

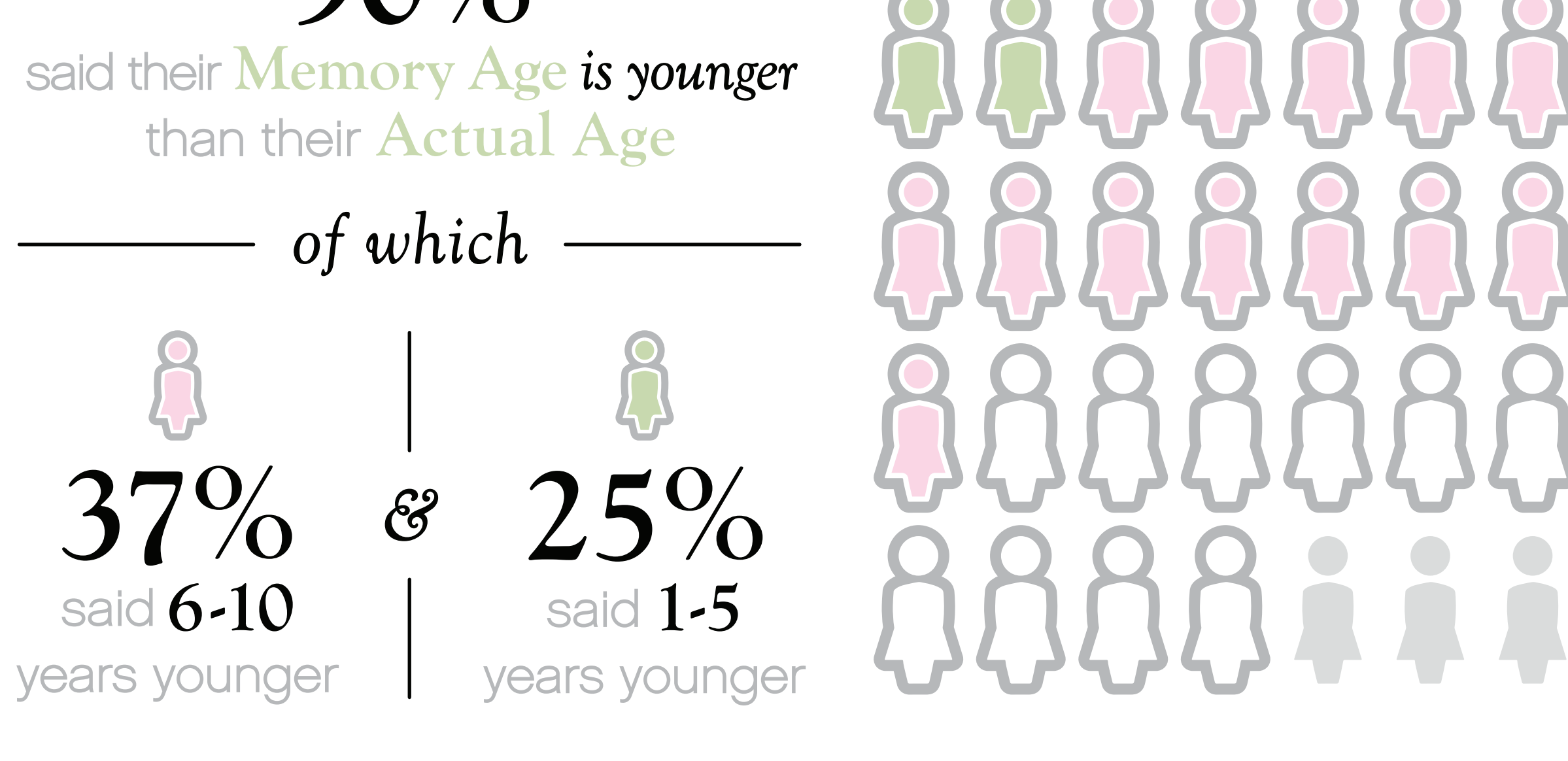
Close Your Eyes How Old Are You?

What is Memory Age?

