

We're A Nation of WAGS.....That's Women Ageing Gracefully

Submitted by: Sweet PR

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Kim Basinger is 59 today....which is the age pin-pointed by a survey as THE year to start growing old gracefully. The survey also reveals that women are eschewing cosmetic surgery and fillers and believe that heavy make-up and mini-skirts should be given the heave-ho by the early 40's. With Christmas party dressing on most women's agenda in the coming week, choosing your party outfit and make-up could be a minefield if you are over 40.

The research, which polled 2000 women aged 45 and over also revealed that Madonna and Ann Robinson were the celebrities women say are ageing LEAST gracefully.

The poll by anti-aging brand Nurture Replenish Skincare found:

- Heavy eyeliner is out for women past 43
- 1/3 of women polled think false eyelashes are out by the time we reach 40.
- Nearly 40% say lots of blusher should go by 40
- BUT red lipstick is ok, this classic can stay with 38% of women saying you never need to ditch this one.
- 43 is the average women think they should ditch fake tan
- And nearly half say anything with glitter is a no-no past 40 – xmas party goers beware
- 41 is the cut-off for leather trousers and mini-skirts

Even fairly innocuous tight tops need to be thought through when women reach 45. Half of those in the study said women over 50 could not get away with tattoos and a third said bleached hair was not becoming for an older lady. Nearly a third of the women polled said they worry they're too old to wear certain items in their wardrobe.

A whopping three-quarters of men said that certain looks were ageing and that they were put off by women who try too hard.

A spokesman for Nurture Replenish Skincare said: 'Many women will be able to relate to these findings. It's true that as you get older you may have to adapt your look but every woman will face this stage at different times in her life. 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.'

After a year of cosmetic horror stories about dodgy implants and fillers gone wrong it's not surprising that 74% of women are saying no to surgery. The average woman over 45 would like to shave just 5 years off her real age but less than 10 per cent would actually lie about their real age. 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.

The poll found that respondents declared a good diet and a strict skincare regime as the answer to

staying youthful, with just eight per cent threatening to resort to surgery, although a more frisky 10 per cent said it was a younger man and only one in twenty credited lots of make-up.

Being wrinkle-free was the must-have attribute to looking good when you hit your fifties and sixties. A spokesman for Nurture Replenish Skincare added: It appears we are seeing a Botox backlash They went on to say: 'Women seem more interested in looking good than looking 20. At the end of the day, what make-up or hair style you wear is a personal choice. It's good to hear that women in their fifties feel confident enough in their looks to stop being a slave to fashion. It's encouraging that women only want to shave just five years off their real age and most are not interested in cosmetic surgery. Nowadays with so many advances in skincare that is achievable. The key is to adapt and change your routine as you mature.'

The study also found that Helen Mirren was named 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

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

ENDS

Regional statistics are available for: London, Scotland, North East, North West, Wales, South West, South East, Northern Ireland, West Midlands, Yorkshire/Humber.

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