

THE TRUE FOUNTAIN OF YOUTH ... THE INNER GIRL

“Who is this inner girl? She seems to consistently give me a sense of youth and immortality. In her eyes I have unlimited potential and am eternally young. I find I really prefer to listen to her view of my future... How can I use her to maximize the ongoing potential within my second fifty years?...Even if you have never worked through your inner child, you can still meet and greet your inner girl...”

Claudia Jean

Aging With A Vengeance: Your Second Fifty Years Unleashed!

Who is that woman!? That’s the question women often ask themselves when they look in the mirror and see a middle-aged person looking back. But by helping women access their inner girl in her new book, ***Aging With A Vengeance***, Claudia Jean changes the paradigm in which that reflection exists, making aging not only acceptable, but something to which women can now look forward.

Aging is an external process, not an internal reality. The inner girl is the internal voice which lets one live life as a “young person” to the end. The inner girl does for the mind of older women what the Wonderbra does for their breasts. She is that voice in our heads which tells us that we are free to defy convention, and that determination and imagination can transcend time, age, and even gravity.

That consistent voice of optimism and vitality within our heads is the mind-body link reminding us how to maximize life. Claudia Jean insists that this younger sense of self is the very powerhouse that successful 50+ women have harnessed for themselves, and in ***Aging With A Vengeance***, she teaches women how to access it. Tapping into this is like drinking from a fountain of youth.

Fighting the aging process with an arsenal of beauty products, a killer wardrobe, or even the occasional nip and tuck is great. But it is attitude that counts the most! So how much influence should the inner girl have over one’s fashion sense? Your inner girl, according to Claudia Jean, should be in complete control. Your friends may try to censor your choices, but your inner girl will tell you that you don’t have to. She encourages you to be seen, to avoid fading away. The inner girl gives us what no one can squeeze out of a tube or buy on a rack--vitality by way of perspective and self-respect. Claudia Jean reminds us that aging is purely biological. Your emotional age, your inner girl does not age with your body. She stays eternally young. Live her life!

Don’t be confused by your reflection as you age. Instead, embrace your inner girl, giving her license to hold onto your youthful perspective. With your inner girl in command, you truly will spend your second fifty years ***Aging With A Vengeance!***

11 SECRETS OF THE OVER-FIFTY SISTERHOOD

What is the sisterhood of the over-fifty woman? It includes all women who combat the negatives of aging with the following: a great passion for life, a love of laughter, and a sense of self that leaves a positive impact. How and why does one earn membership into this exclusive club? By living by the following age-defying rules!

1. **Have fun with your clothes.** We are meant to be seen and to make a difference. If it takes wearing a yellow feather boa, then so be it! Dare to be noticed!
2. **Be Eye Candy.** Accessories are your friend. Nothing defines your look so much as your finishing touches. So stand tall and stand out with style!
3. **Have a sense of humor.** Jokes and laughter empower. Tap into them!
4. **Trust your inner girl.** She is your inner voice that gives you confidence and freedom to make your own choices with what you wear, who you love, and what you demand from life!
5. **Learn about menopause.** It's common to gain weight during menopause. What's the good news? Those pounds that come on so suddenly at menopause tend to disappear in your 80s, with little change in your normal routine.
6. **Find the "gold" in your golden years.** By 50 you now know what is most important in life: respecting yourself, embracing the young, and honoring your elders. This balance is the most precious commodity in your second fifty years.
7. **Judge Not.** The greatest asset to a positive second 50 years is avoiding negative judgment of others and yourself!
8. **Have a mentor; be a mentor.** Your mentors to the aging process will provide you with insight and enthusiasm for what is ahead rather than letting you mourn what is behind. You can then share this knowledge with those who are younger than you.
9. **Maintain unconditional self-esteem.** It can be a scarce commodity when gravity begins to take its toll. Self-esteem is your value; it is what you contribute; it is how you will be perceived. And it's the best gift you can give yourself.
10. **Better over the hill than under it!** Attitude moves mountains, at least little ones! It's power. Have an attitude about the years ahead, and promise that you will "attitude" your way to the top of the hill, or wherever you want to go!
11. **When you are over the hill, you pick up speed.** Imagine life as a rollercoaster ride. The fun of the ride comes after the crest of the hill...it's the part that has thrilling twists and turns and the best view. So jump in the front seat and hold on!

