



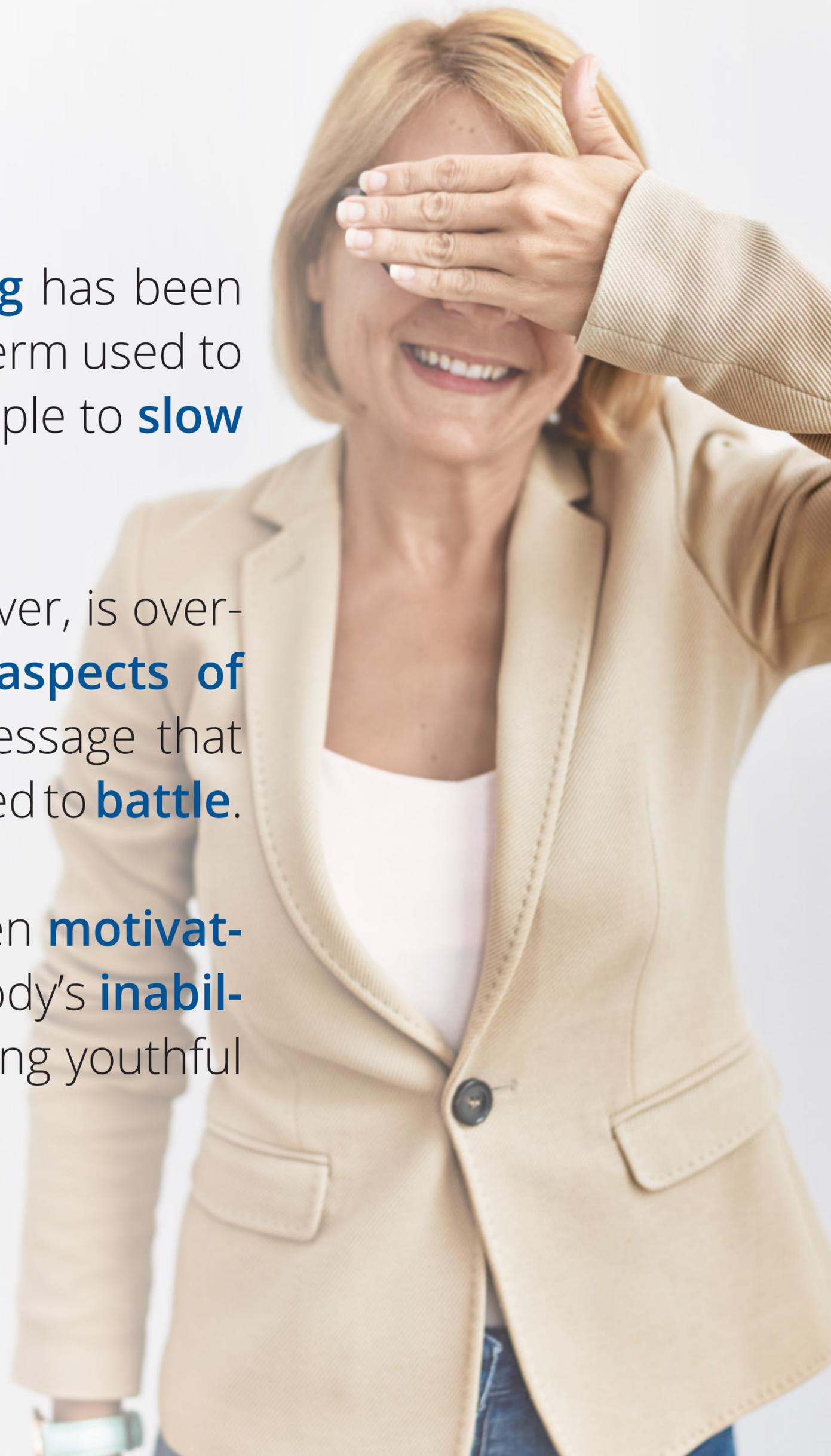
Bye-bye Anti-Aging,  
and hello Well-Aging

**RAHN**

Since the 1980s, **anti-aging** has been a beauty buzzword. It is a term used to describe the desire for people to **slow down** the **ageing process**.

What all of this does, however, is over-emphasize the **negative aspects of aging**. It reinforces the message that ageing is a **condition** we need to **battle**.

Anti-aging routines are often **motivated** by **anxiety** about the body's **inability** to conform to the existing youthful **ideal of beauty**.



In a culture where beauty standards emphasize youth, we prefer to talk about **anti-aging** rather than **aging well**.

## What if we could shift the way we talk about aging?

Well-aging does not imply attempting to appear as if you are still in your twenties. Instead, it's about **embracing** your **physical changes** and the idea that **beauty** doesn't peak at any one point in your life, it keeps **evolving**.

Choosing well-aging as an **alternative** will make the changes feel **less difficult**. The reason? You won't be fixated on the fact that aging is the **enemy**. Living life to the fullest and **accepting** new stages of life is what **positive aging** entails.



**Language matters.** When referring to a woman e.g., over the age of 50, it is common for people to use qualifiers such as **“She looks great ... for her age”** or **“She’s beautiful ... for an older woman.”**

Next time, catch yourself and consider what would happen if you just said, **“She looks great.”** Together, we can start to shift the narrative and appreciate the **inherent beauty** in people of all ages.

