



*“Fashion changes but style endures.”*

-Coco Chanel

### **Mindset**

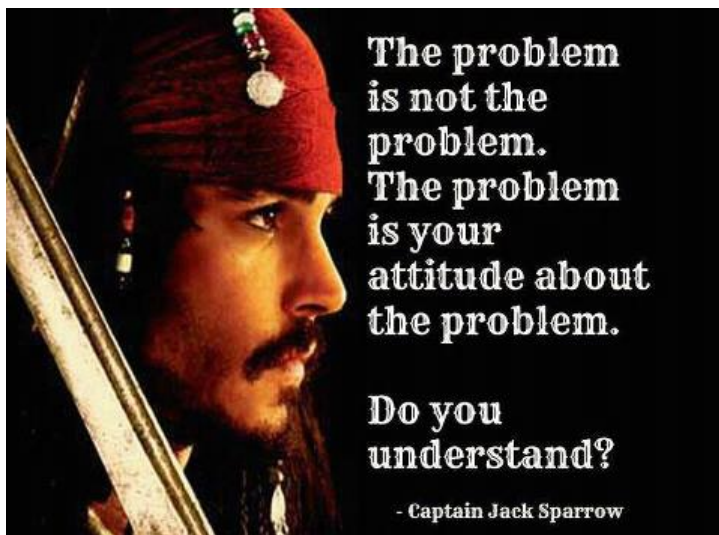
How you look influences how you feel about yourself and how you present yourself to the world. If you think appearance and fashion are trivial topics, think again.

Everything involving Aging with Attitude revolves around mindset.

This is about your style, not fashion or trends. This is about how you feel when you get dressed in the morning. Do you like classic and clean? Boho or urban chic? Have your preference become less clear as your life has changed?

If so, do some research in Pinterest, magazines, and Instagram. Find women whose looks you love. The more you look the more your personal style will become clear to you. Here is [my Pinterest board](#) where I collect images of women whose style I love.

You should feel GREAT about how you look each day, whether you are running to the grocery store or heading out to a gala bash.



## Body image

Be happy in you own skin. Take a good look in the mirror and start with what you have, what you are and own it.

Downplay what you don't like, and emphasize what you do. Your body has changed and will continue to do so. Stop looking backwards at what was and acknowledge what you are **right now**. Stop planning for when you get back in that size 8, or lose those extra pounds. The most important thing: Celebrate don't hide!

Easier said than done, you say? It's just a decision you need to make. Like your body today and every day and proceed from there. Want to know how to get ready for bikini season? Put on a bikini. Yes it is that simple with the right mindset.

Remember, size is just a number (just like your age). If you are still reaching for a size you used to wear, stop that now! If you always take one size into the dressing room, stop that now. Each garment has a different cut, each manufacture different size guidelines. Take 3 sizes into the dressing room and figure out which LOOKS best. It's not about the number on the tag; it's about loving and respecting your body enough to do the best by it.



## Wardrobe

Here is another area where mindset will help you. You want to look great NOW!

You could start with a closet purge. Take a look at the clothes you have now and use a full-length mirror. Take a look at your closet or put all your clothes out on your bed. Daunting, I know! Try on every piece. Does it make you feel fantastic, then it's a keeper. Anything else – give-away, sell, or donate.

If a closet purge seems like too much, then simplify. Find ONE outfit that makes you feel fabulous, or one casual, one work worthy. Just one. What works? Is it a specific brand or color of jeans, or a cut of a dress? Duplicate that. Find 3 more pairs of pants or jeans that are that – perhaps in a different color. Find that dress in another pattern or shade.

By now we know who we are and what we like. More choice leads to confusion and is not a great thing, in my book. Keep it simple. I call this the power of the “uniform”.



Create a small wardrobe of clothes that you know work for you. Done.

As we age, I can attest that color is your friend. Our skin color and hair color are changing and your “best” colors from your 30’s might now be so now. Take a fresh look at the color pallet you choose – does it make you look drained? Black does that so, ditch the black. Or at least play it down and play the color up. Colors that are too soft may make you look washed out.

