

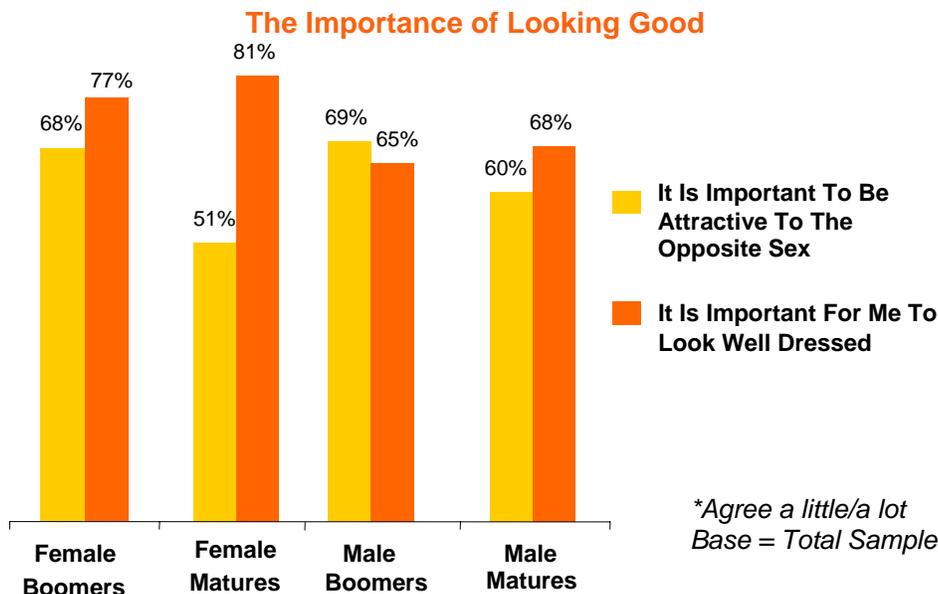
# Getting Older and Looking Good: The Realities About Aging Naturally

## Executive Summary: The New Face of Beauty

In the last decade, as Boomers entered their forties and fifties, cosmetic companies have stepped up to the plate and developed potions, lotions, and treatments targeted to “the anti-aging Boomers.” For Boomer women today, now starting to move into their sixties, it’s not so much about turning back the clock as it is about maximizing assets in an effort to “look as young as you feel.” And some familiar role models are showing this new face of beauty. L’Oreal has Diane Keaton, M-A-C Cosmetics has Raquel Welch, and Cover Girl, once again, has Christie Brinkley, at age 53. Additionally, Dove has introduced an entire line of anti-aging personal care products this year called “Pro-Age,” intentionally named to take the stigma out of aging.

The business of beauty and anti-aging is not just limited to women. For this report, Focalyst drew on survey responses of over 30,000 Boomer and Mature women and men focused on behaviors and attitudes towards beauty and appearance. Boomers (born between 1946-1964) have led a youthful approach and there is no sign of them changing their ways, while today’s Matures (born before 1946), still say it is important to look good. Their attitudes and behaviors toward anti-aging may provide a look at the opportunities and direction marketers should take. This will be particularly important when appealing to the vanities and needs of Boomers, who refuse to accept getting older.

Figure 1



Source: Focalyst View 2006



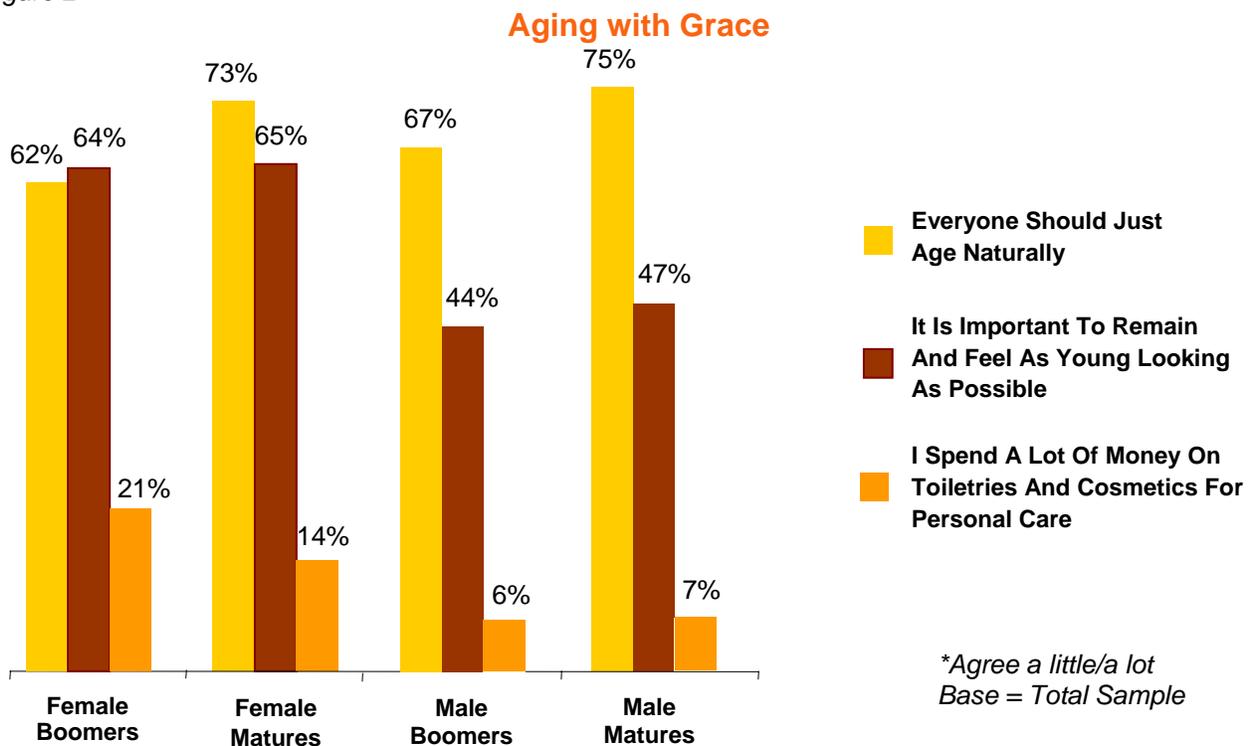
The analysis, opinions and data presented in this report are based on the information available at the time of publication and are subject to change.

