



**Always
Attractive**
in your
elderly
years



Acknowledgement

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Always Attractive in the Elderly Years

Your mirror agrees with the calendar! You are not eighteen or even thirty-nine. But, you are attractive—or you should be. There is no age limit on attractiveness.

Growing old is not a unique experience. Everyone is doing it. How you look at it may well make a difference in how you look.

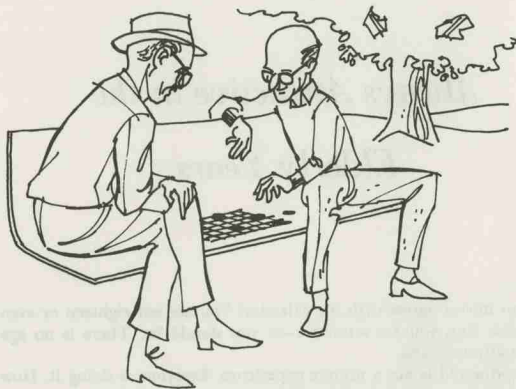
"Age", says Dr. Clow, (2) "Is calculated like income tax, a bit differently for everyone, and everyone is faced with the calculation."

In the theatre, everyone knows it's better to be the leading lady—the vamp—the villainess than the ingenue. Hanging on to youth is cheating yourself. It is like hanging on to the soup course when everyone knows that it is just the beginning. The best is yet to come.

It is okay to forget the calendar. It's even all right to stop having birthdays, but it is ridiculous and embarrassing to try and subtract too many years. Everyone has an "ideal age". The nice thing is that you can keep changing it so that your present age is the "ideal". Besides, as Dr. Brown pointed out, the condition of your hair, skin and muscles soon tell the world that you are no longer twenty-two.

The best idea is to look your best, regardless of the years, by making a conscious effort to improve your **Attitude**. If you want to radiate youthfulness, you must think young, be optimistic, enjoy life, and look forward to the future. (6) The man or woman who is bitter, envious, or frustrated is far away from the youthful look. The man or woman who is outgoing, curious, sympathetic, eagerly interested in life is young looking regardless of the physical signs of aging. (2)

Growing old is part of living. It begins at birth and continues until death ends the progress. Psychological aging does not necessarily run parallel to physiological aging. (4) A young woman or man may be old at 25. Other men and women radiate such enthusiasm for living that age



Being well dressed is essential for group participation at any age.

doesn't enter into the minds of their associates. They are interesting people—people you want to be around. Dr. Brown says that only genes know whether you are 35, 40, or 50, and they won't tell.

CLOTHES

Just because a man or woman has entered into the "silver" years is no excuse to stop caring about clothes. In fact, the first step toward fooling the calendar is to look alert and physically attractive. The quickest way to do this is to get some up-to-date clothes. Observe the style of clothing worn by the successful adults in your community. Watch TV, read the advertisements, watch people in the news. Make your new purchase modern in design. Women adjust your hemlines—conservatively perhaps—but adjust them. Clothing can date your appearance quicker than you realize.

Help the husband to stay "modern". Older men have a tendency to get sloppy about their clothes. They feel there is no need to "dress up". They lose the competitive spirit. They buy less and wear the old until they become threadbare. Even neckties change, and a new tie can do wonders for the ego.

Hansen says that nothing can add more to your feeling of well-being and youthfulness than to be well, but not necessarily, expensively dressed. Boucheron says this another way. He says, "Let us always remain a little vain about our appearance—it's part of the fun of growing old gracefully". And, Shakespeare, in *Henry V*, had a player speak, "Self love is not so vile a sin as self-neglect".

The French believe that woman can be elegant until the end of her days. They say it is the privilege of old age. This is true. You can't be young forever, but you can always be particular about your dress and your person.

Another truth is that you change in type as you grow older. An intelligent woman knows it's just as ridiculous to appear in an outfit designed for "Twiggy", as it is for a teenager to try to wear one designed for a mature sophisticated woman of forty.

The upper arm usually becomes less attractive as you grow older, so it is best to avoid sleeveless dresses and strapless evening gowns. Short sleeves can be worn, but it's best to cover the upper arm. Lovely stoles can soften lines around the shoulder of a revealing evening dress.

