

Lose 10 Years In 10 Minutes

(NAPSA)—We've all heard that 40 is the new 30, but is it now 50? Baby boomers are fervently seeking out ways to turn back the clock by living, feeling and looking younger—acting not as baby boomers, but “baby groomers.”

With a higher disposable income than past generations', these “sporty 40s” and “nifty 50s” are using more beauty products than generations before them—from anti-aging cream and teeth whiteners to multifocal contact lenses—to improve their appearance.

“This group is far more outgoing and concerned with looking as young as they can, which increases their confidence to lead healthy, active lifestyles,” said Mark Montano, host of TLC's “Ten Years Younger.” “This is why ‘baby groomer’ is the new buzzword.”

Following are Montano's top-10 ways to lose 10 years in 10 minutes:

10. Use a tooth whitener to increase your number of smiles per day.

9. Lose the bifocals! Instead, use Bausch & Lomb's SofLens Multifocal contact lenses to go from looking like grandma to being a hot momma!

8. Use an anti-aging cream on your face and hands. Pay careful attention to your hands, as they can show age more than your face.

7. Use your eyebrows to your advantage. For women, enhance thinning brows with a brow brush and a powder just a shade lighter than your natural brow color. For



men, be sure to keep them neat and trimmed.

6. For men, facial hair should be the first thing to go. That salt-and-pepper beard or goatee is sure to age you—as well as other unwanted (nose and ear) hair.

5. Wearing brighter colors that complement your eye color is one of the best and easiest ways to take off the years.

4. Update your accessories—having modern jewelry will help you look years younger.

3. Apply more natural-looking makeup that complements your hair and skin tones.

2. Head high and shoulders back! Good posture instantly makes you look younger and healthier.

1. Reduce dark undereye circles by applying a lighter concealer or makeup under the eyes.

Practicing a few of these tips can help anyone walk out the door feeling more youthful and confident. Pass the tips on to a friend or try them yourself to turn back the clock today. For more information on multifocal lenses, visit www.bausch.com or your eye doctor.