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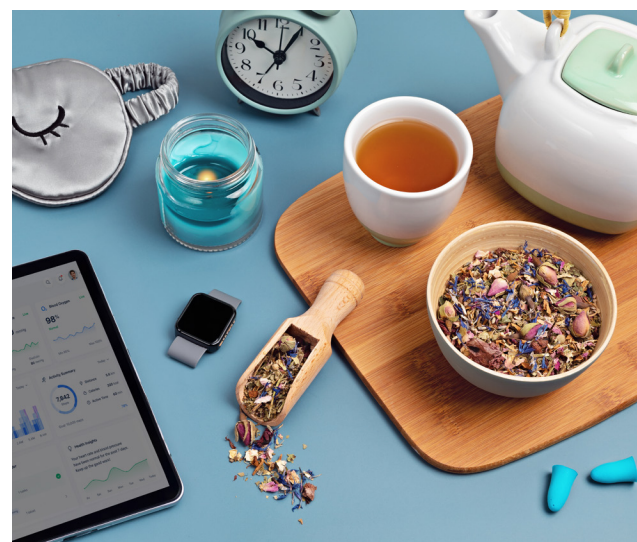
Aging, rewritten



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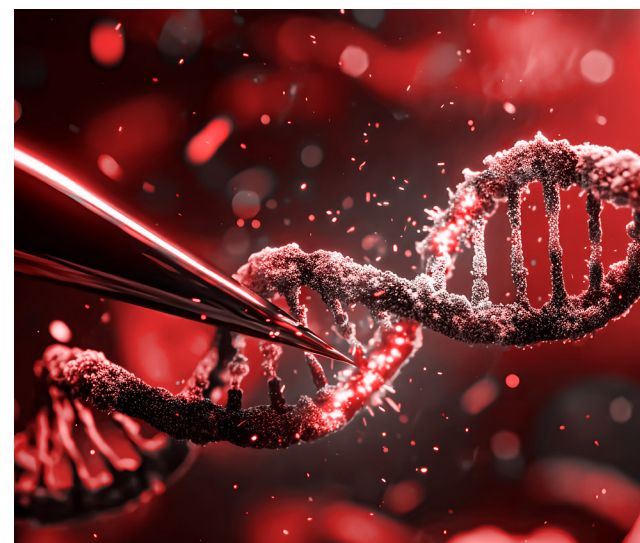
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THE PROMISE OF THE SUPERAGING ERA IS NOT SIMPLY MORE YEARS OF LIFE, BUT MORE LIFE IN YOUR YEARS.



Chloe Depiesse
Managing Director
Havas NOW



Eric Weisberg
Global Chief Creative Officer
Havas Health Network

FOREWORD

In 2024, Havas took the first step into what we called the Superhuman Era—exploring an expanding universe of therapies, technologies, and creativity challenging the long-held barriers of wellness and aging. We asked a question that made people uncomfortable: Could we live to 200?

Just two years later, the conversation feels fundamentally different. We are no longer speculating about the future of longevity. We are watching it unfold in real time, as consumers take a more active role in shaping how they age.

This is not your grandmother's anti-aging. This is aging hacked, optimized, and engineered. It's a \$33 trillion economic revolution built on a simple, radical premise: decline is now optional.

The old playbook is dead. For decades, the industry sold fear—fear of wrinkles, fear of frailty, fear of irrelevance. That era is over. Consumers have stopped buying the lie of eternal youth. Instead, they're investing in something far more powerful: eternal vitality.

Informed by science, supercharged by technology, and fueled by a culture that refuses to fade quietly, people are rewriting the rules of longevity. Regenerative medicine. Personalized nutrition. At-home diagnostics that once required a hospital. The tools of longevity are no longer locked in research labs—they're on pharmacy shelves and in smartphone apps.

Here's the truth we must embrace: our bodies were never designed for these extended lifespans. Evolution has not caught up. Technology is stepping in where biology falls short—

and consumers are looking for trusted partners to guide them through this uncharted territory.

Could this be the economic opportunity of the century?

The brands that win in the Superaging Era won't be selling products. They'll be curating 100-year lifestyles. They'll move from transactions to relationships measured in decades, not quarters. They'll become essential—woven into the daily rituals of consumers who are optimizing, regenerating, and reinventing themselves at every age.

What was once science fiction is now a growth strategy for the smartest companies. The shift from "anti-aging" to "pro-aging" isn't just a messaging pivot—it's a complete reimagining of value creation. First-movers are already capturing disproportionate loyalty and market share. And within this opportunity lies a chance to do something meaningful. The brands that democratize longevity—making vitality accessible, not exclusive—won't just build market share.

They'll build legacy. They'll be remembered as the companies that helped ensure the Superaging Era delivered on its promise for everyone, not just the privileged few.

The future of aging is here. It may be one of the most creative, consequential, and lucrative chapters in human history.

The only question is: Is your brand ready to lead it?

Welcome to the Superaging Era.



O1

Your longevity ecosystem

Building the toolkit for lifespan optimization

Aging—once a largely passive life stage—now arrives as a notification, a recovery score, a biological age test, or a longevity supplement stack: an active pursuit of optimization, prevention, vitality, and control.

Consumers are no longer simply aging. They are engineering how they age—physically, cognitively, emotionally, and socially. And what began in elite biohacking circles has quickly expanded into a broader longevity ecosystem spanning technology, wellness, healthcare, beauty, hospitality, and consumer culture.

Aging is increasingly becoming detached from biology and recoded as mindset, energy, and performance.

Few people embody that shift more visibly than Bryan Johnson.

A personal introduction to Bryan Johnson isn't necessary to know the billionaire biohacker intimately. His life—more precisely, his \$2 million annual longevity protocol with the unofficial "Don't Die" tagline—is on round-the-clock public display.

Critics might call it an extreme case of oversharing and an ostentatious display of wealth. But as fringe and unattainable as it may be to the masses, Johnson's penchant for guinea pigging himself has helped bring the longevity movement squarely into the mainstream.

"N-of-1" experiments such as Johnson's, while not without quality control and bias issues, have energized the longevity field, attracting deep-pocketed investors and widespread media attention, according to Vernon Bainton, Chief Medical Officer at Havas Lynx. They also feed and mirror the current empowerment movement, he said, "Where people in general want to have a sense of autonomy over their health—they want to take control."

