN	MEX	BRA	GBR	ITA	DEU	FRA	JPN
84%	85%	70%	92%	80%	87%	87%	86%	89%

Q20./21. - I am going to read you a list of statements now and I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each. If you don't know or it doesn't apply to you, just say so.

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