A permanent **“memory photo”** of how we mentally **“see”** ourselves versus how we **actually look** in the mirror

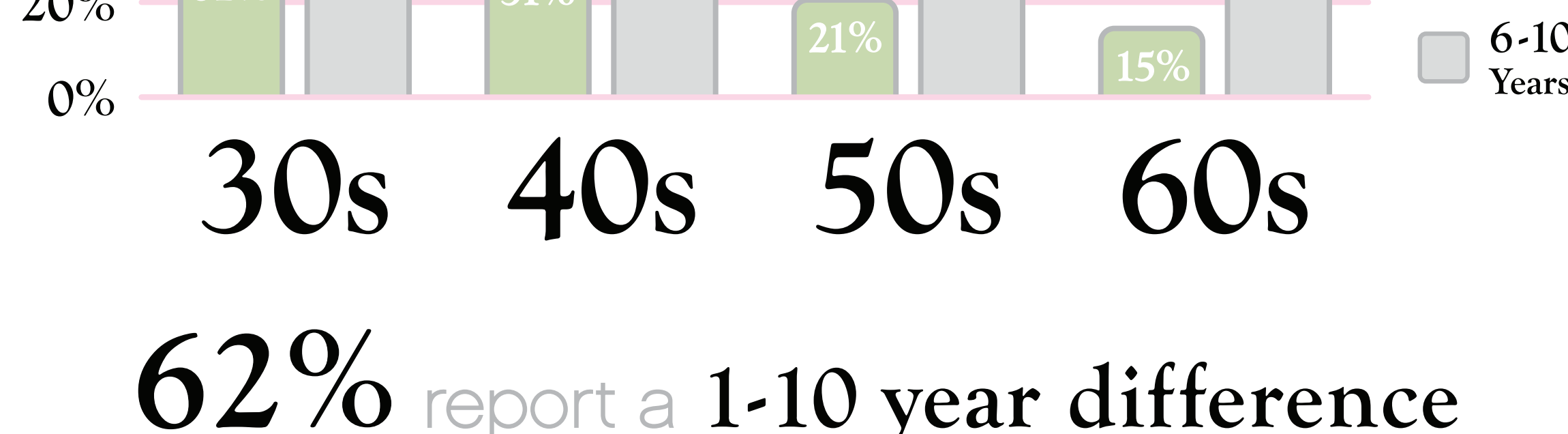
Then vs. Now

We asked **350 Women** ages **30-70** to tell us **how old** they look **in their minds**



Memory Age Difference

A **Look into the Decades** shows



62% report a **1-10 year difference** regardless of decade

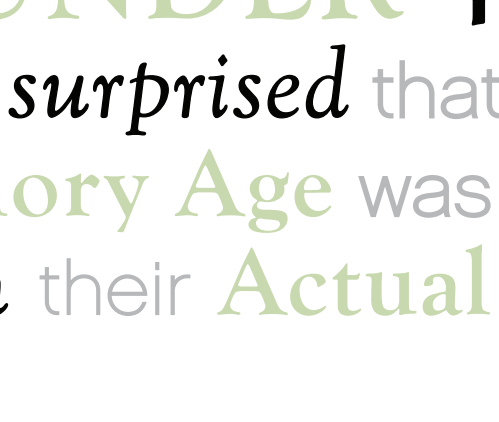
Is Your Mind Playing Tricks on You?

37% Were Surprised by **how much older** they actually look

BUT...

younger women were **MORE LIKELY** to be surprised by the **difference** between their **Memory Age** and **Actual Age**

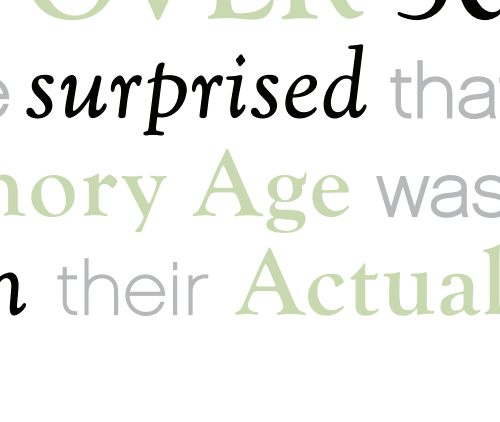
50%



UNDER 40

were **surprised** that their **Memory Age** was **lower** than their **Actual Age**