While not at Johnson's full-tilt level, longevity advocates are fueling a fast-growing ecosystem

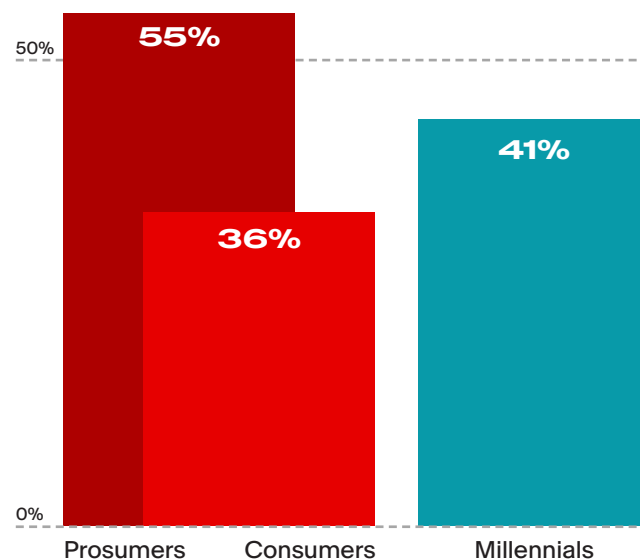
that spans products, behaviors, design, data, and culture. The high-profile early adopters—among them celebrities, influencers, researchers, and physicians—have piqued the interest of a broader population that doesn't just want to stay healthy. They want to actively upgrade their bodies.

In Havas research, 73% of Prosumers say they feel younger than their actual age, while 65% of Boomers report feeling younger than they are—higher than Gen Z. Aging is increasingly becoming detached from biology and recoded as mindset, energy, relevance, and performance.

In the Superaging era, youth is no longer owned by the young.

Proactive approach to aging

Respondents who actively try to slow aging (%)



The longevity consumer is no longer exclusively older. Younger consumers are adopting preventative and optimization behaviors decades earlier than previous generations. Longevity is becoming a form of identity management, one increasingly shaped by technology, culture, media, and brands.

“ People want to have a sense of autonomy over their health—they want to take control.

Regular folks aren't likely to have the disposable income for concierge doctors and full-body MRIs but may consider recovery-focused vacations or subscriptions to medical-grade wearables. Against this backdrop, a \$22 collagen smoothie or an at-home IV-vitamin dose isn't an extravagance, it's an investment.

The shift is reshaping categories far beyond healthcare. Hospitality brands now sell recovery-focused travel. Fitness brands position movement as preventative medicine. Beauty brands increasingly talk about vitality, energy, and longevity instead of simply appearance. Even technology companies are reframing devices as health copilots rather than lifestyle accessories.

Food brands are evolving alongside them. As consumers increasingly view nutrition through the lens of health span rather than simply wellness, companies are responding to growing interest

in microbiomes, fermented foods, gut health, and personalized nutrition. As Anne Thevenet-Abitbol of Danone observes, "Food may be our first medicine," reflecting a broader shift toward preventative health and longevity-focused lifestyles.

Brands are no longer adjacent to longevity culture. They are actively shaping how consumers experience aging itself. For example, Apple continues expanding health functionality across the Apple Watch ecosystem, positioning the device less as consumer tech and more as preventative infrastructure. Longevity is no longer a vertical category. It is becoming a design principle across industries.

Against this backdrop, a \$22 collagen smoothie or an at-home IV-vitamin dose isn't an extravagance; it's an investment.

Image courtesy: Blueprint

OPTIMIZATION ERA

Whatever the particular approach, there's little doubt: we are collectively and fully in our optimization era. Counting steps? That's so 5 years ago.

As the self-appointed CEOs of our own wellness, we're macro tracking, strength training, NAD+ infusing, glucose monitoring, sleepmaxxing, and cold plunging.

What began as self-care is increasingly drifting toward self-surveillance.

Consumers know more about their sleep, stress, glucose levels, inflammation, and recovery than ever before. But the constant stream of optimization data is also reshaping expectations around what it means to age "well." In some cases, wellness itself is becoming performative.

Surprisingly, younger consumers are often more anxious about decline than older generations. In Havas research, 53% of Gen Z rank illness or pain among their top aging concerns—higher than Boomers at 45%.

Consumers are entering longevity culture earlier, carrying with them both greater health awareness and greater optimization pressure. "The fountain of youth is actually here today, with people having access to all the things they can use internally and externally to improve themselves," said Jennifer Tsitsopoulos, Practice Lead for the Havas Medical Anthropology Group. "The longevity movement is less about life extension now and more about optimization, which is cultural currency, an aspirational state."

Increasingly, consumers are treating health the way previous generations treated luxury: as a visible signal of discipline, self-investment, and status.

Very few consumers now see aging as something to accept passively. In Havas research, only 7% of Prosumers aged 55+ say they are content with passively aging, compared to 22% of younger Prosumers.

Longevity tourism—promising regenerative therapies and advanced diagnostics—is its own burgeoning segment of the experiential industry, according to the Global Wellness Institute. Demand has reportedly never been stronger at established players like Clinique La Prairie and Chenot Palace Weggis in Switzerland, Lanserhof in Austria, and Chiva-Som in Thailand.

Meantime, private clinics are sprouting quickly, with some 800 estimated in the U.S. alone. International venues such as Hooke in London, SHA Wellness in Spain, and Sheba Longevity Center in Israel tout hyperbaric oxygen chambers, cognitive testing, CT scans, genome sequencing, and stem cell therapies.

“**The longevity movement is less about life extension now and more about optimization, which is cultural currency, an aspirational state.**”

The next generation of health technologies help consumers monitor, personalize, and take a more active role in how they age.





EVERYDAY LONGEVITY

While the future of aging is being written in laboratories, its present is unfolding in everyday life, with tentacles reaching far beyond the 1%. Longevity has escaped the clinic and entered culture, commerce, and community. It is no longer a niche pursuit, but a distributed ecosystem shaped as much by creators, designers, and platforms used by doctors.

As Martha Deevy, Associate Director of the Stanford Center on Longevity, notes, “The word longevity has gone mainstream. But not everyone is defining it in the same way.” For some, longevity is rooted in cutting-edge science and optimization. For others, it is about maintaining health, mobility, purpose, and quality of life for as long as possible.

That longevity is a broad-based discussion across demographics—not confined to the silver set—represents “a fascinating societal shift,” Suketu Patel, Global Chief Medical Officer at Havas, said. “It’s almost like your 401K,” with a mind-body twist. “The question is, are you investing in something now so you can live healthy in the moment or to be in better shape when you’re 90?” The upshot: it’s probably both.

This is fertile ground for intermittent fasting, teetotaling, DEXA scans, red light therapy, and infrared saunas.

The next wave of innovation is less about tracking steps and more about predicting decline before consumers feel it themselves. Increasingly, consumers are outsourcing intuition to technology.

Smartwatches, earbuds, activity trackers, and other wearables—equipped with shareable and gamified features—are projected to reach nearly \$230 billion globally by 2033,

according to Grand View Research. North America accounts for about 28% of sales in a segment dominated by Oura Health, Garmin, the upgraded Apple Watch with new health enhancements and others.

Underscoring the rabid interest, key player Whoop recently announced a \$575 million funding round, bringing its valuation to \$10 billion.

The voluminous data that comes from these gadgets needs a translator, with platforms like Heads Up Health and TrackMyStack stepping in to collate information from smart scales, blood tests, and metabolic trackers.