Don't give up the pleasure of sun and water. Follow the advice of Dariaux and avoid appearing on a public beach in an attire that



Children like for their grandparents to look young and attractively dressed.

is too revealing or too extreme. Ladies should look for well made swim suits with flared or pleated skirts. These can camouflage heavy thighs and spare tires around the waistline.

Dariaux also has these suggestions for the older woman who wants to maintain the look of a fashion conscious woman:

- Continue to wear heels as long as you can but choose them lower and sturdier.
- Wear nylon stretch stockings if you have varicose veins. These are available in neutral shades. Though they are opaque, they appear sheer.
- Select clothes that are easy to put on and take off. Look for garments that can be stepped into rather than ones that must be pulled over the head.
- Look for slightly flared skirts that sit well.
- Wear elegant hats. (Dariaux believes that the ideal wardrobe of an elderly lady should consist of very few garments of excellent design and quality, and a wide variety of extremely refined accessories.)
- Keep pretty, dressy stoles, and soft pastel sweaters to ward off the chill.

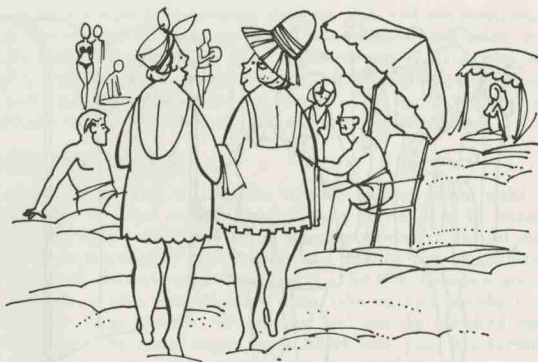
SKIN

If you want to keep your age a secret, don't neglect your skin. Skin is a tattle-tale where age is concerned. Careless cleansing and lack of protection will coarsen and dry skin. Lubricants and moisture creams will help your skin keep youthful looking.

Make-up becomes extremely important as one grows older. Its use should be more subtle. Your make-up base and powder should veil your imperfections, not cover them up as if you were hiding something. Use rouge and eye make-up so that they speak softly. Lipstick color and rouge will depend on your skin coloring. Usually the rosy or slightly bluish reds are most becoming. Most large cosmetic departments have trained personnel to help you with your selection. Practice at home with your new make-up and examine the results with a mirror in bright sunlight and with your glasses on. Remove any trace of excess make-up. For as the old saying goes—the older a woman is, the more she needs mak-up, and the less of it she should wear.

HAIR

Gray hair at 50, 60, or 70 is a beautiful sight. The important thing is that it is well styled. Nothing ages a woman quicker than an untidy



"This is when I'm glad I took off that 10 pounds so I'd look nice on the beach."

haid-do or an outdated one. Nothing ages a man quicker than an overdue hair cut.

A new hair style can erase ten years from a woman's looks, and straggly hair on a man's neck can make him look ten years older. Both should make every effort to have their hair cut often and regularly. The exception, of course, is the woman who wears her long hair in a knot or French twist. This gives a neat well-styled appearance.

A reputable beautician can cut and shape hair so that a weekly visit to have it set may not be necessary. If you can afford the weekly visit, it is money well spent and a wonderful morale builder. The most successful hair-do for the mature face is not too fussy and not too severe. Soft natural waves, up-lines, and above the collar lengths are good choices.

Premature grayness like premature baldness runs in some families. It's those genes again! Don't waste money on special diets, drugs, vitamins, or hormones. Nothing has been found effective in stopping the progress.

If gray hair is making you feel old, and if a more youthful color helps your morale, then use a temporary color cover or dye it. Remember that as you grow older, light colors in your clothing are more flattering—so it is with hair coloring. Instead of trying to keep your hair at its natural youthful color, you may want to wear it in a lighter, softer shade.



"If you ask me, the prettiest flower in madam's garden will be madam."

Pure white hair is almost always lovely; while blue or purple rinses have a tendency to look unnatural. But, regardless of its color, if your hair isn't treated properly, your hair will look old. Keep your Hair healthy with proper shampoo, brushing, massage and conditioner.