The Power of Self-Esteem:
MAXIMIZING YOUR BEST BITS
TO DETER THE AGING PROCESS

Teenagers traditionally focus on each blemish that hits their otherwise flawless faces - tiny blemishes that no one else notices! Have you managed to outgrow that habit, or do you still focus on the flaws in your general appearance rather than on all the aspects that make you uniquely you?

In her book, *Aging With A Vengeance: Your Second Fifty Years Unleashed!* Claudia Jean asserts that women need to take a vow to stop picking on themselves. Instead, she suggests, women should consciously accept and stockpile the compliments we receive from others but often don't embrace. We should take those compliments seriously. And we should learn to compliment ourselves.

Building a foundation of self-esteem should be part of every woman's routine!

What are your best bits? They are the distinguishing features that make you who you are, the ones about which you can compliment yourself. But they are also often the ones you ignore, the ones you have yet to realize you have, and, according to Claudia Jean, sometimes even the ones about which you complain. You just aren't yet taking advantage of them.

For example, consider your eyes and smile. They are two of your most distinguishing features; they define you. Have you done all you can to make them inviting? Enhance these two features, then let all your dressing, makeup, and grooming choices lead back to them.

A woman's best bits can also be her attitude, her carriage, her style, or a combination of the characteristics that make her distinct. The important thing is that she recognizes and then utilizes them to her best advantage!

Making the most of your best bits has an added advantage. When you are focusing on the positive, there is less time to do so on the negative. And a positive attitude is the most positive anti-aging secret of all!

SENIORS RULE...AGAIN!

Whether in high school or college – freshman, sophomore, junior, or senior – where lies the authority? Vice president or senior vice president – who has more clout? Then why does the word senior become a negative term when used to describe those of us over 50? Why is the term senior synonymous with slowness and senility rather than wisdom, experience, and extraordinary ability?

Senior is power! Senior confers authority!

Claudia Jean

We may live in an age-biased society, but according to Claudia Jean, seniors need to take the reigns and mitigate that bias among themselves first before the rest of the world can follow!

In her new book, ***Aging With a Vengeance: Your Second Fifty Years Unleashed!***, Claudia Jean rejects the notion of *senior* having a negative connotation. Old age is a goal, not a sentence. Senior status is an honor, not a shame! She explains why women should embrace the concept of a long life and change the way they plan for being fifty and older. By offering suggestions on instant age-defying attitudes and strategies and tips on how to put your best self forward, Claudia Jean makes growing older an adventure rather than a struggle. It is time to create your own beauty and define your own legacy.

Encouraging women to play with both their attitude and appearance, Claudia Jean emphasizes learning to experiment with clothing and accessories, and most importantly, realize that our next fifty years can be our best fifty years because all the rules are now only suggestions!

Teaching women that it's better to be over the hill than under it, ***Aging With A Vengeance*** looks at the reality of growing older, the toll age takes on our bodies, and how we can fight back and live ***Our Second Fifty Years Unleashed!*** From learning how to get in touch with your younger inner girl, to avoiding the trap of acting old, to picking out the right clothing and accessories, this book makes becoming a senior for the rest of your life something to look forward to and enjoy rather than something to shun.

Reminding readers that life after fifty merely moves us from our *reproductive years* into the more preferable *productive years*, Claudia Jean encourages all women to make the world stop and take notice of the value and importance of older women. So the next time you hear a high school student chanting *seniors rule*, remember that this also applies to women lucky enough to be living their second 50 years.

