

## Anti-Aging

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



#### Regional Interest

Shows general market interest online according to geographical location

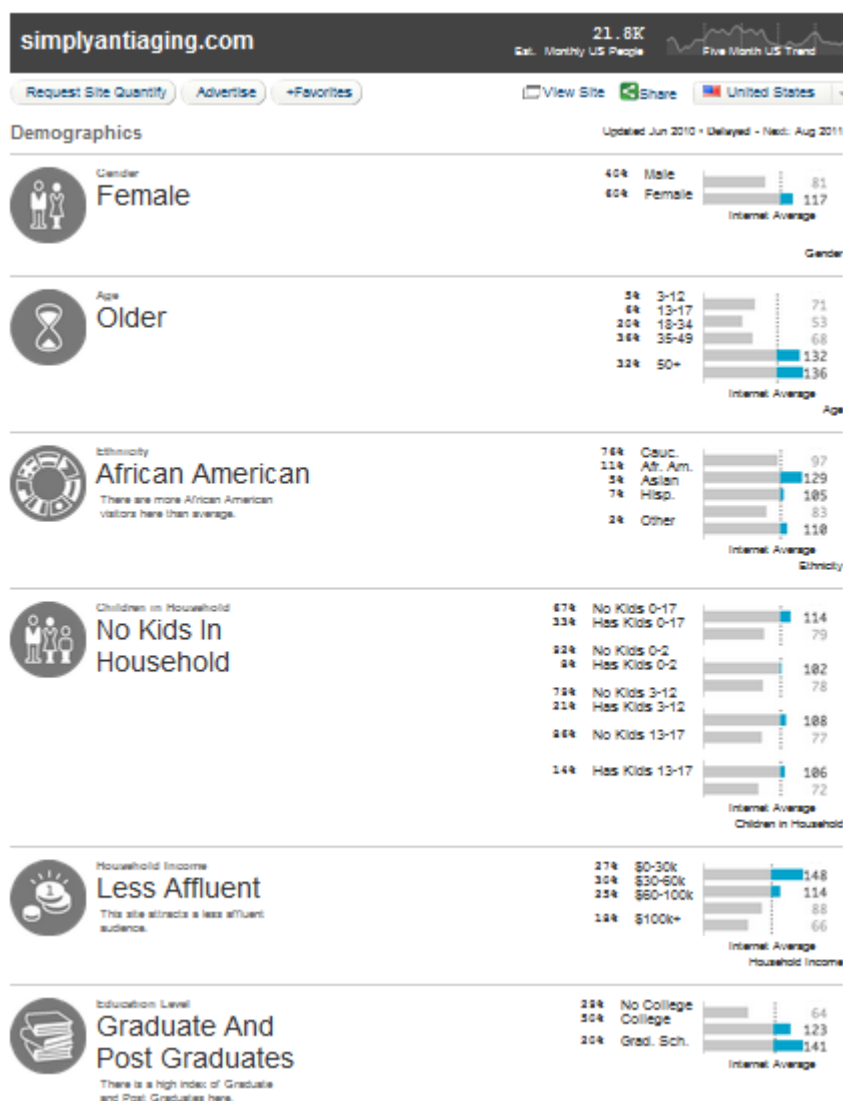
Regional interest		
1.	<a href="#">United States</a>	<div></div>
2.	<a href="#">Canada</a>	<div></div>
3.	<a href="#">Australia</a>	<div></div>
4.	<a href="#">Germany</a>	<div></div>
5.	<a href="#">Brazil</a>	<div></div>
6.	<a href="#">United Kingdom</a>	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on simplyantiaging.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on simplyantiaging.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
Healthcare	5.4x	<div></div>
Online Trading	4.6x	<div></div>
Seniors	4.1x	<div></div>
Health News & Info	3.9x	<div></div>
Pharmacy	3.6x	<div></div>
Politics & Commentary	3.5x	<div></div>
Business News & Info	3.4x	<div></div>
Regional/Local News	3.4x	<div></div>
Magazines	2.8x	<div></div>
Services	2.6x	<div></div>
Schools/Universities	2.6x	<div></div>
Incentive	2.6x	<div></div>
Government	2.4x	<div></div>
Computer Hardware	2.4x	<div></div>
Instant Messenger	2.3x	<div></div>