The problem of thinning hair can happen to women as well as to men. A balding man who keeps his remaining hair well trimmed is still handsome and dignified. The bald man, with a few thin wisps smoothed carefully across the top, just looks a little moth eaten. Men and women alike are fortunate today. They can buy attractive hair pieces. These can be costly, but the price may be worth it if it helps your appearance and gives your morale a lift. Today's hair pieces are very natural like. They are made to match and blend with the wearer's natural hair. And, a man needs have no fear of losing his on a windy day for they are wind and water proof.

COLORS

Choose your colors wisely, keeping in mind that pigmentation in skin and hair change with the years. Your best colors for you as a teenager may be all wrong for you now. The eccentric, aggressive colors

such as electric blue, bright orange, shocking pink, and pea green may be too extreme to be flattering to you now. Softer pastel colors are usually more becoming. Black needs to be relieved of its severity by touches of white, color, or jewelry near the face. Some fashion authorities feel that black should never be worn because of the hardening affect it has on the face. Color in hats will add a glow to the complexion.

POSTURE; WALK

If you are wanting to keep the vigorous look of youth, make a definite plan to stand and sit erect. Posture creates a vivid image. Hansen suggests you start working on your posture before you get out of bed in the morning by stretching tall and drawing your stomach in.

Boucheron has an exercise that has worked for him. He says to stand erect and throw back your shoulders; then, take six deep breaths that expand your lungs to their full capacity, and not the one-third you normally use. The extra oxygen soon filters into your bloodstream and brain to give you a sense of well-being. It is good for your ego and it will give a boost to your morale.

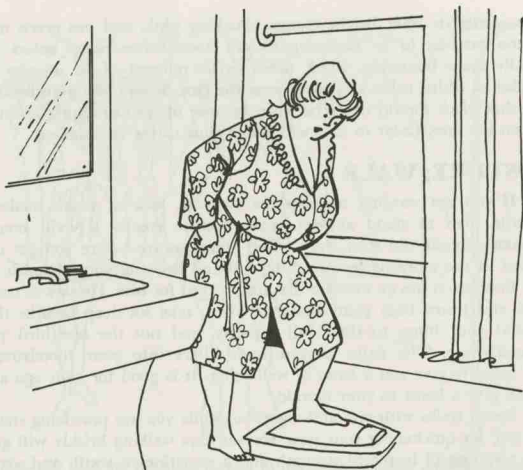
Youth walks with vim and vigor. So, while you are practicing standing tall, try quickening your step. Hansen says walking briskly will give you a feeling of increased strength and a sensation of youth and vigor.

FIGURE

Added weight adds years to your appearance and at the same time may actually reduce your life span. Benjamin Franklin says that one should eat to live, not live to eat. Another often quoted statement, though I do not know who said it is, that violent exercise after 60 is harmful if you do it with a knife and fork.

As you grow older, you need less food. A general rule is that your body weight at 60 or 70 should not be more, and if possible, less than your weight at 30. To control weight you must count calories, and at the same time you must make the calories count by eating well balanced meals.

For the sake of your health and good looks, find out what you ought to weigh and try to avoid putting on or taking off more weight than you should. Fine figures come in assorted sizes—not all good looking women are built like fashion models, but the best looking ones are well proportioned. Stand tall, head up, chin up, midriff stretched, and abdomen flat. This can make you look better and feel younger. Well fitting foundation garments and brassiers will cooperate to give you a better figure. Correct shoes will make your step lighter. The total look will be a more attractive you.



"You'd just love for me to put the other foot on, wouldn't you!"

GROOMING

Youth has a freshness and buoyancy that makes girls pretty and boys handsome. But as you gather years, it grows increasingly more difficult to be attractive. You have to put real effort into it.

It's easy to become a shapeless mass wearing outdated clothes and outmoded hair styles. You may think that your wife, your husband, and your friends of 15 or 20 years love you just the way you are. But, just as an old sofa can become a bit faded, frayed and sagged in 15 years of wear and service, so may you. A bit of new fabric, retied springs, and the old sofa, still loved, takes on new importance. So it is with you. Add a little life to the old frame with new posture, new make-up, a new girdle to take care of the sagging springs and new up-to-date clothes to replace the old coverings. You'll find you have added new life, and you will feel and look younger.