The opportunity for brands is not simply to provide more data, but to reduce anxiety and help consumers navigate increasingly complex relationships with their own health.

“
Are you investing now so you can live healthy in the moment or to be in better shape when you’re 90?”

LET'S GET PHYSICAL

No matter the add-ons, many of the longevity faithful haven't ignored time-tested advice on how to extend both life and healthspans. Exercise is a core pillar, hitting on several cylinders of metabolic and cognitive improvement. Potential bonus: hanging out with like-minded wellness aficionados.

It's no surprise, then, that gyms and fitness clubs—going through a glow-up with modernized amenities, AI coaching and personalized data—have surged in popularity after a post-pandemic lull, (2025 was the “biggest M&A year ever in fitness,” per Front Office Sports).

Inflation-battered consumers said they plan to spend \$60 billion on such memberships this year, choosing an IRL experience over at-home and virtual workouts and cutting back on other spending to pay for it, according to a Kantar study for the Health & Fitness Association.

The research shows that “people increasingly see exercise as an essential investment in

their long-term health,” HFA's president and CEO Liz Clark said in the report. “Even in a challenging economic environment, Americans are prioritizing physical activity as a proactive form of preventive healthcare.”

For those who aren't penny-pinching, Optimize by Equinox offers a white-glove-style program with sleep coach and nutritionist sessions, massage therapy, Oura rings, private training and blood tests for \$40,000 annually. The collaboration between the premium gym and Function Health had 1,000 people on its waiting list as of February.

“Health is the new luxury,” according to Equinox's executive chairman Harvey Spevak. “The number one thing in the experience economy, besides travel, that the consumer wants is, ‘How do I live a high-performance lifestyle?’”

“
Health is the
new luxury.”



Image courtesy: Oura

Despite inflation, U.S. consumers will spend



billion

on gyms and fitness clubs in 2026.

BIOHACKER BURNOUT

While some people may just be latching onto optimization as a way to live better today and for the longer term, others have cycled through it and come out on the other side... thoroughly exhausted.

“Biohacker burnout” is real, according to the Global Wellness Summit’s Future of Wellness 2026 Trends report, with former evangelists reporting that the stress of keeping up their strident calorie counting, data gathering, and supplement stacking became emotionally draining.

To answer the “over-optimization backlash,” consumers are recalibrating. They are opting for “meaning over measurement, and catharsis and connection over clinical data—wellbeing measured by how fully alive we feel,” per the report.

No one is rejecting science or progress, but rather “the idea that wellbeing must be constantly engineered, displayed, and perfected to be legitimate,” the report says.

Wellness platforms like Healf are commenting on the development with cheeky yet empathetic posts such as, “If you cold plunge every morning but haven’t hugged someone for days, is your nervous system really regulated?”

Biohacker good intentions have sometimes veered into compulsive behavior, with European healthcare professionals coining another new term to describe it—longevity fixation syndrome. Though it has yet to appear in medical journals, it’s defined as a fear of aging and decline that spurs extreme and unsustainable routines, where missing a single biohack causes a guilt spiral. In other words, self-care turns into self-surveillance.

The contradiction is becoming harder to ignore.

Consumers say they resent society’s obsession with youth, yet many continue pursuing optimization with unprecedented intensity. They reject “anti-aging” language while embracing increasingly sophisticated tools to slow, monitor, and manage decline.

The result is a culture caught between empowerment and exhaustion.

According to Havas research, attitudes toward aging and youth are evolving generationally. In 2021, adults over 55 were significantly more likely than younger consumers to say society was too focused on youth (60% vs. 53% among 18–34-year-olds). By 2026, that gap had disappeared entirely, with both Gen Z and Gen X converging at 54%, suggesting concerns around youth obsession are no longer confined to older generations but increasingly shared across age groups, but less so overall.

At the same time, consumers are placing growing pressure on brands to move beyond youth-centric narratives. In Havas’ research, 63% of Prosumers said they wish brands focused less on youth and more on middle-aged and older consumers, compared to 50% of mainstream consumers. That divide has widened since 2021, at that time a ten-point difference, signaling that future-forward audiences are increasingly pushing for more age-inclusive representation, storytelling, and definitions of vitality.

Rather than sliding to one pole or the other, there may be a middle ground emerging.

“The behaviors are here to stay because we’re starting them so young that they become foundational,” Tsitsopoulos said. “But the future will be less extreme—less of the intensity we’re seeing now—and more nuanced.”

“

If you cold plunge every morning but haven’t hugged someone for days, is your nervous system really regulated?



THE MINDSET SHIFT

Consumers are increasingly planning for longevity as a lived reality, not a hypothetical future. In Havas research, 83% of consumers say they actively plan for a longer life in at least one way, rising to 95% among Prosumers.

The implication is profound: longevity is no longer simply extending old age. It is reshaping how consumers think about the entire arc of life itself.

Perhaps most telling, consumers increasingly fear decline more than aging itself.

The future fear is no longer simply death. It is loss

of agency, relevance, and independence. The implication is profound: longevity is no longer a healthcare category. It's becoming a consumer ecosystem.

As consumers recalibrate how they define quality of life itself, demand is spreading across fitness, nutrition, beauty, technology, hospitality, financial services, home design, and preventative healthcare. Increasingly, consumers are evaluating products, services, and experiences through a longevity lens, asking not only "Will this make my life easier?" but "Will this help me live better, longer?"

The opportunity for brands extends beyond selling longevity-specific products. It lies in understanding how every category can support longer, healthier, more purposeful lives. Whether through recovery-focused travel, preventative nutrition, age-inclusive design, personalized health technology, or new models of community and connection, longevity is becoming a design principle that cuts across industries.

The longevity economy is no longer emerging at the margins of culture. It is becoming embedded into the systems, services, and experiences consumers engage with every day.

The question for brands is no longer whether they belong in the longevity conversation, but how they will help shape it.



02

Age hacking

Rewriting the
science of aging

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It seems plausible that we could extend life and health by 20%.

The first person to reach 150 years old will be a woman, petite in stature, who manages her stress, eats healthy food, stays physically active, and parties within reason. Her mind will be sharp, and her body will be functioning as she hits this unprecedented milestone by 2150, busting the current lifespan record by more than a few decades.

That's the scenario sketched out by Steve Austad, the Protective Life Endowed Chair in Healthy Aging Research and a Distinguished Professor at the University of Alabama at Birmingham, in his "Great Longevity Bet" with skeptical fellow researcher S. Jay Olshansky.

To clarify: Austad is talking about one person—he's not making a new life expectancy prediction for the masses. Since 122 year old French aristocrat Jeanne Calment died in 1997, no one in the world has lived as long as she did.

But research advances on lab animals in recent years have convinced Austad of new possibilities.

"It seems plausible that we could extend life and health by 20%—150 is about 21% longer than Jeanne lived," Austad said.

"But that will require a breakthrough targeting the biology of aging."