Does outward appearance matter? Absolutely! Boomers and Matures agree – more than 65% across all age groups and genders – that it is important to dress well. In addition, 68% of Boomers and 53% of Matures agree that it is important to be attractive to the opposite sex. Interestingly, Boomer men are *most* likely to want to remain attractive to the opposite sex (69%). Clearly the notion of giving in to old age does not hold true.

### Aging "Naturally"

A majority of Matures (72%) and Boomers (64%) agree that everyone should just age naturally, but more than 50% across all age segments agree that it is important to remain and feel as young as possible. When looking at differences among genders, females are more likely to feel pressure to remain as young as possible. This is not necessarily about looks, but state of mind; physicality is an important factor as well. Indeed, 21% of Boomer women and 14% of Mature women tell us they spend *a lot* of money on cosmetics and personal care (Figure 2).

Figure 2



Source: Focalyst View 2006

Men play the anti-aging game, too, and although far fewer men than women see appearance as important, only one third (35%) agree with the statement that skin care products are for women only. Because they are typically less comfortable with appearing to care about how they look (and this is true for both Boomer and Mature men), different marketing strategies will be required to make it acceptable for them to indulge in caring about their appearance.

For example, men are less likely than their female counterparts to feel that it is important for them to look well dressed; they are less confident that others think they have style; and they are not convinced that it is important for them to remain and feel as young as possible. The majority say they hate shopping, and they claim not to spend a lot of money on toiletries and cosmetics.

If we look at intended average household spending on personal care products in the next 12 months for women and men, men do spend large amounts in this category, even if it is at a lower level than women. On average, female Boomers plan to spend \$462 vs. \$252 for Boomer men; female Matures plan to spend \$389 vs. \$235 for Mature men.

### Fighting Nature

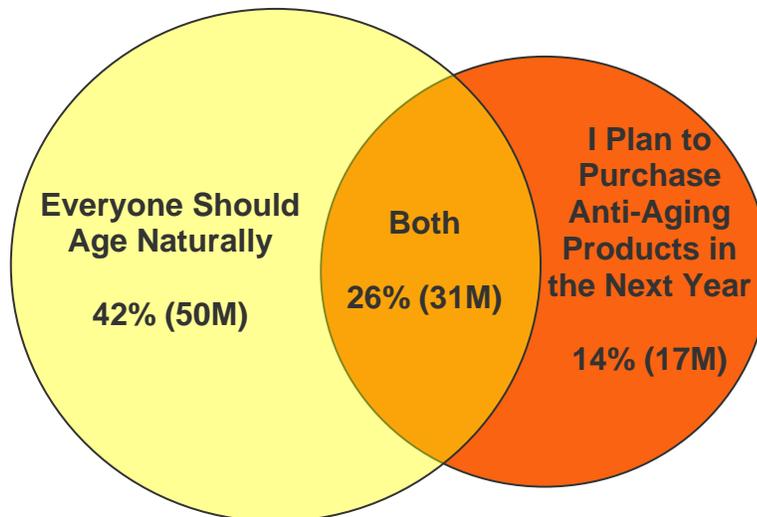
Despite the fact that the operative phrase among Boomers and Matures seems to be “aging naturally,” their behaviors tell differently. Some 48 million consumers (33 million Boomers and 15 million Matures) tell us they are going to give nature a helping hand by purchasing anti-aging products in the next 12 months, in total spending over \$4 billion. In fact, many older consumers who say that everyone should age naturally are buying these products themselves!