Got the right bra? This may seem like a small detail but this is another area where our changing bodies need the attention they deserve. March yourself into a reputable underwear store or department and get measured by someone who knows what they are doing. You will probably be surprised at your new bra size.



## Hair

A good haircut has the best cost per wearing there is. Invest!

Even when I was a starving and not very stylish student I made a point to get a good cut. That may have been the only fashion-oriented thing I did for myself, but even then I knew it was good for my morale and how I showed up the world.



You can Google the phrase “best hairstyles for women over 50” and come up with a hundred ideas and websites. Do that if it helps you.

I think the best thing you can do is start with your current hair stylist, if you love him or her. Or find a woman on the street who’s hairstyle you think really works well for her and ask her who does her hair. (Be brave, I’ve done it and ended up with a GREAT stylist.) Make an appointment and be prepared to tell them what is working what is not, and what you are trying to accomplish. If you just feel you look dated or frumpy tell them but also be prepared to come in with a few ideas – just to give them some direction. Do you want to consider coloring your hair, or letting the grey grow back in? If they are good artists, they should be able to take it from there.

Now, hair is one of those areas where women really fear change. If this resonates with you I can’t encourage you more to take a leap of faith. Hair grows back. Really. So nothing is irreversible. And if the first cut is not the perfect new you, hopefully it is taking you in a new more positive direction.

**Makeup –**

I'll bet it's time for a do-over in the makeup department. Many of us learned the basics a while ago and have not adjusted to fit our changing faces and skin tones. What worked for us at 30 will not work at 60. If you don't wear make up you may want to reconsider. Even just a bit will help you feel more energetic and upbeat. A bit of blush, and lipstick will brighten anyone up. In later years our eyebrows may be disappearing, and age spots may be an issue. A light hand with the foundation and an eyebrow brush can do wonders.

For all of these considerations I suggest a visit to your local retail makeup department and ask for one of the technicians to do an updated makeup application for you. Tell her what you are looking for such as updating your look, using a light touch, casual not heavy etc. Whatever information you can give her will result in a better outcome for you. This is usually free. You will learn a LOT. But don't feel pressured to buy everything that they are using or suggesting. Be prepared to be receptive, to learn, and buy at least something.

Cosmetics brands that do really well with older women are Bobbi Brown (my personal favorite) MAC, and Bare Minerals, many of the organic lines. In face Bobbi Brown has a [book called Living Beauty](#) targeted to the older woman that you may enjoy.



## Skin Care

'If You Look Hard, You Look Old'

No matter how good your makeup looks, it will look even better if you take care of your skin. This is an area where “anti-aging” products can make us all crazy. Let’s keep it simple!

Aestheticians I consulted with offered these reminders:

- Wear sunscreen very day – there is no “safe” tan
- Smoking causes facial wrinkles
- Drink plenty of water
- Cut back on sugar
- Eat lots of fresh fruits and vegetables

Skin care is a great area to simplify. Here is an easy five-step daily skin care regimen

- A cleanser that’s right for your skin type
- A topical Vitamin C serum to help keep skin from sagging
- A retinol product for exfoliation, either by prescription or over the counter
- A moisturizer that’s right for your skin type
- Eye cream

This might be a good time to experiment with a few DIY skin care ideas. Simple! [I've concocted some of these](#). Give it a try.



## Encore! Encore!

Your encore act is a time to consider changes. Not necessarily radical changes, but be ready to take a few risks. Experiment. Be bold. Think of it as a new start to a celebratory time of your life. Don't look back to what was and what you used to look like, create a new image for your self. It all starts there. How you look will influence how you feel and how you put yourself into the world. Go get 'em!





## About Elyse Tager



A long-time marketer and passionate entrepreneur, Elyse has helped hundreds of small businesses, associations, and nonprofits develop and implement effective social media and email marketing strategies to grow their business or organization.

Elyse is a popular motivational speaker, and educator known for providing her audiences with the practical tools, techniques and strategies they need to grow their business or improve their lives. She is herself a “woman of a certain age” and is bringing her excitement and energy to help other woman create their own next chapters filled with vitality and fulfillment.

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