FOR IMMEDIATE RELEASE

**More than 29% of American Women are Over Age 50.
This Huge Demographic Is Almost Completely Ignored by Marketers!
How Can Second Fifty Year Women Be Seen & Be Heard?
Find the Answers in
Claudia Jean's
Aging With A Vengeance: Your Second Fifty Years Unleashed!**

We are an age-biased society. From TV shows to magazines, from clothing lines to vacation hot spots, advertisers seek the 25-49 female demographic as its constituency. And in an effort to maintain their place in that constituency, women get themselves wrapped, lipo-sucked, nipped, tucked, and lifted. They diet, exercise, and deny their age until it is no longer possible to do so. And then, all too often, they seem to fade away. Aging in America is much like being erased.

In reality, women can make their post-reproductive years their most productive years? How do they stay powerful in spite of the aging process?

The answer is in planned aging, strategically visualizing the decades to come.

There is power to be shared between those ahead and those behind... empowered women honoring empowered women of all ages. Claudia Jean

In ***Aging With A Vengeance: Your Second Fifty Years Unleashed!*** Claudia Jean suggests a new paradigm: one in which women celebrate the aging process by living their second fifty years with attitude, acceptance, and a keen sense of the power their experience brings to the table. One in which they access their inner girl, allow her to prevail, and plan for the post-reproductive years to be incredibly productive years. And one in which all women become part of a mutually supportive sisterhood, recognizing the ability of each woman to change the world in both great and small ways.

What is the inner girl?

She is the you who looks in the mirror and is shocked at who she sees looking back. She is the you who knows no boundaries, who refuses to be defined by chronological years. She is the emotional age you will take to your grave. When fully engaged, she is your best friend!

Without discounting the benefits of rehabilitative and cosmetic reconditioning (yes, those tucks and lifts are just fine!), CJ places the real emphasis on attitude, and what a positive attitude about the aging process can do for women. With practical advice covering mindset to looking one's best through dressing and accessorizing, ***Aging With A Vengeance*** is really about the importance of personal expectations and how those expectations will keep us powerfully engaged through ***Our Second Fifty Years – Unleashed!***

ANNOTATION SHEET

AGING WITH A VENGEANCE: YOUR SECOND FIFTY YEARS UNLEASHED!

Age is irrelevant. A sense of life is what we crave... Those chronologically behind us see us as old. Those ahead of us see us as young... We egocentrically insist that the age we are is the only age that counts... old describes nothing but a position on the continuum of life that somehow diminishes the value of everyone ahead of us on that line. It is not so grievous that the young disparage the old, but that those old enough to know better do so!

Claudia Jean
Author

In a society which values youth, where marketing and demographics tend to stop at age 49, to say that age is irrelevant seems blasphemous. But Claudia Jean not only says it, she defines how to stay powerful in her new book, ***Aging With A Vengeance: Your Second Fifty Years Unleashed!***

Mixing the philosophical with the practical, Claudia Jean writes about both the inner girl who does not age with your body, and the sisterhood of women empowering women of all ages. She also illustrates how to make the most of your physical assets. In ***Aging With A Vengeance***, Claudia Jean has written a powerful guide to boldly moving from the reproductive years into incredibly productive years – ones in which second-fifty-year women maintain an effective voice, giving their demographic the power it deserves.

A positive, insightful, practical book, ***Aging With A Vengeance*** challenges women to defy the stereotypes associated with women over 50, providing them with the tools to do so, and showing them that they can and should embrace their ***Second Fifty Years, Unleashed*** _____

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AGING WITH A VENGEANCE: YOUR SECOND FIFTY YEARS UNLEASHED!

A BOOK BY CLAUDIA JEAN

CLAUDIA JEAN IS A WIFE, A MOTHER, A BUSINESSWOMAN WITH VISION, AND A WOMAN WITH A MISSION: SHE INTENDS TO BRING THE ART OF ***AGING WITH A VENGEANCE*** TO ALL WOMEN EITHER LUCKY ENOUGH TO BE LIVING THEIR ***SECOND FIFTY YEARS UNLEASHED*** OR HOPING TO BE!