Most women do not need to be reminded of the importance of good grooming. But, it is easy to become careless in your personal appearance. You run to the corner grocery or the supermarket with no make-up, hair in curlers, and shapeless slacks or too tight slacks. You fail to

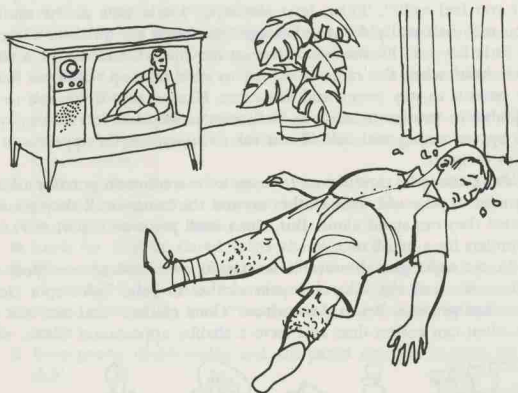
put your lipstick on around the house. This is the beginning of looking elderly. Never give your friends the right to say, "What's wrong Jane, don't you feel well?". Then, later she says, "I saw Jane at the market today, and she's really showing her age." Children are quick to observe. One little boy told his mother to put on her lipstick and not tie a scarf on her head when she came to school to pick him up. Children want their parents to stay young and attractive. Hansen says if you are to be acceptable in your own home, as well as in society and in industry, you must appear young and full of zest for living—young in appearance as well as in spirit.

Men have to be careful too. It seems to be a common practice among some men to wear old work clothes around the house until they become so soiled they can stand alone. But, clean wash pants and sport shirt can do wonders for a man's morale.

As eye sight gets dimmer it is easy to over look grease spots on dresses, coats and ties. Examine your clothes in good light; spot clean them when you can. Brush them often. "Good clothes" that may not be worn often can collect dust and have a shabby appearance. Clean, well



"I want to see the dresses in your ad that hug your every curve, turning your figure into a thrilling, slender silhouette."



"There now. That wasn't so hard, was it!"

pressed clothes will give you a neat appearance that will add up to a more youthful appearance.

The need for bodily cleanliness is always important regardless of the years. Regular baths and deodorants are obvious necessities as are special sanitary precautions for dentures.

According to Nash, you are the guardian of your own looks. Your figure and face are your responsibility. If you are smug about yourself, fail to take advantage of modern beauty aids, lazy in your mind and activity, and eat more for the stuffed feeling rather than the taste, then Nash feels that you are falling down on your obligation to yourself.

Check yourself on these details:

- *Hands clean and lotioned.*
- *Hair neatly arranged—no trace of loose dandruff on shoulders.*
- *Make-up neat and natural.*
- *Shoes clean, polished, and in good condition.*
- *Stockings smooth—no wrinkles around ankles.*
- *Costume clean, spot free and well pressed.*
- *Hemline even.*
- *Lingerie invisible.*
- *Gloves clean.*
- *Purse clean and not bulging.*
- *Inner garments clean and fresh—good fitting bra and girdle.*
- *Deodorant used.*
- *Touch of cologne or perfume.*

SMILE

A smile can do wonders to reverse the sagging muscles that may cause long lines to appear on the face. Next time you are in a group, study the expressions on the faces of those around you. A smile would be an added improvement wouldn't it? So, shine a smile and see a smile light up in those around you. Practice smiling at yourself when you apply your make-up, when you dust the mirror, or when you pass a shop window. Smile often, it will do wonders for your looks.

As you work on your own appearance, remember your friends. A little compliment—like a smile—can give his morale a boost. Boucheron tells us to greet a Senior Citizen by telling him he looks fine. Tell the 80 year old grandmother she looks seventy. For that matter, the 50 year old housewife likes to be told she looks as young as her daughter. Make the compliment sincere. It loses its effect if it's too flowery, but, a little Irish Blarney never hurt anyone.

Live the role of the "older woman" or "older man" to its fullest. This is your ideal age. Stay attractive always.

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