Global startups, government agencies, universities, and research firms are working toward just that, with billions of dollars in financial backing and

growing interest from all corners of the world.

Progress, aided by rapid technology upgrades, has already been made. So much so that a layman might easily confuse the latest developments in geroscience with loglines from classic *Black Mirror* episodes. Think nanobots that could fit on the head of a pin, cellular time travel, and organ regeneration. But what was once the province of futuristic thrillers is now the new medical and philosophical frontier.

Pioneers in the field are stepping in to slow, pause, and partially reverse aging at a molecular level. While aging is not technically a disease, it makes the body vulnerable to cancer, cardiovascular and neurodegenerative diseases, and other chronic conditions.

The emerging goal is no longer simply extending lifespan. It's extending vitality.

"There's been massive progress in the last few decades in understanding the cellular and molecular fingerprints of aging," Vernon Bainton, Chief Medical Officer at Havas Lynx, said. "We're at the forefront of unlocking very complex physiology, biochemistry and immunology, and that has huge potential."

In the battle against cancer, diabetes, and HIV, for instance, researchers are pushing forward on mRNA vaccines, whose roots lie in the COVID 19 vaccines. Clinical trials have started, with more expected to launch later this year.

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We are at the forefront of unlocking very complex physiology, biochemistry, and immunology, and that has huge potential.

"There are no ambiguities: tomorrow we'll be older, and there's no getting around it—that's the constant," Suketu Patel, Global Chief Medical Officer at Havas, said. "But aging is malleable, and we're looking at what variables we can control, and how we alter that trajectory."

Consumer interest in that possibility is already accelerating, particularly among future-forward audiences. When asked whether they would be interested in trying next-generation longevity sciences such as cellular reprogramming, gene therapies and regenerative medicine, Havas research found 76% of Prosumers expressed interest compared to 44% of mainstream consumers. The 32-point gap underscores how strongly Prosumers are leading the adoption curve for frontier longevity science. While mainstream interest remains more measured, Prosumers are already demonstrating a willingness to engage with emerging innovations such as cellular

reprogramming, regenerative medicine, and gene therapies, offering a glimpse into where broader consumer attitudes may be headed.

What was theoretical in the past is now in active experimentation in what prominent researcher Nir Barzilai calls the quest "to die young at a very old age."

Perhaps the biggest challenge will be translating knowledge and findings from one species to another.

"We know from animal research that the rate of aging can be modified, which is a huge breakthrough," Austad said. "We just don't know how to do it in people yet, but we're moving into human studies."

LONGEVITY LEAVES THE LAB

But the lab is no longer the only hub of activity. Longevity has rapidly evolved beyond a scientific pursuit into a commercial category, a cultural aspiration and emerging consumer identity.

Clinics such as Mayo Clinic’s Executive Health Program are offering concierge style preventative care, while biomarker monitoring and personalized health optimization programs are proliferating. At NewYork-Presbyterian and Weill Cornell Medicine, the Longevity Medicine Program combines whole-body MRI screening, genetic testing, multi-cancer detection, metabolic monitoring, and personalized fitness and nutrition planning into a physician-guided approach to optimizing healthspan.

AI driven diagnostics are increasingly functioning as early warning systems capable of predicting disease risk years before symptoms appear. Wellness platforms like Whoop are reframing aging as a performance metric—something to train for, track, and improve.

What was once limited to elite clinics and scientific institutions is now becoming embedded into everyday routines, interfaces, products, and behaviors.

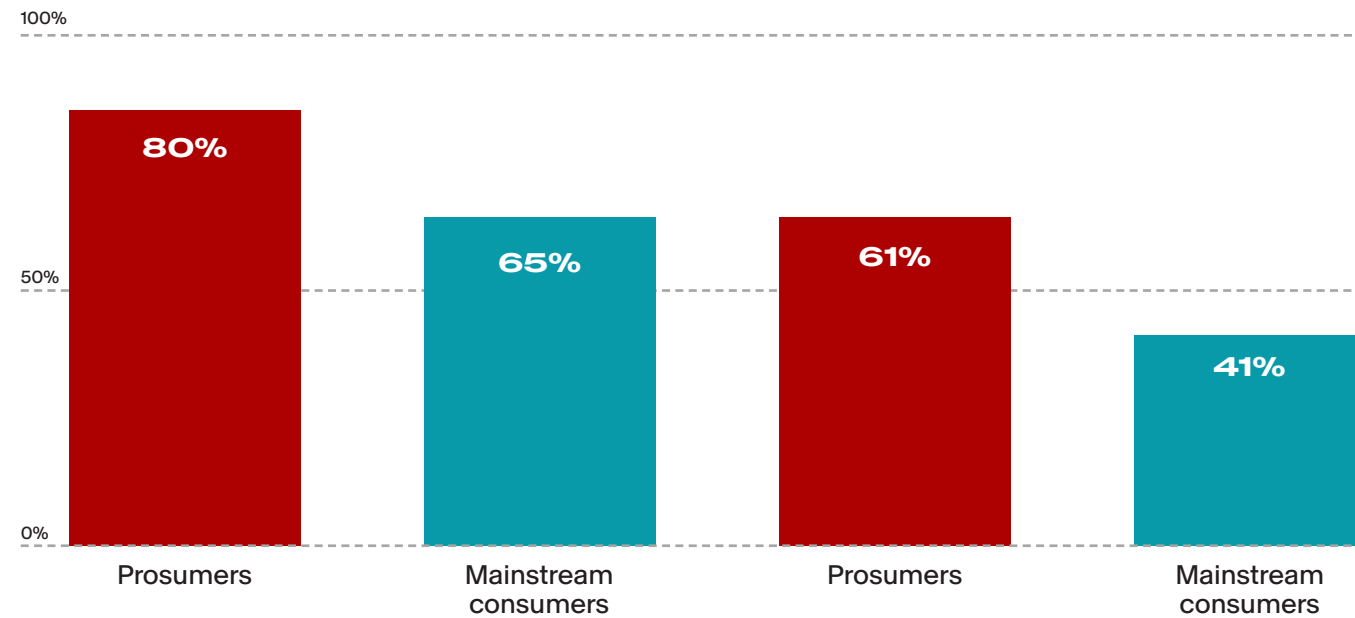
But the rapid acceleration of longevity science is also creating a new divide around who feels equipped to understand and navigate it.

Havas research found that 84% of Prosumers feel confident they can stay up to date with longevity innovation as they continue to age, compared to 54% of mainstream consumers.

Confidence also varied significantly by income, with 69% of higher-income consumers feeling equipped to keep pace with longevity innovation vs. 51% of lower-income consumers. The findings suggest participation in the longevity era may increasingly depend not only on access to innovation itself, but on the confidence, literacy, and resources required to understand it.

Trust in medical guidance

Respondents who trust doctors for longevity advice (%)



Trust in longevity science

Respondents who trust scientists for longevity advice (%)



Image courtesy: Lanserhof

The ICAROS virtual reality fitness machine combines immersive technology with core strength training, reflecting a new generation of experiences designed to enhance movement, performance, and longevity.