29%

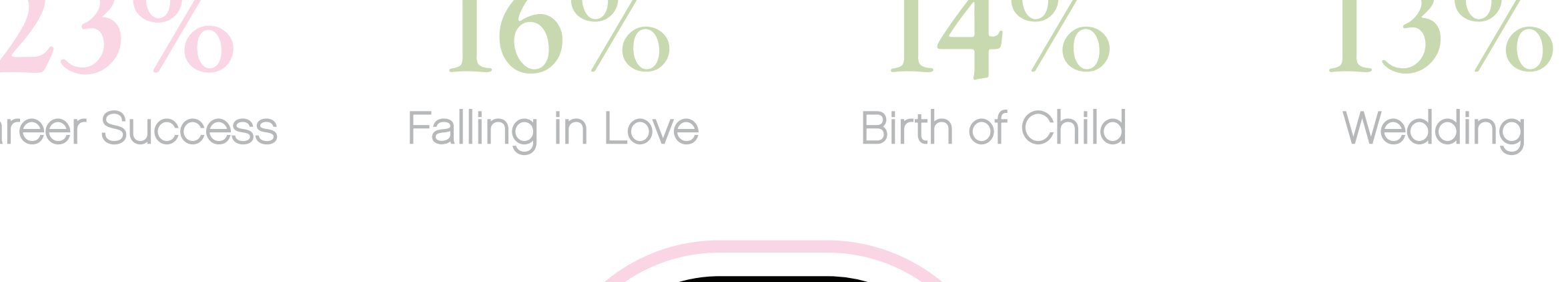


OVER 50

were **surprised** that their **Memory Age** was **lower** than their **Actual Age**

Age of Success

40% of Women associate their **Memory Age** with a **specific period** of their life



#1 Memory: Career Success

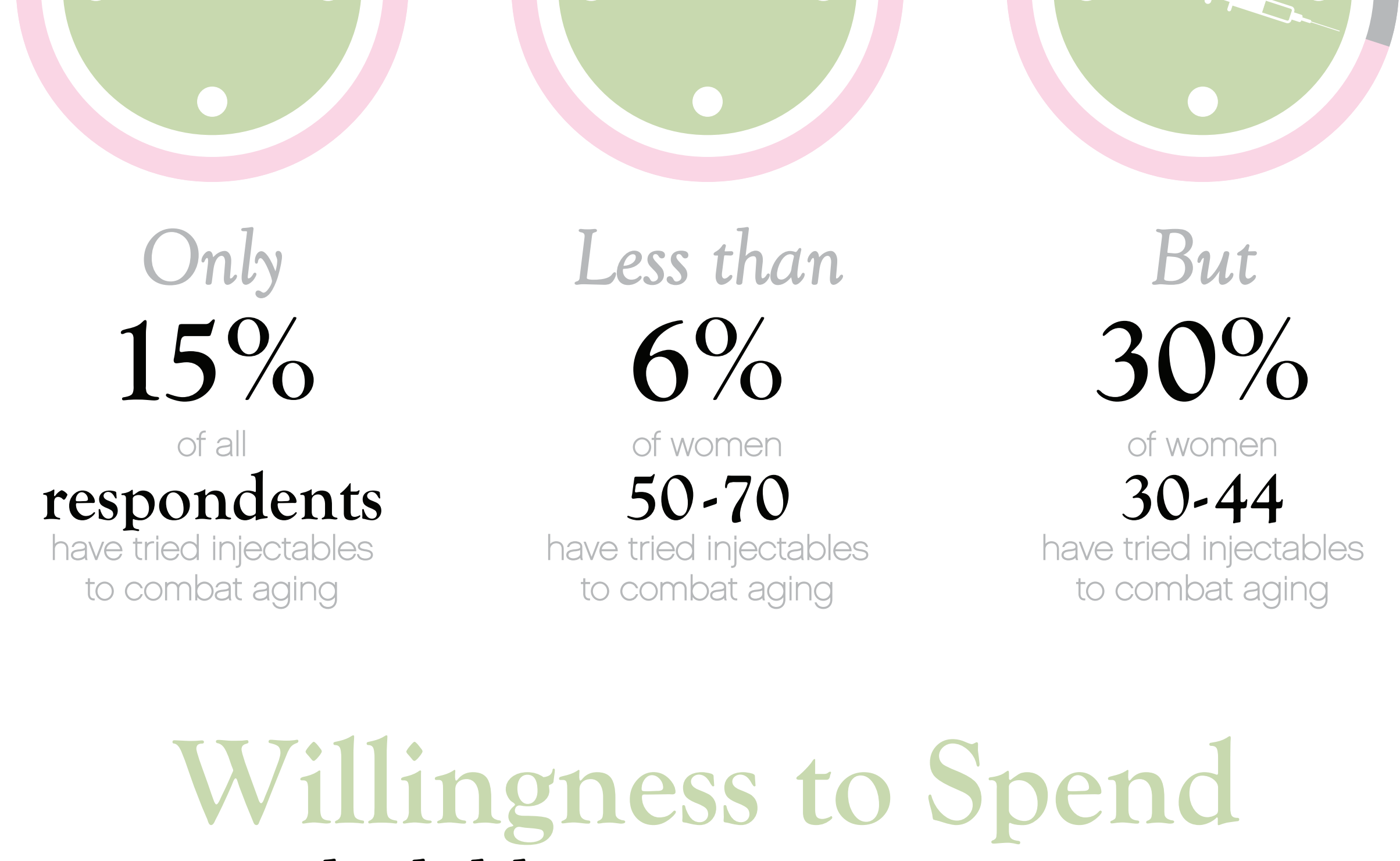
Is it now more about *climbing the ladder*, than *getting to the alter*?