A FIRM BELIEVER IN THE MAXIM THAT *SENIORS RULE!* CLAUDIA JEAN, NOW A SENIOR HERSELF, SAYS THAT ***"AGE IS IRRELEVANT. A SENSE OF LIFE IS WHAT WE CRAVE."*** NOTING THAT ***"THOSE CHRONOLOGICALLY BEHIND US SEE US AS OLD. THOSE AHEAD OF US SEE US AS YOUNG,"*** AND THAT, ***"WE EGOCENTRICALLY INSIST THAT THE AGE WE ARE IS THE ONLY AGE THAT COUNTS,"*** CLAUDIA JEAN TELLS US THAT, ***"IT IS NOT SO GRIEVOUS THAT THE YOUNG DISPARAGE THE OLD AS IT IS THAT THOSE OLD ENOUGH TO KNOW BETTER DO SO."***

WHAT DOES THIS ALL MEAN? THAT AS A SOCIETY, WE NEED TO RECOGNIZE THE VALUE OF THOSE OLDER THAN OURSELVES: WE NEED TO LEARN FROM THEM, HONOR THEM FOR THEIR WISDOM AND EXPERIENCE, AND USE THEM AS ROLE MODELS IN OUR OWN AGING PROCESS. PLANNING TO AGE REDUCES OUR FEAR, WHILE AGING ON PURPOSE GIVES US A VOICE.

"WILL YOU LET IT HAPPEN OR MAKE IT HAPPEN? THERE IS NO POWER IN DENYING THE PROCESS. THERE IS, HOWEVER, UNTOLD POWER IN EMBRACING YOUR POTENTIAL AT EVERY STAGE."

SO SAYING, CLAUDIA JEAN EMPHASIZES THE SISTERHOOD OF WOMEN, TELLING US THAT BY RECOGNIZING THE POWER AND WISDOM OF THE WOMEN AHEAD OF US, AND COMPLIMENTING THE BEAUTY AND POTENTIAL OF THE WOMEN AROUND US, WE CREATE A STREAM OF POSITIVE ENERGY THAT CONNECTS AND EMPOWERS ALL WOMEN, ALLOWING THEM TO SEE THE AGING PROCESS AS SECONDARY TO THE WELL-LIVED LIFE ITSELF.

"THERE IS A HUGE DIFFERENCE BETWEEN LETTING YOUR LIFE HAPPEN AND MAKING YOUR LIFE HAPPEN!"

IN ***AGING WITH A VENGEANCE***, CLAUDIA JEAN GIVES VOICE TO THE POWER OF THE SPIRIT OF ALL WOMEN, REGARDLESS OF AGE, AND REMINDS US THAT THAT POWER RESTS IN OUR ABILITY TO CONTINUE BEING SEEN AND HEARD. IT IS WHAT OUR ABILITY TO MAKE A DIFFERENCE IS ALL ABOUT; IT IS WHAT THE SISTERHOOD IS ALL ABOUT; IT IS WHAT LIVING ***YOUR SECOND FIFTY YEARS UNLEASHED*** IS ALL ABOUT.

CLAUDIA JEAN “ISMS”

- ❑ Create or recreate your look – unleashed! The good news is that after fifty the rules are only suggestions!
- ❑ Real style comes with a confident attitude!
- ❑ Own your right to be different ... You are perfectly imperfect, a one-of-a-kind masterpiece.
- ❑ Old age is a goal, not a sentence!
- ❑ Aging is not a medical condition!
- ❑ Aging happens (if you are lucky). Will you let it happen or make it happen? There is no power in denying the process. There is, however, untold power in embracing your potential at every stage!
- ❑ Life is a one-way street so get your foot off the brakes.
- ❑ Your choice is to live or to not live. Choose to not only live, but to live it up!
- ❑ Adulthood is mostly an illusion.
- ❑ Access your inner girl and live her life. She is the one who consistently gives you a sense of youth and immortality. In her eyes, you have unlimited potential and are eternally young. This younger sense of self is the very powerhouse that successful second-fifty-year women have harnessed for themselves. Listen to her view of your future!
- ❑ Living well does not happen at random. Living well is the result of developing a set of skills and attitudes that maximizes your personal interactions, minimizes your disappointments, and validates your value.
- ❑ It is not so grievous that the young disparage the old as it is that those old enough to know better do so!
- ❑ Pick fabulous coaches in the aging process ... they will bless you with great insight and expectations and give you a zest for what is ahead rather than leaving you in sorrow for what is behind.
- ❑ A compliment is a life-affirming statement. There is no other gift as giving and potentially life changing.
- ❑ Something very special happens when an honest compliment is sincerely embraced. When you enthusiastically acknowledge a compliment, you give a wonderful gift back to the sender – their own endorphin hit! What a wonderful gift of nature that our wiring is meant to connect full circle.