World leaders have been caught on hot mics casually chatting about immortality, while Elon Musk has said publicly that he thinks aging is “very solvable,” which Austad calls “somewhat delusional.”

There’s also considerable disagreement around whether humans can dramatically extend lifespan at all. Some argue there’s a ceiling, and we’ve nearly hit it. Average life expectancy in developed countries currently sits at roughly 76 years for men and 82 for women, with places like Japan, Hong Kong, and Switzerland among the global leaders.

But simply lengthening time on earth isn’t the point. The holy grail of the longevity movement is healthspan, with the focus squarely on preserving

“**We’re all living longer, but we’re not all living healthier.**”

vitality, both mentally and physically, well into the golden years.

“We’re all living longer, but we’re not all living healthier,” Bainton said. “There’s a growing discrepancy between lifespan and healthspan—on average, at least 10 years—and for the majority of people, they spend the ends of their lives dealing with multiple chronic conditions” such as cancer, diabetes, arthritis, Alzheimer’s, and heart disease.

THE ACCESS GAP

Research remains expensive, fragmented, and largely inaccessible to most consumers. But the work is pushing the boundaries of what's possible and setting the tone for the future.

The public appears acutely aware of those limitations.

When asked what concerns prevent them from adopting longevity solutions such as technology, pharmaceuticals, or aesthetic interventions, cost emerged as the leading barrier overall at 57%,

followed closely by concerns around side effects at 55%.

Prosumers—despite their greater enthusiasm for frontier science—were even more likely than mainstream consumers to cite concerns around side effects (62% vs. 53%).

The contradiction is increasingly clear. Consumers are simultaneously fascinated by longevity innovation and skeptical of its accessibility, commercialization, and scientific certainty.

Advances in technology and longevity research are unlocking new insights into the processes that shape how we age.



WHAT THE BREAKTHROUGHS REALLY SIGNAL

A number of the most promising breakthroughs point toward what the future of aging could eventually look like.

Partial cellular reprogramming signals the possibility that aging itself becomes reversible in targeted ways, with early trials like Life Biosciences' glaucoma study hinting that organs might one day be restored to earlier biological states.

Senolytics 2.0 represents the rise of "cellular housekeeping" as a future health expectation, using next generation drugs and AI refined

compounds to clear inflammatory "zombie cells" and reframe maintenance of the body as a lifelong practice.

Genetic intervention suggests a shift from treatment to true prevention, with tools such as CRISPR offering the possibility of correcting inherited diseases and age related mutations before symptoms appear. And regenerative medicine increasingly challenges the assumption that biological decline is inevitable, positioning the body as repairable rather than simply destined for deterioration.

REDEFINING WHAT AGING MEANS

As the science accelerates, so does the cultural reimagining of what it means to grow older.

These breakthroughs—still early, still uneven—are already expanding our sense of possibility, challenging long held assumptions about decline and redefining the boundaries of human potential.

Aging is increasingly becoming something consumers believe they can shape, influence, prepare for, and potentially optimize, not simply endure. Even before the science fully matures, longevity is already reshaping industries far beyond healthcare. It is becoming a design principle across sectors, influencing how brands think about housing, mobility, finance, hospitality, beauty, nutrition, fitness, technology, and independence itself.

Financial institutions like BlackRock are rethinking retirement planning for 100-year lives. Real estate developers such as Delos Living are designing homes that adapt across decades of changing physical needs. Hospitality brands like Equinox Hotels are repositioning travel around recovery,

sleep optimization, and metabolic restoration. Beauty, fitness, and nutrition brands are increasingly reframing products around resilience, prevention, strength span, and long-term vitality.

The implications stretch far beyond medicine: longevity is no longer simply a scientific or healthcare movement. It is becoming an innovation ecosystem shaping how industries design products, services, technologies, environments, and experiences for longer lives.

The future of longevity may not ultimately be defined by whether humans reach 150 years old. But the pursuit itself is already transforming how society thinks about vitality, possibility, and the arc of a life well lived.

For brands and businesses, the opportunity extends far beyond developing longevity-specific products. It lies in understanding how longer lifespans will reshape consumer expectations around independence, mobility, cognition, energy, recovery, and quality of life over time.



03

WelltainmentSM
Playlist

Lights, camera, healthspan

Longevity has a distribution problem. The science is accelerating. The products are proliferating. But culture hasn't caught up—and culture is the last mile.

Entertainment is closing that gap.

At Havas, we call this WelltainmentSM: the convergence of wellness education, entertainment, and storytelling. By translating complex science into stories people actually want to engage with, WelltainmentSM is doing something pharmaceuticals, medicine, and the wellness industry couldn't accomplish alone: making aging culturally desirable.

Most people will never encounter longevity science in a clinical trial or a doctor's office. They'll encounter it through a podcast, a Netflix documentary, or a fictional character navigating life after 60. This is how frontier ideas enter the mainstream—not through journals, but through stories.

The signals are already there. Meryl Streep and Anna Wintour on the cover of *Vogue*. Models over

50 on runways in Milan, Paris, London, and New York. Even fashion is beginning to reposition aging as aspirational. Apple TV's *Shrinking* has become an unexpectedly effective vehicle for Alzheimer's and mental health conversations. *Live to 100*, *Limitless with Chris Hemsworth*, *Kara Swisher Wants to Live Forever*—these are cultural events that carry longevity science inside them.

The same logic extends beyond screens. The Antoine Alléno Association's "2036" campaign hijacked France's New Year's Eve countdown to reframe road safety as a public health issue—a single emotional narrative making a complex topic legible to millions who weren't looking for it.

With over 55% of the content, we consume now ad-free, traditional channels can no longer carry this message. WelltainmentSM is how longevity stories reach people at scale. Put another way, entertainment—in all its forms—is becoming the distribution layer for longevity.

