

Everyday Products Help Seniors Maintain Independence

New Twists On Household Items Cater To Golden Agers

(NAPSA)—From phones with larger, easy-to-read buttons to chairs that literally lift consumers to a standing position, companies are developing an array of products that meet the changing lifestyle needs of America's aging population. The new twists on everyday products are helping many older consumers—still young at heart—continue their daily routines with little or no help from family or caregivers.

“With the increasing number of Americans reaching their golden years, it's only natural that companies would develop products that make everyday life easier for this age group,” said Erin Sanchez, director of marketing for Eureka. With the wide array of offerings geared toward older consumers, it is important to do thorough research to find the best products to fit their personal and ever-changing lifestyle needs. Products that can help make life's everyday tasks easier for seniors include:

• **Seeing Clearly**—Many companies produce products with larger number and letter displays for when eyesight deteriorates. From alarm clocks with oversized and lighted digital displays to computer keyboards with larger, more defined letters and even scales that verbally announce a person's weight, these products are designed to be easy on the eyes and great for aging egos.

• **Catch a Lift**—Seniors often find it difficult to get in and out of furniture due to arthritis or injuries. To make this process easier, many furniture manufacturers make lift chairs. These chairs feature technology that makes sitting

and standing virtually effortless and saves sore knees by literally guiding the user from a standing position to a sitting position and vice versa.

• **Within Arm's Reach**—For people with arthritis, it can be difficult to reach for and grab household items on high shelves or that fall on the ground.

Plastic or wooden wands known as “reachers” that feature clasps or prongs on the end can help grasp items so users don't have to bend down or overreach to pick up items.

• **Optimize Cleaning**—Weighing in at only 12 pounds, the Eureka Optima vacuum cleaner makes cleaning easier and more hassle-free than ever before. Its compact design means that it weighs half as much as 24-pound conventional uprights but doesn't sacrifice performance. Optima is equipped with the standard 12-amp motor found in traditional uprights, making its size and power perfect for older consumers who need a vacuum that's easily portable but provides a thorough clean.

“The Eureka Optima is perfect for older individuals because its lightweight design and ergonomic handle make using and carrying the vacuum easier,” said Sanchez. Optima also features an ergonomic “O”-shaped handle that lets wrists and hands move naturally along the circle for continuous comfort—no more awkward



twists, turns or refitting your grasp when pushing and pulling the vacuum. A soft, rubber liner also provides golden agers with a more cushioned grip. The handle adjusts and locks into one of 13 positions to accommodate different heights—which means less bending for tall users and more control for shorter users.

Additional features include a HEPA filtration system that removes allergens and dust from the air, a quick-release dust cup so there are no messy bags, a motorized brushroll that converts from hard to soft floors with a simple flick of a switch, and an assortment of onboard cleaning accessories, including a seven-foot stretch hose, crevice wand and dusting brush.

“Many people find it frustrating when they start having difficulty performing everyday tasks due to aging,” said Sanchez. “These products help make those tasks easier and allow people to keep their independence.”

For retail locations and product information about Optima, consumers can visit www.eureka.com.