SUGGESTED INTERVIEW QUESTIONS

What is a woman's inner girl?

We all have an inner girl. She is the one who consistently gives us a sense of youth and immortality. She is that emotional sense of self that feel "old" happens to everyone but me. In her eyes, I have unlimited potential and are eternally young. This younger sense of self is the very powerhouse that successful second-fifty-year women have harnessed for themselves. We really should listen to her view of our future!

How much influence should the inner girl have over one's fashion sense?

Your inner girl should have a great deal of influence on your fashion sense. She is the one who reminds you that being in your second fifty years doesn't mean fading away. She's the one who encourages you to have fun with fashion, to let yourself stand out--make a statement. You may sometimes want to temper her, but don't make the mistake of ignoring her!

What about men? How should they age with a vengeance? Or can they age with a vengeance?

Interesting enough, although men are not my customers, I have had men overhear me talking to their wives and they have interjected that they have an inner boy. They just don't know quite how to handle him!

What are some of the secrets of the sisterhood?

Well, one of the secrets that seems like it is not such a great secret is that with age everything levels. In your teens, you had girls who were absolutely gorgeous. They were the cheerleaders. They were at the top of the heap. You couldn't compete because of their perfection. You also had girls that were at the bottom of the beauty spectrum, that were so plain that it almost hurt. Luckily, as we get older that all gets evened out. Absolute beauty and absolute homeliness disappear. Standards of beauty change. That is the fairness of the game. Now you have an even playing field. You gussy it up and you are just as pretty as the next one and that is pretty damn cute!

What is a Sweet Potato Queen?

It is a really fun group that has organized in the South. They live with the philosophy that a Southern girl will do anything for a tiara and they feel they have perfectly shaped heads for these tiaras! I think as we get older our heads get more perfectly shaped for these tiaras too. I love what they are doing. They are not just about the aging process. They are also about parenting and younger women. One of the interesting things that they do at their conventions is that absolutely everybody is named "Tammy." So there is a leveling again. They are taking life and saying, "You know what? We are all cute. We all deserve tiaras. We are all Southern and we are going to play with it." They are the quintessential users of their inner girls and they are doing a fabulous job of it.

What is the Red Hat Society?

You have probably heard the first line of the poem, "When I am an old woman, I shall wear purple." This is often incorrectly interpreted to mean that the color purple is for old people. Read the second line of the poem and you see "with a red hat which doesn't go." What the poem is really saying is that, you know what? I don't have to live by the rules

anymore, which is an inner girl understanding that after 50 the rules are only suggestions. The Red Hat Society started spontaneously. A few women were passing the 50-year mark and thought, "Oh well, why not?" They put on their purple clothing and their red hats and went out to dinner. They caused such a stir that they decided to do it on a regular basis. It was really fun. The rule within the Red Hat Society is that there are no rules. This group, just by spontaneous formation, is now at 150,000+ women. Everyone is invited to form their own group. You have to be over 50 to wear purple clothes and red hats. If you are under 50, you can join the group but must wear lilac and pink. You don't get the purple and red until after 50. Again, these women are playing with the aging process. They are refusing to be defined by it and they are also causing attention to be drawn to them and that is a positive thing.