When it comes to **Memory Age**, women are nearly **1.5X** more likely to think about a time when they **felt successful at work** over having fallen in love

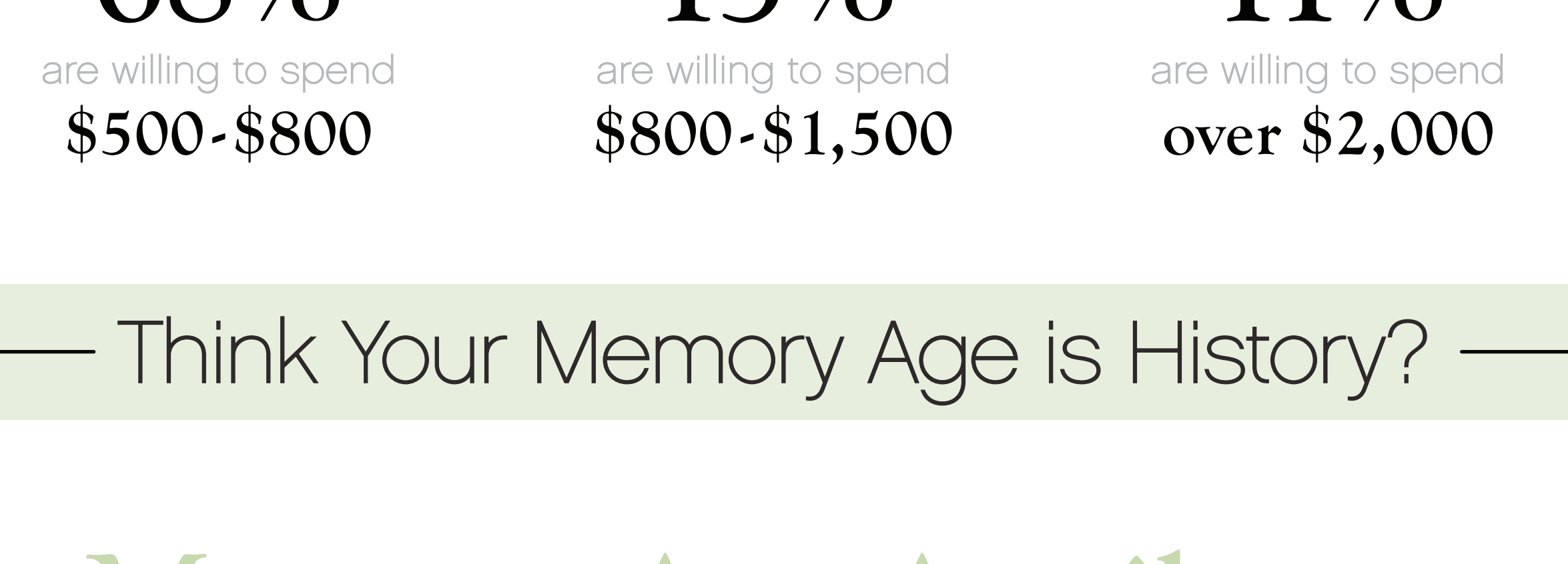
Turning Back Time

Women Working Harder, Earlier to Combat Aging

Move Over Baby Boomers!



