

# SUN LIFE



**Most beautiful older women**  
This over-60 crowd should love looking in the mirror.  
**canoe** [canoe.ca/olderwomen](http://canoe.ca/olderwomen)

## Aging confidence

Years of wisdom are meant to bring assuredness, but many boomers are feeling at a loss

Fixated on how you look? Bashing your body?

Welcome to the boomer years. Image pressures aren't just the domain of teens, boomers are bothered too.

Insecurities abound, and for many it impacts their ability to be active and social. More than half of the 40-plus people polled in a recent study feel young on the inside, but wish they didn't appear so old on the outside.

"Clients will often tell me they have no idea who that person is they see in the mirror," says image consultant Anne Sowden of [hereslookingatyou.ca](http://hereslookingatyou.ca).

"With age comes wisdom, but age also brings gifts — everything from lumps and bumps that seem to appear overnight, changing body shape, grey hair and dentures."

Boomers need to project the way they feel on the inside, "whether it's taking simple steps like updating their wardrobes or learning new habits for a fresh, healthy smile," she says.

According to Dr. Uche



**JOANNE RICHARD**  
Life

Odiatu, a dentist and wellness expert, 94% agree that poor oral health makes a poor first impression. "Wearing a broad smile tells the world you have good self-esteem and that you like yourself." It says: "I am approachable."

He points out an ugly truth: "We live in a visually driven world. Society rewards attractive people in blatant ways — star power and celebrity — or subtle ways, such as having an easier time connecting with people."

Instead of driving ourselves crazy trying to look slimmer and sexier, dig deeper to derive a sense of self-worth, adds Odiatu, who is also a certified personal trainer.

Putting health as a priority instead of beauty might be a more attainable goal, he says. "We can all be healthy, but not everyone can be beautiful. We need to start playing a game that each of us can

win versus the losing battle of looking for perfection. Plus, good health looks good on people."

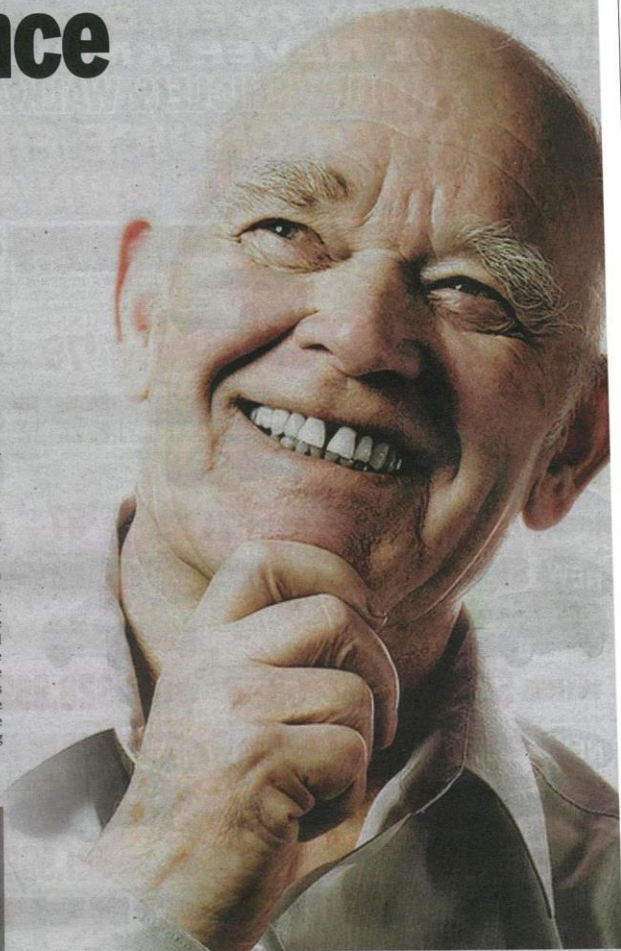
Meanwhile, according to plastic surgeon Dr. Gary Breslow, plastic surgery has become "so enmeshed in our society in the past 10 years that it is just part of life for so many people."

"Getting Botox, fillers and anti-aging skin treatments have become as routine as getting a dental cleaning or a haircut," says Breslow of [breslowmd.com](http://breslowmd.com).

Breslow says we exercise to keep our bodies in shape, so why not active in managing our aging face and body too?

The aging process is a chronic, progressive, treatable condition, he says. "It is chronic because everyone after their mid-30s is afflicted with it. It is progressive because every year is worse than the year before. And it is treatable, not curable — the cosmetic options offered are ways of temporarily staving off the inevitability of aging."

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Anne Sowden, image consultant

### Mommy makeovers are hot stuff

They're up a whopping 96% in the past six years in the U.S., according to the American Society of Plastic Surgery.

Moms fed up with a baggy body after having babies turn to Dr. Gary Breslow for

restoration, including breast lift, tummy tuck and liposuction.

To fix the pregnancy havoc: \$15,000.

"Women are having children later in life, and their bodies are not as tolerant of pregnancies as

they get older. The results are sagging, deflated breasts and lax abdominal walls, and the goals is to restore these areas back to a firmer, more youthful appearance," says Breslow, a certified plastic surgeon.

■ Smile. It's a quick way to connect with people and feel confident. Make sure you are taking care of your teeth properly for fresh breath and pearly whites.

■ Take stock of your wardrobe. Purge dated clothing — be ruthless. "Look for different ways to wear items — learn to mix and match to

### Boost your boomer confidence with tips from image expert Anne Sowden

extend your wardrobe and get new looks instantly," says Sowden.

■ Change your hairstyle. Your hair will be easy to manage and you'll look younger.

■ Change your makeup for a fresh, new look. "Take lessons from a makeup artist and learn what products and colours work best

for you."

■ Get new glasses. "Change your frames every couple of years," advises Sowden. "Consider having two pairs — one for work and the other for fun. This is a quick way to camouflage undereye circles."

— Joanne Richard, QMI Agency