Why do you prefer to age "with a vengeance" rather than "gracefully?"

I was in my early 40's when I started working with seniors. I was on the outside looking in and I was going to take care of them. It took a very short time for me to find out that being a senior was a very positive place to be and I didn't need to take care of anybody. They really didn't want to be me; they didn't want to be 40 again. In fact, they had the best of both worlds. They had the wisdom and experience of their advanced age, and yet a part of them was really younger than 40 on the inside. Yet they wouldn't give up who they now were to be who they were at 40. It was an attitude I found fascinating. I started recognizing the positive side of the things you bring forward into aging.

The reality is that while aging is a natural thing, in society today seniors tend to get erased. We physically disappear. The color leaves our hair. Our faces get a little more ashen. Gravity brings us down closer to the ground. We actually shorten. Our step slows. Just when we know the most and have the most to offer and could be making a big difference, the whole world runs right by us. Aging gracefully means that I age and I accept it. I get sweet and soft. Well, that is not happening! I have 50-plus years ahead of me, if I am lucky, and I plan to *live* them. I plan to be in charge of them and to live them with a vengeance. Aging gracefully is right for some people. I personally am going to be screaming and yelling and having fun and playing with my inner girl. I will bring forth that very positive internal female that I know most women have in them.

Aging gracefully infers quiet acceptance. Aging with a vengeance infers noisy gusto.

What I am finding in talking to other women is that they still want to be seen and heard – not erased - too. They want to continue to contribute to and affect society. And they still want to have fun! That is ***Aging With A Vengeance!***

You talk a lot about being friends with older women for various reasons. Do you also think we should also surround ourselves with younger women? And what are the benefits of each?

We tend to isolate into our own age groups. It is just a natural thing to do. By nature, we are egocentric. It's life affirming and it is validating to all of us. When we stretch out of that, we look forward to meeting women of different ages and getting to know them. When we meet someone and say, "Oh wow, she is 97, I want to be her when I am 97" or "She's 65? I want to be her when I'm 65" it lets us relax about the fact that aging has a down side. Anybody that tells you that it is all good lies – it is not. The longer you live, the more chances are that you will have issues. So, meeting older women who are still truly alive, still contributing and making a difference, takes the fear out of aging. They become the visual for your own vitality at their ages.

When you have a total connection with who you are and what you are, you have not been erased. You do make a difference. When younger people see you laughing, living, contributing, you dispel their fear of growing old and they want to know your secret. When that happens, you have become an inspiration to them. "When I get there, I want to be like her. When I'm 50 I want to be like her. When I'm 60, I want to be like her." But until we do it with those ahead of us, we do not give permission to those behind us to do it with us. And it is imperative that we do so.

What is your view on retirement for a second-fifty-year woman?

That is all very personal. Some women have never worked. That, of course, also means that they never had children. Others were stay at home moms and that is a full-time business and they took care of that and now they are free to live their life doing whatever they please, whether it is to get a job or not. Others, like myself, can't imagine the word "retirement." What on earth does that mean? I will be plugging away at whatever, until they carry me out! So, again that is a very personal question. I am not so worried about what retirement means because in the end we are complete when we make a difference. We are complete when other people are enriched from having known us. However you come to that, it's fine so long as you do! And so long as you do that, you are never truly retired.

Does your inner girl stay forever young, or does she grow up and mature- albeit a bit more slowly?

Not from what I have learned from the women I have asked. Not from what I know of my inner girl. The reality is that if you are faced with a serious illness, serious grieving, serious assault, you detour off your path. Those are times that you do not feel the inner girl. Instead, you feel the weight of the world. Of course, you do. But then the inner girl reemerges. She is the voice that says, "There are still a lot of things that I get to do." The inner girl is the resilience that allows you to come back from the detour and continue to move forward with positive energy and a can-do attitude.

Why do you think Americans value youth, and why do you in particular value the elderly so much?