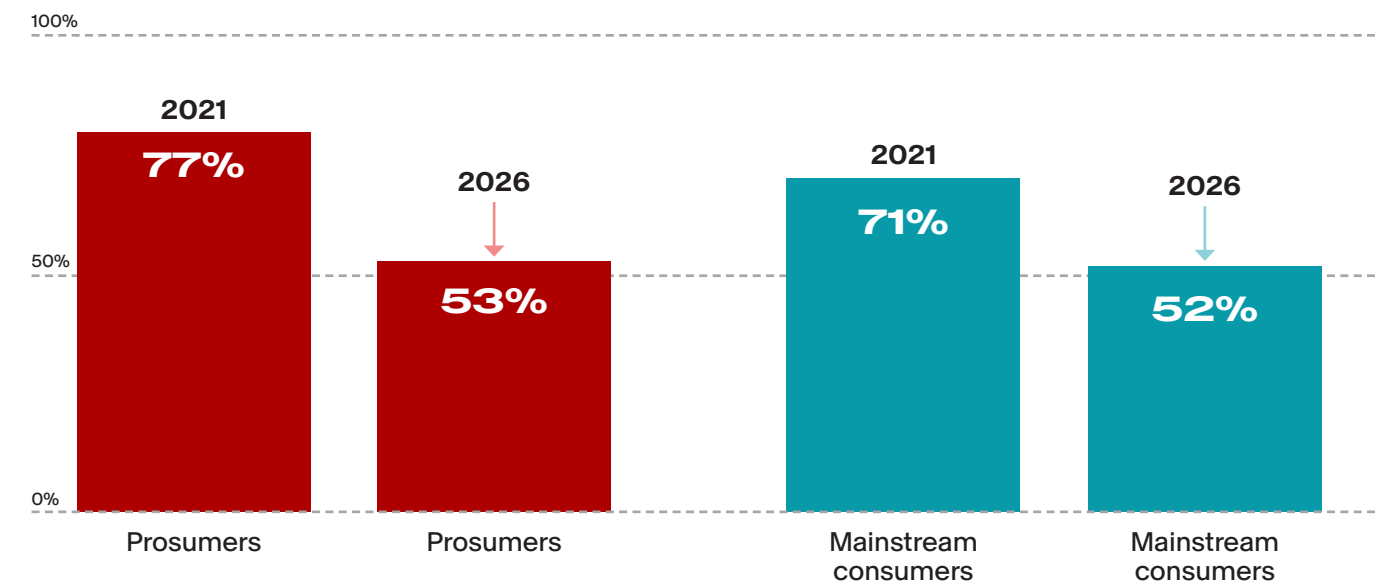
THE CULTURAL MOOD IS SHIFTING

The findings suggest that while concerns around youth obsession remain widespread, they may no longer dominate the conversation around aging to the same extent they did just a few years ago. At the same time, Prosumers continue to over-index

on frustration with youth obsession, suggesting future-forward audiences remain especially attuned to the pressures and expectations tied to aging, appearance, and optimization culture.

Cultural shift around youth

Respondents who agree society is too focused on youth (%)



FROM FOUNTAIN OF YOUTH TO LONGEVITY MINDSET

Consumers are increasingly framing conversations around aging differently. As Anne Thevenet-Abitbol of Danone observes, "Longevity has become the name of the game, surpassing the once 'healthy aging' movement. And it does concern everyone now, not only the elderly. From lifespan to health span." The shift reflects a broader cultural evolution in which aging is increasingly viewed not as a healthcare challenge to manage, but as an ongoing pursuit of vitality, resilience, and quality of life.

Beauty and youth are inextricably intertwined, and there are decades worth of pop culture examples that equate value and relevance with a dewy physical appearance. Having the bouncy hair, smooth skin, and endless energy of a teenager has forever been the hottest commodity.

“**My kid has a very different idea of what 65 looks like than I did when I was growing up.**

Those images aren't going anywhere, nor are the atypical "super senior" narratives that showcase 90-year-old ultramarathon runners.

Alongside them are podcasts like Julia Louis-Dreyfus's *Wiser Than Me*, streaming series such as *Hacks* with Jean Smart and *Grace and Frankie* with Jane Fonda and Lily Tomlin, and international films like Ian McKellen's *The Christophers* and Stellan Skarsgård's Oscar-winning *Sentimental Value*. Stars of these projects aren't trying to turn back the clock or even hold onto their youth. Instead, they're

navigating careers, relationships, reinvention, and purpose with the same complexity traditionally reserved for younger protagonists. In doing so, they help reframe aging from a story of decline to one of continued relevance, vitality, and possibility.

"Representation is very important culturally, particularly for younger people, to see models of what their future could look like," said Martha Deevy, Director and Senior Research Scholar, Stanford Center on Longevity. "My kid has a very different idea of what 65 looks like than I did when I was growing up."

In his latest book, *Longevity Nation*, ROAR Forward Founder and CEO Michael Clinton coined the term "re-imaginer" to describe people who are rejecting the traditional concept of retirement and remaking their "golden years" as entrepreneurs, educators and mentors.

"People over 65 aren't in sunset mode, they're not ready to die on the vine...they're not armchair grandmas and grandpas," said Chris Danton, Co-Founder and Chief of Ideas of brand consultancy at In Good Co. "They're dimensional, they're cool, they're traveling, they're out there living their best lives."

WelltainmentSM reflects a broader cultural shift where behaviors tied to cognition, movement, and vitality are increasingly being reframed as entertainment, social participation, and lifestyle identity rather than obligation. Platforms like Duolingo have helped transform lifelong learning into a daily ritual shaped by gamification, streak culture, online communities, and identity-driven participation.

AgeTech is undergoing a similar evolution, becoming a more seamless part of everyday



ElliQ is an AI-powered care companion designed to support older adults by promoting independence, providing health and wellness reminders, and fostering social engagement.

Image courtesy: ElliQ

life rather than a niche healthcare category. Gaming platform BrainHQ supports cognitive function and memory, while technologies like ElliQ's active-aging robots and Eldera's digital mentorship platform are helping older adults maintain engagement, independence, and social connection. Together, these tools reflect a broader shift toward longevity becoming more immersive, participatory, and integrated into daily routines.

The growing emphasis on cognitive longevity is already emerging in consumer attitudes. In 2021, concern around remaining mentally active was identical between Prosumers and mainstream consumers at 39%. By 2026, that gap had widened, with 45% of Prosumers ranking mental sharpness among their top aging concerns compared to 39% of mainstream consumers. If being healthy and fit has become one of today's biggest status symbols, mental sharpness may increasingly become one of the defining ambitions of the longevity era.

As longevity becomes increasingly tied not just to looking younger, but to staying mentally sharp and engaged later in life, continued learning itself is becoming a form of active aging. Japan's Masako Wakamiya, who has become recognized as the world's oldest app developer, didn't learn to code until her 80s, but she's proven to be a quick study and a role model. Through appearances as a digital ambassador—and a cameo at Apple's vaunted Worldwide Developers Conference—she challenges age stereotypes, encouraging seniors to master technology and continue learning.

ENTERTAINMENT AS NORMALIZER

Older adults traditionally haven't had a fair shake in how they're presented across media, entertainment, and marketing. Stereotypes have lingered much longer than they should have, even though the demo in the U.S. spends north of \$10 billion a year on moviegoing and streaming, per AARP stats. Entertainment is increasingly helping dismantle those stereotypes. In the UK, documentaries such as *Davina McCall: Sex, Myths and the Menopause* helped bring menopause into mainstream conversation, increasing awareness and reducing stigma around a topic that had long been under-discussed.

"It's the four f's: frail, frumpy, fragile, and forgotten," said Diane Ty, Managing Director of the Milken Center for the Future of Aging. "We need to look at ways to change that through the culture because realistic portrayals are so important in how older adults view themselves."