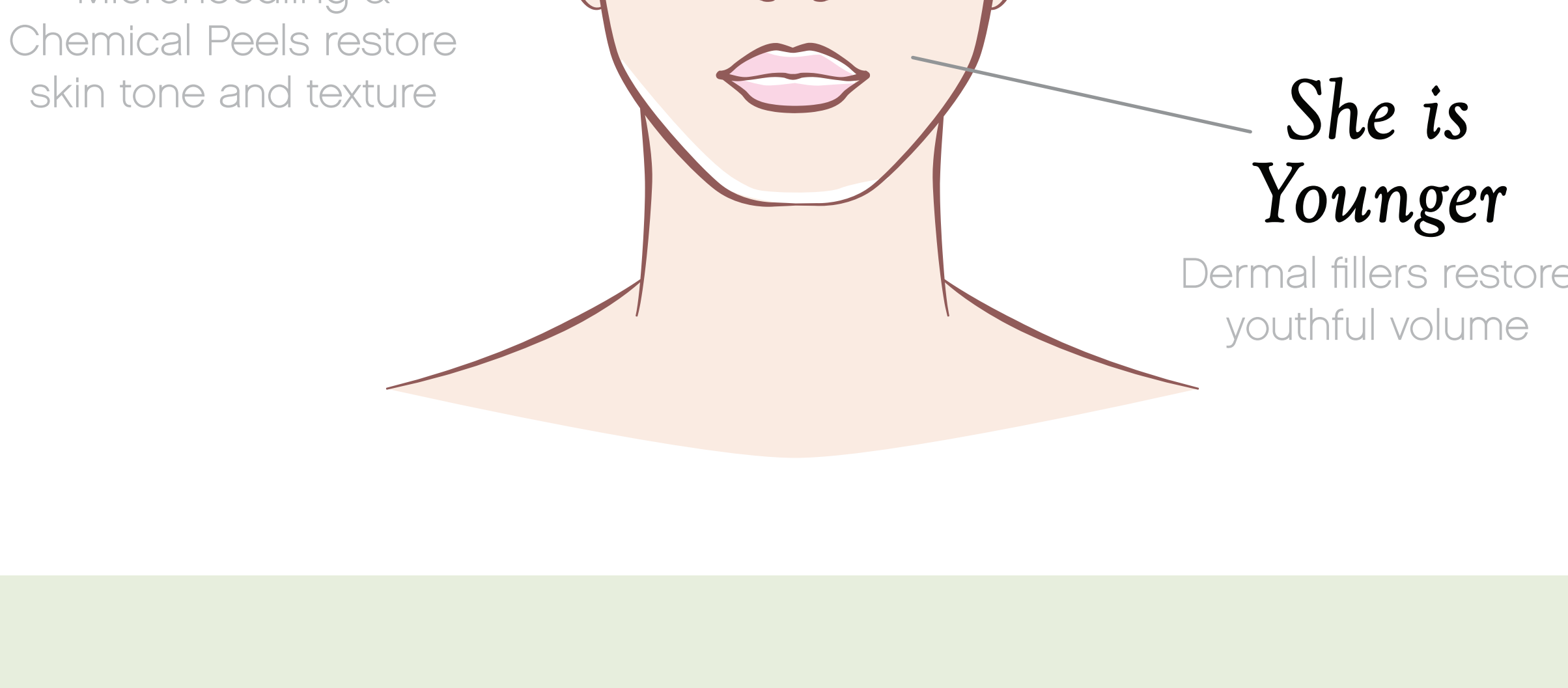
Willingness to Spend to look like their **Memory Age**



Think Your Memory Age is History?

Memory Age Attributes (and ways to regain them)

Most women cite **youthfulness**, **fewer wrinkles** and **better skin** as the **main differences** between their **Actual Age** and their **Memory Age**



Skin by Lovely™

For more information on how to regain your Memory Age, visit skinbylovely.com/memoryage