*In the next 12 months Boomers and Matures plan to spend a total of over \$4 billion on anti-aging products*

Over 31 million older consumers are both proponents of aging naturally AND plan on buying and using anti-aging products (Figure 3). There seems to be an attitude among many that fighting aging through any means that is not surgical or invasive is still “natural.”

Figure 3

### Aging Naturally Attitude vs. Anti-Aging Behaviors



Source: Focalyst View 2006

Base = Total Sample

Besides using anti-aging products, Boomers and Matures plan to combat the signs of aging with specific types of treatments. Over 10 million Boomers and Matures plan to have anti-aging skin care treatments; over 13 million within this population plan to have spa treatments; and over 10 million plan to have their teeth whitened, half of those being men (Figure 4).

When asking respondents about cosmetic procedures, only 1% admit that they intend to have Botox or collagen treatments, and 1% admit to plans for plastic surgery, still this totals over 2 million consumers in all. There are slight regional differences, with consumers in metropolitan areas and along the east and west coasts more likely to partake in Botox,

*According to the American Society of Plastic Surgeons, 65% of facelifts and 50% of Botox treatments in 2006 were for people between the ages of 41-60.<sup>1</sup>*

collagen and/or plastic surgery. However, because these are perhaps more personal questions, the noted figures may be low estimates, as we know plastic surgery is on the rise with aging consumers. According to the

American Society of Plastic Surgeons, 65% of facelifts and 50% of Botox treatments in 2006 were for people between the ages of 41-60.<sup>1</sup>

Figure 4

### Number of Consumers that Plan to Have Beauty, Anti-Aging and Personal Care Treatments in Next 12 Months

Treatment	Boomers		Matures	
	Female	Male	Female	Male
Spa treatments (e.g., facials, massage)	8,100,000	3,000,000	1,900,000	700,000
Skin care treatments (e.g., anti-aging)	5,400,000	1,900,000	2,100,000	900,000
Teeth whitening	4,800,000	3,500,000	1,100,000	1,000,000
Hair removal/waxing	4,800,000	700,000	1,300,000	200,000
Cosmetic dentistry	2,400,000	1,600,000	700,000	700,000
Botox/collagen injections	600,000	100,000	200,000	100,000
Plastic surgery	500,000	300,000	100,000	100,000

Source: Focalyst View 2006

Base = Total Sample

## Conclusions

Age has little to do with beauty. Attitude has everything to do with it. Boomers and Matures care about how they look and are willing to spend money if it helps them keep control of their appearance as they age. It is not all about a youthful look, but about pride in their personal image. And while a majority appears to be accepting of the inevitability of aging, they are also planning to put up a good fight to battle it as long as they can. Market to their youthful aspirations, not to their age.

## Key Takeaways:

- “Aging naturally” is the mantra of a solid majority of Boomer and Mature women — but majorities also plan to buy anti-aging products in the next year. Indulge them with products that will meet both imperatives.
- Don't forget about the men. Men, particularly Boomer males, are most concerned about staying attractive to the opposite sex, and are open to purchasing and using anti-aging products and treatments.
- Despite the rise in cosmetic procedures such as plastic surgery and Botox injections, only 2% admit to plans for such procedures.
- Both Boomers and Matures aspire to maintain an attractive appearance. Making beauty treatments more affordable will allow marketers to capture more of the aging market.
- Appearance is important to all singles, however single Boomers are the most interested in remaining young looking and are trying to lose weight most of the time.
- Staying attractive to the opposite sex is just as important to married Boomers as it is to single Boomers.
- While there are notable differences in beauty attitudes and behaviors among ethnic Boomer and Mature women, Asian-American women stand out as an important market to the anti-aging product and service industry, as they are much more likely to plan to buy these products.
- Age has little to do with beauty. Attitude has everything to do with it. Market to aspirations, not to age.

*The majority of the analysis in this report stems from data from The Focalyst View, the largest, most comprehensive view of Boomers and beyond. With 30,000 respondents between the ages of 42 and 87, the study provides the most comprehensive view of this lucrative market. Focalyst™ ([www.focalyst.com](http://www.focalyst.com)) is a leading source of information and insights about Baby Boomers and Mature consumers. As a Millward Brown specialty practice supported by AARP Services Inc.,<sup>SM</sup> Focalyst offers a broad range of qualitative and quantitative custom research solutions. Focalyst pioneered the largest, most comprehensive study ever conducted about Boomers and Matures and has the unique expertise to help marketers better understand and connect with this important demographic.*

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<sup>1</sup> American Academy of Facial Plastic and Reconstructive Surgery 2006 Membership Survey: Trends in Facial Plastic Surgery, February 2007. Available at [http://www.aafprs.org/media/stats\\_polls/aafprsMedia2006.pdf](http://www.aafprs.org/media/stats_polls/aafprsMedia2006.pdf) (accessed 7/27/2007).