Brands are increasingly participating in that shift. Havas' creator-led docuseries *Shape Shifting*, developed around the cultural and scientific transformation sparked by GLP-1 medications, combines expert-backed health education with creator storytelling to help consumers better understand both the opportunities and tradeoffs associated with these treatments. In doing so, it illustrates how entertainment can serve as a vehicle for health literacy at scale. Havas research found 60% of women and 53% of men feel there's an ongoing stigma around aging. Yet consumers are also increasingly redefining what aging means. When asked if age is shaped more by mindset and lifestyle than physical ability, 68% of Boomers agreed, the highest of any generation polled. The sentiment was shared by 73% of Prosumers and 61% of mainstream consumers.

Activities associated with creativity, problem-solving, mindfulness, and cognitive engagement—

from gaming to puzzles to building with LEGOs—align with behaviors tied to healthy aging and cognitive longevity. Recently, LEGO temporarily raised its longstanding "ages 4–99" label to 100+ in honor of Sir David Attenborough's 100th birthday. While symbolic, the moment raises a broader question for brands: are existing ideas around age, participation, and relevance already outdated? As consumers increasingly reject stereotypes around aging, brands may also need to rethink the assumptions embedded in everything from product design to marketing language itself.

A study by Yale's Becca Levy found that modern elders who have a positive view of aging live an average 7.5 years longer than those with negative perceptions, which have largely been internalized from cultural references.

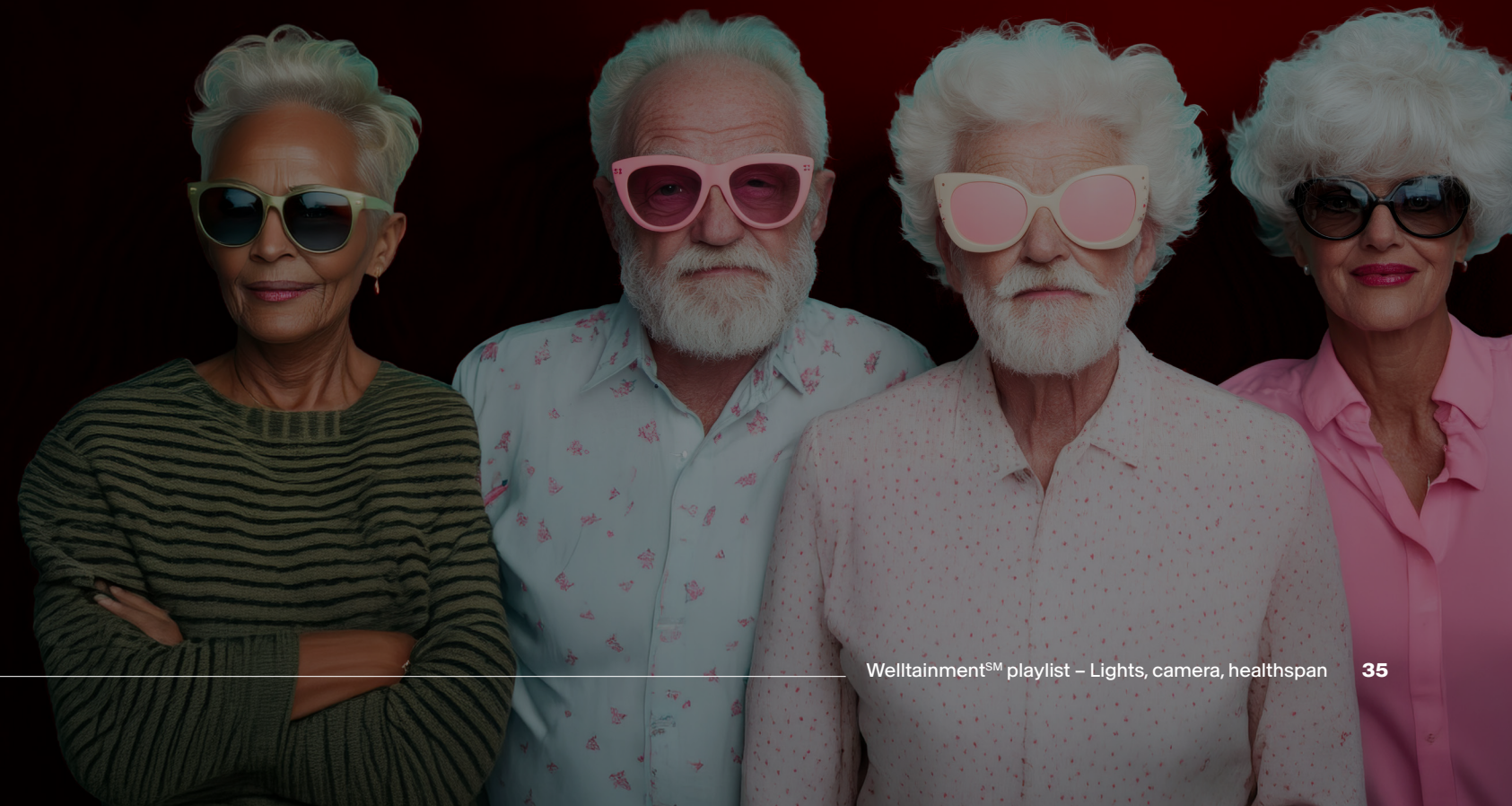
A study from Spain's Family Watch Foundation and Methos Media has called for a "more inclusive, realistic, and enriching image of old age" beyond the existing telenovelas and films produced in that country.

La Voz Senior, an offshoot of *The Voice* franchise, features singers over 60 competing to fulfill their deferred musical dreams. Versions air in a number of countries including Argentina, Spain, Brazil, and Poland, rewarding contestants' unique vocals and lived experience. Fan favorites are often self-taught hobbyists who prove it's never too late to tackle the bucket list.

However, marketing has some catching up to do, with Danton saying some characters in advertising look like "they're cosplaying as old. This person doesn't exist anymore; it's an antiquated version, and no one is identifying with that image."

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Some characters in advertising look like they're cosplaying as old—this person doesn't exist anymore; it's an antiquated version.



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AI-generated influencers like Tilly Norwood and Lil Miquela set impossible, ageless beauty standards even as culture claims to embrace aging more openly.

“The 50-plus demo controls most of the consumer spending power,” said Heather Carter, founder and managing partner at strategy studio and independent think tank Venture Vitamin. “It’s the most fertile group to be marketing to, it’s not just people on their last miles.”

Among the brands highlighting this audience are Caddis eyewear, catering to the over-40

“age awesome” demo in its products and communications. Dove, a pioneer in busting stigmas with its decades-long “Real Beauty” platform, continues opening the aperture with “Beauty Never Gets Old.” Starring diverse 60-plus women, the creative presents aging as “a source of joy and confidence” rather than anxiety, per the brand.

THE CULTURAL CONTRADICTION

The Geena Davis Institute created a gauge, similar to the Bechdel Test, to determine if Hollywood films have at least one female character over 50 who’s both essential to the plot and not a token. Only about one in four movies passed the test.