## Frequently Asked Questions

- At what age should a woman start using anti aging products?
- If you start using anti-aging products at a younger age, will the effects reverse as you grow older?
- What are the seven signs of aging?
- How do you combat anti-aging?
- What anti aging products do you swear by?
- What is a safe aging cream to use during pregnancy?
- When is a good age to start using anti-aging skin products?
- What is the difference between anti aging creams and moisturizing creams?
- What are these people eating to slow down their aging process?
- Are there any holistic reversal of aging and fine lines around the eyes?
- When do we stop growing and start aging?
- When do the effects of aging really kick in?
- What ingredients in creams or stuff should i avoid to not have premature aging skin?
- What are the best things to do to prevent your skin from aging prematurely?
- What is the best eye cream to prevent first signs of aging?
- How can i prevent aging while im still young?
- When is a good age to start using anti-aging skin products?
- What is necessary to understand the physiologic changes that occur with aging?

- What moisturizer is good for acne prone skin but will prevent aging?
- How to prevent signs of aging?
- What are the best, non-surgical, ways to combat the signs of aging?
- How does one deal with the fear of aging?
- What type of nightly routine should I have to fight the effects of aging?
- What medical treatment is known and available to slow down the effects of aging?
- What foods and exercise slow down the aging process?
- What are some recommended organic products for anti-aging?
- How do I start with using anti-wrinkle/aging products?
- How long would it take to see signs of aging after smoking?
- What can I use for my face to avoid aging?
- What can I do at 18 to prevent premature aging?
- What Type of red wine is best to drink for anti-aging benefit?



## **Problems & Frustrations**

- **Only 32 years old but seeing aging signs**

Hi there, I was wondering if anyone can advise me as I am so low that I don't know where to turn or what to do :( My facial skin is awful, rough, course texture and my pores appear stretched out and are very large over my entire face, and I have what appear to be tiny wrinkles and furrows all over my face from the stretched pores. I am only 32 years old and I feel like a total and utter freak.

- **Damaged skin since age 20 and looking for treatments to improve skin quality**

I'm now in my late 40s and having appearance issues. I think I have damaged my skin through harsh cleansing/scrubbing over the years as well as using sun beds when I was in my 20's and now all the damage is becoming visible. Now I am trying to take more care of my skin but I fear it's far too little too late. My quality of life is zero as I feel so ugly and abnormal. Is my skin a lost cause or is there any procedure you could recommend to restore my skin to some normality or at least improve the appearance?

- **Trying several treatments but only seeing a tiny improvement**

I have had a VI peel last year which did nothing and I have just completed 6 weekly sessions or Laser Genesis, I see a tiny improvement from the Genesis but nothing at all compared to the promises made by the dermatologist. Maybe I need to give it more time for the collagen to reproduce? I am considering the Titan laser (although I am hesitant as this is more for sagging skin which I don't have as such) or another 6 sessions or Laser Genesis but I don't have another several hundred pounds to waste if the treatment doesn't yield the results I want. My skin type is sensitive and oily but also dehydrated in parts. Please help as I am desperate :(

- **Looking for a good anti-aging line of products**

I have a bit of a dilemma and I'm hoping someone here can help me. I am 42 yrs old and till now have always used Oil of Olay. However, I've started to see lines on my face and dull skin, even though I do use a scrub 3 times a week. I want to use a good anti-aging line but I don't want to exacerbate my rosacea and seborrhea (I've got really oily skin). I'm not sure if there is something else out there that might be better.

- **In mid-thirties and skin has lost elasticity**

I am 33 years old and have lost elasticity under the eyes, under eyes have become little darker and there are also little wrinkles. I am trying to get rid of it doctors said fillers, but my problem is loss of elasticity. I have heard on the internet Retin A Cream is a steroid like cream boost collagen production. Is it really useful? Can anybody help also share their experience?

