

Latest poll shows women want to age gracefully

In a recent poll, 76 per cent of women agreed that there comes a point in their life when it's time to grow old gracefully and whilst that age was pinpointed as 59, it seems many women think some looks should be dropped in their early 40's.



The research*, which polled 2000 women aged 45 plus, also revealed **the average woman over 45 would like to shave just 5 years off her age** and less than 10 per cent would actually lie about their real age.

The poll by anti-ageing brand nurture replenish skincare found that over a third of women said fake tan should be dropped by the time they reach 40 and 43 is the age to stop wearing false lashes. Anything with glitter needs to go by 42, but **red lipstick is seen as a beauty classic, with 38 per cent saying it's ok to wear anytime.** 43 is the age when women think they should tone down the blusher and eye shadow and over a third say you can't get away with bleached hair once you're in your fifth decade.

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Despite living in an age-conscious society, **a confident 59 per cent of women said they think they look younger than they actually are** and said they don't need the latest trends in fashion and make-up to look good.



Only 8 per cent said they would consider cosmetic surgery with the health risks, cost implications and the worry about something going wrong being the biggest deterrents. Of those who would consider more drastic

intervention, only 21 per cent would be happy to try cosmetic fillers, 20 per cent said they would have a chemical peel, but Botox remains the most popular cosmetic treatment, with 35 per cent saying they would have this done.

A spokesman for nurture replenish skincare said: *'It seems that women today are confident in their looks and don't feel the need to rely on make-up or trendy fashions to look good. It's true that as you get older you may have to adapt your look but what's important to remember is to be yourself and don't be forced to look a certain way because you feel you have to.'*

a confident 59% of women said they think they look younger than they actually are



a very comfortable **74%** saying they are happy to let nature take its course

With a very comfortable 74 per cent saying they are happy to let nature take its course the poll found that respondents declared a balanced diet, exercise and a good skincare regime as the answer to

staying youthful. Cosmetic nurse, Julie Brackenbury agrees, acknowledging that with the right skincare, many women just don't need to resort to more invasive treatments. 'With proven ingredients like pure vitamin C, retinol and powerful peptides, today's skincare products can make a big difference to the tone and texture of your skin,' Julie goes on to say: 'And whilst there is absolutely nothing wrong with using injectable treatments or

high-tech procedures, my clients all stress that they want to enhance their features, not look dramatically younger.'



Being wrinkle-free was the must-have attribute to looking good when you hit your fifties and 70 per cent agreed there comes a time when you're fooling no-one by dying your hair!

A spokesman for nurture replenish skincare concluded: 'At the end of the day, what make-up or hair style you wear is a personal choice but it's good to hear that women in their forties and

fifties feel confident enough in their looks to stop being a slave to fashion.'

The study also found that Helen Mirren is thought to be the celebrity that is growing old the most gracefully. Runner-up was Bond actress Judi Dench, followed by Absolutely Fabulous star Joanna Lumley.

celebrities that are growing old most gracefully

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| 1. Helen Mirren | 6. Lorraine Kelly |
| 2. Judi Dench | 7. Honour Blackman |
| 3. Joanna Lumley | 8. Lulu |
| 4. Twiggy | 9. Fern Britton |
| 5. Nigella Lawson | 10. The Duchess of Cornwall |



Julie says...

We asked nurture skincare cosmetic nurse Julie Brackenbury what are the beauty swaps you should make in your forties and fifties and why?

1 Swap your regular moisturiser for one which contains phytoestrogens which will help to replace the body's natural oestrogen levels. Oestrogen is integral to the skin's collagen production and replacing it via your skincare is a smart move. Remember 85% of women experience menopausal symptoms before they reach it so swapping to phytoestrogen-rich skincare sooner rather than later is a wise move.

2 Replace hot water with warm water for you bath or shower as they can dry out skin. After showering or bathing switch your body moisturiser to a richer body butter to nourish the skin which becomes more delicate and dry with age.

3 Ageing skin is more delicate and loses elasticity it's best to swap onto a lighter foundation and skip powder which can sit in the folds and make lose skin more noticeable or ditch your regular powder for a mineral make-up which will give a more flawless finish.

4 Swap out drying cleansers or soap for a creamy wash-off cleanser or cleansing milk that won't dry the skin out and will protect the skin's moisture barrier.

5 Switch from multi-tasking products to specialist serums to address specific skin concerns such as lines or pigmentation. Try Nurture Replenish Collagen Boosting Serum or Intensive Pigmentation Reducing Complex underneath your day and night creams.

After 50 switch to a moisturiser containing phytoestrogens

nurture products are exclusively available direct by mail order, through our freephone line **0800 072 9510** or via our website www.nurture skincare.co.uk.

For further information, exclusive expert quotes, product samples or photography please contact Nichole Sweetsur, Sweet PR on **020 75033173** or **07781 155188** or email nichole@sweetpr.com.

*The independent research was conducted by OnePoll and commissioned by nurture replenish.