



BEAUTY

Beauty's Golden Age

Growing older is no barrier to looking great – these days, it can even help you land a huge cosmetics contract. Here HELLO! celebrates the fact that beauty has finally grown up

In a world obsessed by youth, a quiet revolution is happening and it has been championed by some of Hollywood's feistiest and most elegant leading ladies. Dame Helen Mirren, 69, Jane Fonda, 77, Charlotte Rampling, 69, Twiggy, 65, Jessica Lange, 65, Jerry Hall, 58, and Tilda Swinton, 54, have all been signed by major beauty companies to act as the "faces" of their ranges. What's more, a closer look at their campaign shots and commercials shows a light touch with the airbrush, a celebration of each line and wrinkle and an approach to ageing that is best summed up by Dame Helen in her ad for L'Oréal Paris Age Perfect skincare, a range formulated for the over 50s: "Grow another year bolder," she says. "Our perfect age is now."

The reasons for this shift in focus are largely economic – the beauty companies have woken up to the fact that in the current climate, it is the over 50s who have the money to spend on their wares. While relatively low pay rises and huge mortgages have made beauty purchases an indulgence for cash-strapped younger generations, more mature women can and will splurge on make-up, skin and haircare. In 2012, they spent more than £2billion pounds on beauty – that's 43 per cent of the total market – and this percentage is predicted to rise.

"Women over 50 are the age group big businesses forgot," says Imogen Matthews, a board member of trade organisation Cosmetic Executive Women and author of *Older Women in Beauty: The Golden Opportunity*. "Or perhaps they don't quite know how to target these older consumers who refuse to behave according to outdated stereotypes. Yet they continue to grow in numbers, have more spending power than women half their age and have a desire to enjoy life. Surely they should be a prime target for beauty brands looking for new growth opportunities?"

The statistics are hard to ignore. Currently, the over 50s make up a third of the UK population while by 2020, it will be half. What's more, they possess a

whopping 79 per cent of the country's disposable income and they are not afraid to flex their financial muscle. According to research by High50, the 50-plus age group is the wealthiest, happiest and most spendthrift of all age groups; they do not feel old and they defy the conventions of older people being stuck in a rut, unwilling or unable to experiment or embrace change.

Yet it is only recently that beauty firms have started to target them effectively. In 2012, when Imogen first researched the beauty buying habits of women over 50, she concluded that they spent lots and loved buying products but were let down by advertising images that did not reflect the way they wanted to look or be perceived. These savvy consumers had no time for miracle claims, preferring straightforward advice and information, and they wanted products for their age group which clearly stated what they could do and were advertised by women with whom they could identify.

Three years later, they have just that, with a growing roster of older beauties currently acting as the face of high-profile campaigns, from Tilda and Charlotte for Nars, to Jerry for L'Oréal Professionnel's "It Looks", Twiggy as the muse for L'Oréal Professionnel Majirel High Lift, Shimmering Blonde Service, Jessica for Marc Jacobs Beauty and both Jane and Dame Helen for L'Oréal Paris.

Crucial to the success of these products are the women chosen to front them. Before signing Dame Helen as the face of Age Perfect, L'Oréal did its own research, quizzing 9,000 women for their views on who should represent them. The Oscar-winning *The Queen* star came out tops – and it is not hard to see why. The actress, who reportedly insisted that her image was not retouched, said last year: "I'm not gorgeous, I never was, but I was always okay looking and I'm keen to stay that way." Now that is a sentiment we can all relate to, regardless of our age.

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Clockwise, from top left: Jerry Hall, Dame Helen Mirren, Twiggy, Jessica Lange, Charlotte Rampling and Tilda Swinton



OVER FIFTY AND FAB

Mature women want products formulated specifically for their needs, especially the effects hormonal changes from the menopause have on their skin and hair. They want firming bodycare, hydrating but not heavy moisturisers that will give radiance and a healthy glow, thickening and smoothing haircare and make-up that can disguise fine lines. Luckily, the choice has never been better. Here are the very latest to look out for:

- 1. **Stratum C Menopause Repair Serum**, £49, visit stratum.com
- 2. **Thalgo Silicium Eye Cream**, £36, from feelunique.com
- 3. **Elemis Pro-Intense Lift Effect Super System**, £155, from John Lewis or visit timetospa.co.uk
- 4. **White Hot Brilliant Shampoo**, £12, from Boots. Created to brighten grey and silver hair, it also works brilliantly on blondes
- 5. **L'Oréal Paris Age Perfect Re-Hydrating Day Cream**, £11.99, from Boots. With soya peptides for menopausal skin
- 6. **Rodial Cougar Skin Zero Gravity Body Serum**, £75, from Selfridges
- 7. **Dove Advanced Hair Series Youthful Vitality Shampoo**, £5.99, from Boots. Formulated to help thicken fine hair
- 8. **No7 Restore & Renew Day & Night Serum**, £24.95, from Boots
- 9. **Clarins Super Restorative Day Cream**, £69, visit clarins.co.uk
- 10. **Studio 10 Age Defy Skin Perfector**, £32, from cultbeauty.co.uk A concealer palette for older skin that is subject to fine lines