- **Post menopause and wondering treatments available for facial skin sagging**

I have tried a lot of things besides surgery for facial skin sagging. My daughter gave me a Derma Wand...gives small electrical charges to skin. I have used it for several weeks...I am kinda torn on the results. Kinda seems like it reduces facial fat...I guess by stimulating the muscles more thereby reducing fat. I do facial exercises and they do seem to help. I am post menopause...have not tried the estrogen cream for face. [ Have tried wild yam...does help skin, but made me feel terrible.] Does the estrogen cream work for facial sagging? Does anything work besides a face lift?





- **Unsure if peels work**

Well, I have been using the LED light, good creams, facial exercises and topical retinol. All working well, but not as effective on deep above lip lines. I have heard peels work well for this. If so: any of them for home usage? Which ones? Thanks!

- **Late twenties and don't know how to fight signs of aging while clearing her pimples**

Hi, I am new to this but I am 27 years old and I want to take care of my skin as much as I can however I can not seem to get the results I would like. My problem is that I cannot use my anti-wrinkle cream due to my face breaking out so badly. I was wondering if there is a product out there that can help clear up my pimples while helping fight the signs of aging? I allow myself one 8oz cup of coffee each day and 1 diet caffeine free soda (which I usually pass on) but the rest of the time its water. Any advice will be helpful.

- **Starting to age and having problems accepting the changes**

Okay, I have an issue that's been bugging and please don't think I'm overly vain, but here goes: I have ALWAYS looked much younger than my years. All through my 30's people thought I was 20, and my 40's people STILL thought I was in my late 20's...still got carded, etc. I'm a 45 year old female. Anyway, recently, and I mean VERY recently, my skin seems to have aged dramatically, like just in the last 5-6 months!! I look at pictures from last fall, early winter and I look very youthful and then starting in or around March/April, I feel like I'm starting to look old. I can't figure it out. My "laugh lines" have deepened, crows feet are starting to show and my skin in general looks VERY dull, rough, and most definitely NOT radiant. Even the skin on the rest of my body looks terrible to me, but my face is really getting me down. I have tried many different anti-aging products, sun repair products,

wrinkle/moisture products, you name it...and I have always used good products on my skin and always took care to wash make-up off, etc. I also never EVER wear makeup on my skin itself, no foundation or anything....just mascara, liner and lip gloss, under-eye concealer, that's it. I eat healthy and drink lots of water. I do smoke, but I don't see how aging could have accelerated so rapidly. Youthfulness runs in my family, my mom smokes and she's 81, but looks 65, tops. Same with my sister. I don't get it. What would speed it up like that? It worries me. My boyfriend is 10 years younger than me and thought I was younger than him when we met...and now I feel like I'm really starting to look old...not that he has ever indicated he thinks so...he tells me I'm beautiful all the time and he isn't shallow like that, but it worries me all the same. Call it vain, I suppose it is, but I have always prided myself on looking youthful and now that seems to have disappeared overnight.

I used to be really so pretty in when I was 19-20, but recently I've just started to see that my skin looks really old looking. I have developed dark circles, deep lines on the corners of my eyes and mouth and I look like I'm 30 years old. I've tried using eye creams but that have made my eyes as look like they are in a hollow pit.... please help!

- **Don't know which anti-aging product to use**

In the past year or so, I have lost probably a total of 25 pounds. I like being very thin now, but I'm not happy with feeling like I look haggard. Has anyone experienced anything like this? Do you know of any excellent products to combat lines and old sun damage, roughness, uneven-ness and add radiance back and stop me from looking old before my time?

- **Droopy eyelids due to aging**

As I've gotten older, my eyelids above my eye...and below my brow...have drooped. It looks like I'm always sleepy. But I've never found anything to help my eyelids above my eye? Anyone know of anything besides surgery?

- **Premature wrinkles developing**

Anyway, I've got a problem that is really starting to bother me. I am 25, and have pretty good skin overall other than 1 nasty premature wrinkle developing. When I wake up every morning and look in the mirror, there is a really nasty wrinkle going downward from the outside corner of my left eye and creating a semi-circle around my eye. I've looked at other kids my age, and haven't noticed anyone else with this wrinkle. It's obvious it started because I used to tend to sleep on that side, and my cheek would sort of squish over and make that wrinkle. But I now sleep on my back, and when I wake up, that wrinkle is pretty pronounced. By the time I wake up and rub my eyes and take a shower etc. the wrinkle has softened up a bit. But it is getting worse and worse. I can only imagine what it will look like in a few years. PLEASE HELP!