Youth is full of potential. Youth can do just about anything. There are no time limits yet. I think that the wrong thinking in America is that right around 50, it is all over. You have learned everything that you are going to learn. Go away. Sit on a shelf. Maybe volunteer a little bit. Most of your learning has reached a pinnacle. This is so untrue. I think that most of the aging gracefully that seniors have done doesn't show what they bring to the table; it is a slow fading away; a slow seeping of power. We tend to devalue our seniors.

A senior has to be a strong person. You have made a difference and all of a sudden no one is listening and no one is asking anymore. You no longer have a platform. I can't imagine being put in that position. I don't want to be put in that position. Therefore, I am looking toward the older people that I meet because their experience and ability is unbelievable when you tap into it. "You did what? You were the first that went where?" They know amazing things. When you turn their power back on, your power comes on. Older seniors still have things to give. That's why we must give them their due, and as we become seniors, give ourselves our due. Honor the whole journey until the day you die, you still have a difference to make.

What advice do you give to a second- or even third-fifty-year woman who doesn't know her inner girl and believes/feels she is "old"?

That can be okay because the inner girl is not about a right or wrong concept. We have all been judged our whole life, and that needs to stop. However, what I have found with women who do not feel a sense of self is that often there has never been a time when they felt that they could really step out and make their own decisions. Whether it was parental or spousal influence that controlled them, or their own lack of confidence, they never quite grew into themselves.

Encouragement works wonders. I have found that women need is permission to quit being so graceful about being old. They need to step out a little bit. Be a little bit irreverent. The inner girl emerges and all of a sudden they know what I am talking about. I have seldom met anyone who doesn't have an inner girl when she is directed inward toward her.

What advice would you give to a second-fifty-year woman who wants to change or experiment with her look? What if she is not used to wearing makeup or accessorizing and wants to start now? How would she start the process?

I would tell her to cut loose, to respect her instincts, to have some fun with life. I might also suggest that she buy the book and come to The CLAUDIA JEAN University. Life is a journey, and you have to give yourself permission to be your own person. We women are all in this together, and with The CLAUDIA JEAN University, that message is being spread. There is no other way! Go to our website. That will get you started!

What advice do you have for 20 and 30 something's about the aging process?

Enjoy where they are, but know that we, as senior women, do have an understanding of what is important. At times we all think, "If I knew then what I know now!"

I think that the greatest thing missing for young women is the same thing we were missing, their greater sense of self. I think we senior women need to see them. We need to *compliment* them. We need to *call them beautiful*. I am talking about average, ordinary girls that aren't the cheerleaders, too. Everyone needs to be told that they are seen. That is what a compliment is. It says, "I see you." There is a beauty in youth that is absolute, so tell every teen to 20 to 30 year old that you meet, something about them that you find attractive, something you admire. It lightens their soul. That may be the first time that they have ever gotten a compliment like that, and compliments are empowering.

The greatest gift that we can give younger women is sense of who they are, a sense that they are seen and appreciated for who they are. And giving that gift is one of the mandates of the sisterhood.

You talk about the word, Senior, and how in school and business it suggests power and is a positive word. Why does it have such a negative connotation with age?

If I tell you that I am going to visit a group of eighty-year old women, I can tell you right now that you will probably picture a nursing home with walkers and people waiting to die. That is what people think senior is, and it is so wrong. Yes, some people die in their 80's, some also die in their teens, their 20's, 30's. The fact is that all people are going to die. It is going to happen sometime. The later, the better.

Amazingly, most people are really living until they die. The dying process itself is usually not very long. If you are alive at 80, there is a good chance that you will be alive at 90. You have a lot of living to do in those 10 years. A lot. The vast majority of 80 year olds are living at home in a vital capacity.

In our youth, we Baby Boomers demanded that no one over 30 be trusted. I do not know if age had a bad connotation until we said it did. Now, it is up to us to turn it around.

The upcoming generation is already different. They're smarter. Our daughters are interested in knowing what we have to say. Our daughters are interested in what we are wearing and our daughters want us to dress like them. After all, the longer we stay young, the longer they stay young.