- **Dark lines developing as sign of aging**

How to get rid of dark lines under eyes? I don't smoke nor drink or do drugs, no access makeups and i get enough sleep but still this dark lines are really annoying. They make me look old. How could i get rid of them?

- **In mid-twenties and starting to see signs of aging.**

I'm a 28 year old man with a healthy lifestyle but lately I started to notice crowfeet and fine lines. It runs a bit in our family, especially for most male persons it's the first sign of aging. I've tried some eye gels but none of them have made a difference so I was wondering if you knew about any good treatments (no botox or stuff)

Hi guys, I seem to be going through a crisis with my face.. it's all going south and I'm not even 30 and its seriously scaring me!! I'm still deciding on which facial exercises to begin but it will probably be flexeffect.. I was doin carole maggio eye exercises and it and seems to be working but recently my eyes seemed to be looking smaller top eyelid baggy.. i hate it.. This is definitely hereditary as my dad has really baggy top eyelids. I hate that people are calling me tired when I'm not. Has anyone done any exercises for this area?

- **Premature wrinkling under the eyes due to medication used for acne**

I've just turned 21 and I began using retin a for my acne and scarring i had. I only used it for the duration of 3 months and applied it all over my face every 3 days or so at 0.5%. I had to stop because i found my acne scabs weren't really healing and it was just making them inflamed. I know there is initial wrinkling caused by retin a but it has been 6 weeks after stopping and I have wrinkles around my eyes which weren't there before using retin a!! Is it possible that they are permanent? They don't seem like they are going to go. How long can it take for them to resolve?

I am only 27 and looked fine prior to using retin A. I started using it to prevent skin cancer and aging. The rest of my skin looks great though. My question....if I don't use it under my eyes anymore will the skin ever go back to normal? How long will it take? To give you an

example of how my skin is looking under my eyes....if I pull the skin just a bit it takes a couple of seconds to go back to normal. It never, ever used to do that. I feel like I have really damaged the skin. And, it is paper thin and very wrinkled under my eyes. I guess I am just panicking. I am counting down the months until my wedding and would like to look like the old me. But...it has made the rest of my skin look great. Just under the eyes is horrible. I use it every other day, just a pea-sized amount.

- **Deep chest wrinkles**

Best for chest wrinkles.....anyone know? I have those deep chest wrinkles are an absolute pain. I never sunbathe and always apply skin cream every night, but still the darn things remain. It was only recently that i took much notice, until a friend took some photos, and my face was ok but oh dear, the chest/neck made me weep.

- **Want to use anti-aging products but fearful of skin breaking out**

I am 35. My skin still breaks out if I use moisturizer anywhere. However, I want to be using anti-aging, skin firming products. Does anyone know any that WON'T make me break out?

- **Don't see any improvement despite going for facials and treatments**

Is there really anything that can help already formed eye wrinkles (crow's feet and lines under the eyes)? Nothing I use seems to do a lick of good. About a year and a half ago I started using eye cream (purchased at a drugstore) and I also get facials every so often. But I don't see any improvement whatsoever. They actually just are worsening. Is there anything I can do to help my situation aside from Botox or cosmetic fillers? I am not eager to try either of those routes, would rather just try to use science to my advantage. I am grateful for any help you can give me.

- **Skin wrinkling around various parts of body**

I am 51 and noticing that my skin is wrinkling around my elbows, upper arms, knees, and upper thighs. My face is pretty much wrinkle-free. In fact, I always looked about 7 yrs. younger than my actual age. I have lost about 20 pounds since last year. I have started exercising, hoping that toning up my skin will rid the wrinkles. But, I am just toner with wrinkly skin. My older sister at age of 57 does not have this problem. Any suggestions, on creams, or anything to use? Of course, I know some plastic surgery would do the trick, but I cannot afford to do that.