The sisterhood is about balancing the generations, about realizing what each generation contributes to the one before and the one after it. It's about respect for the wisdom of experience and about the responsibility that experience has to the next generation. It is about realizing just how connected we are.

The title of your book is *Aging With A Vengeance: Your Second Fifty Years Unleashed!* How do you describe aging with a vengeance?

Aging with a vengeance is aging with a plan. There is not much in life you can do well without one. If you want to have a wedding, you have to plan to get a license. You have to plan to get to the church. You have to have a plan. You have to work it out and then it happens. Aging with a vengeance means I plan to get as old as I can get, and I'm going to do it on purpose. I am going to do it with forethought and I am going to do it well. That I am going to continue to contribute and be heard. That I am going to continue to live with enthusiasm. That's ***Aging With A Vengeance!***

Unleashing my second fifty years means that the rules are only suggestions. I am self-determining and self-responsible. I can and will create and recreate my look to remain a vital part of society until it's time for me to go!

FOR IMMEDIATE RELEASE

**NEW COMPANY & NEW BOOK
HAS WOMEN OVER 50
AGING WITH A VENGEANCE**

WALK INTO ANY DEPARTMENT STORE, READ ANY MAGAZINE, WATCH ANY TV COMMERCIAL, AND YOU WILL NOTICE WHAT ANY AD EXECUTIVE WILL TELL YOU: WOMEN OVER 50 ARE NOT TARGETED BY THE CONVENTIONAL MARKET PLACE.

WITH HER NEW BOOK, *AGING WITH A VENGEANCE*, AND HER NEW CLOTHING LINE, CLAUDIA JEAN IS CHANGING THAT. WHY?

- AS OF THE LAST CENSUS IN 2000, 42,095,315 AMERICAN WOMEN WERE 50 YEARS OF AGE OR MORE;
- WITH A TOTAL FEMALE POPULATION OF 143,368,343, THAT MEANS THAT WOMEN 50 AND OVER COMPRISE APPROXIMATELY 29 PERCENT OF THE AMERICAN POPULATION.

WHY IS SUCH AN ENORMOUS SEGMENT OF THE POPULATION VIRTUALLY IGNORED BY MARKETERS? THE ANSWER IS TWOFOLD:

- AMERICANS ARE UNCOMFORTABLE WITH AGING, AND MARKETING TO WOMEN 50 AND OLDER REMINDS US THAT WE ARE ALL AGING, AND;
- WOMEN 50 AND OVER, AS UNCOMFORTABLE AS EVERYONE ELSE WITH THE AGING PROCESS, HAVE ALLOWED THEMSELVES TO BE IGNORED.

WHILE *AGING WITH A VENGEANCE* IN HER OWN RIGHT, CLAUDIA JEAN HAS WRITTEN A BOOK DESIGNED TO GUIDE OTHER WOMEN TO DO THE SAME. FROM DISCUSSIONS OF ATTITUDE TO TIPS ON DRESSING, *AGING WITH A VENGEANCE* COMPELS WOMEN TO FACE THEIR SECOND FIFTY YEARS WITH A SENSE OF ADVENTURE, THE DETERMINATION TO BE SEEN AND HEARD. THEY ARE A VITAL PART OF THE FABRIC OF SOCIETY AND THEY WILL BE LISTENED TO.

FOLLOWING ON THE HEELS OF HER BOOK, CLAUDIA JEAN HAS INTRODUCED A CLOTHING LINE FOR WOMEN CELEBRATING THE OVER-JUNIOR MARKET. THE LINE IS FASHION CONSCIOUS, WEARER

FRIENDLY, AND WILL PROVIDE BUSINESS OPPORTUNITIES FOR WOMEN OF ALL AGES.

CLAUDIA JEAN IS *AGING WITH A VENGEANCE*, AND IT IS HER GOAL TO SEE THAT WOMEN LOOK FORWARD TO THEIR SECOND FIFTY YEARS TOO!