Actresses in their 30s have been told they are “too old” to play the love interest for actors in their 50s, and people over 55 are in short supply on the writing and creative side of the business.

A recent TV hit from super-producer Ryan Murphy called *The Beauty* was built around a central conceit: that everyone wants to be preternaturally gorgeous and eternally young. In a sense, that’s validated by a behind-the-scenes Hollywood trick that’s becoming more common:

computer-generated special effects that freeze actors in time and “de-age” them on-screen for certain roles.

At the same time, AI-generated influencers like Tilly Norwood and Lil Miquela set impossible, ageless beauty standards even as culture claims to embrace aging more openly.

Even some of those who haven’t yet hit their 30th birthdays are preoccupied with staying young. Culture may be moving beyond traditional anti-aging narratives, but it has not necessarily escaped the grip of optimization culture itself. Aging is increasingly accepted, provided it remains aspirational: active rather than dependent, productive rather than withdrawn, sharp rather than slowing, visible rather than invisible.

Ryan Murphy’s The Beauty captures the paradox of the longevity era: a culture increasingly embracing aging while remaining deeply invested in youth, beauty, and optimization.



Image courtesy: The Beauty

COMMUNITIES AS THE BRIDGE

Older adults may complain, rightly so, about not seeing enough positive and realistic depictions of their lives in pop culture. But there are a growing number of virtual communities where like-minded people are comparing notes and helping each other navigate what's being called the "midlife chrysalis." Many of these platforms are powered by AI and gamified for entertainment value.

The growth of these communities reflects a broader evolution in how consumers engage with longevity itself. As Thevenet-Abitbol notes, many of the most visible biohacking and longevity practices remain out of reach for everyday consumers. In response, brands are increasingly looking beyond products alone and investing in more holistic approaches to healthy aging. Danone's Nold ("Never Old") initiative was built around this idea, creating a community focused on lifestyle, identity, and positive aging rather than promoting a specific product or age demographic. "Longevity is not only about products but also an attitude and a lifestyle," she argues. Communities, content, education, and shared experiences are increasingly helping consumers participate in the longevity movement regardless of whether they can access the latest breakthroughs.

The Longevity Project, in collaboration with the Stanford Center for Longevity, hosts book clubs, networking events, and the Century Lives podcast from Ken Stern. The Modern Elder Academy, billed as a "midlife wisdom school," tells its global students that the second half of their lives represent opportunity rather than limitation.

"The question that I really hung onto was, 'what if my future was bigger than my past?' That was a game changer for me," David Rich, an MEA alum, said on the website. "The whole idea is that our future is bright, and we just need to recognize that."

Not everyone can attend large-footprint IRL events like Longevity Fest 2026 in the U.S., but even those

who do often want to continue the dialogue long after the event ends. Globally, wellness experts like Dr. Shikha Sharma, the India-based nutritionist bringing holistic health mainstream, and Joe Wicks, the high-energy British fitness coach behind The Body Coach empire, are helping turn longevity behaviors into participatory content, community, and everyday lifestyle identity.

Then there are communities like AARP's Senior Planet, which were designed to sharpen older adults' digital skills through expert-led classes both online and in person, and platforms like Cairns Health and DreamFace Technologies, which are already building digital networks to support mental and physical longevity through meditation prompts, exercises, and brain games.

Meanwhile, the resurgent Reddit has become another hub for geroscience news and anti-aging myth-busting through communities like r/longevity, one of the largest public forums for longevity discussions, often featuring interviews with high-profile researchers.

Together, these platforms give longevity enthusiasts a place to connect, swap insights, and stay plugged into the latest research, clinical trials, and biohacking trends.

Increasingly, people are not discovering new ideas about aging through healthcare systems or scientific journals. They encounter them through entertainment, tailored communities, creators, content, and culture.

For brands, WelltainmentSM creates a different kind of opportunity. Success in the Superaging Era may depend less on selling longevity products and more on helping consumers participate in longevity itself. Entertainment communities, content, gaming, experiences, music and more are quickly becoming just as important as interventions. Lights, camera, action!

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Communities, content, education, and shared experiences are increasingly helping consumers participate in the longevity movement





Designing for 100

Architecting extended living

While we are still a long way from being able to shout “beam me up” when we encounter a large flight of stairs, there is a growing recognition that the environments people inhabit are just as important to longevity as the interventions they adopt.

As the definition of longevity is defined outside of traditional health landscapes, it must be understood through the environment. In the Superaging Era, the homes people live in, the communities they belong to, and the cities they navigate become critical determinants of how well they age.

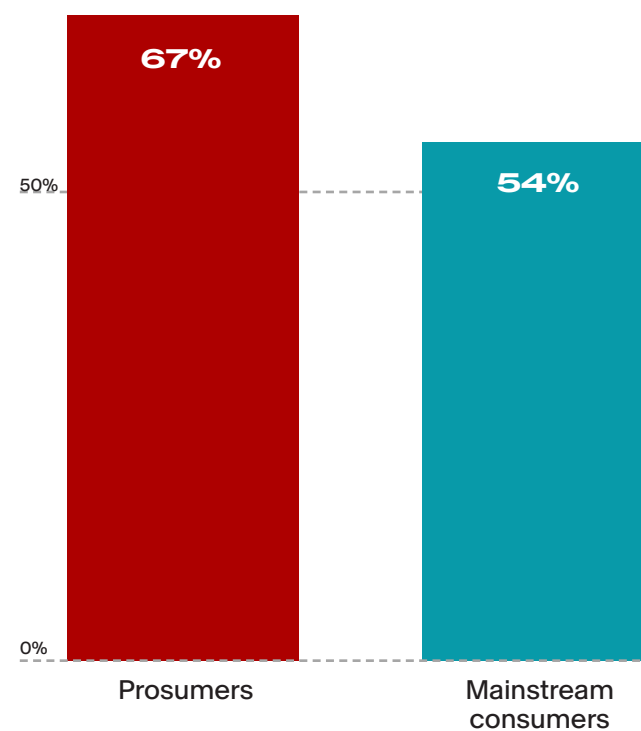
A diminutive droid on wheels—like an earthbound R2-D2—accompanies an older adult on the morning errands, noting curbs and stairs in their path and carrying groceries in its bucket appendage. It gives a mini travelogue of the area and suggests a hydration break at a cafe as part of the outing.

A stroll like this is within reach, as advances in robotics look to fill a growing need to help the world’s aging population stay independent, active, and empowered to manage their everyday tasks. Engineers and designers are creating bots with myriad capabilities from household assistants to mobility aids, wrapped in approachable designs intended to support independence rather than replace human connection. “There’s a myth that older people are fearful of technology,” Martha Deevy, Associate Director and Senior Research Scholar at the Stanford Center on Longevity, said. “They may be skeptical, mainly if the system is overly complicated, but they now have a greater acceptance of how technology can be useful. And that’s the bottom line: How can it help me?”

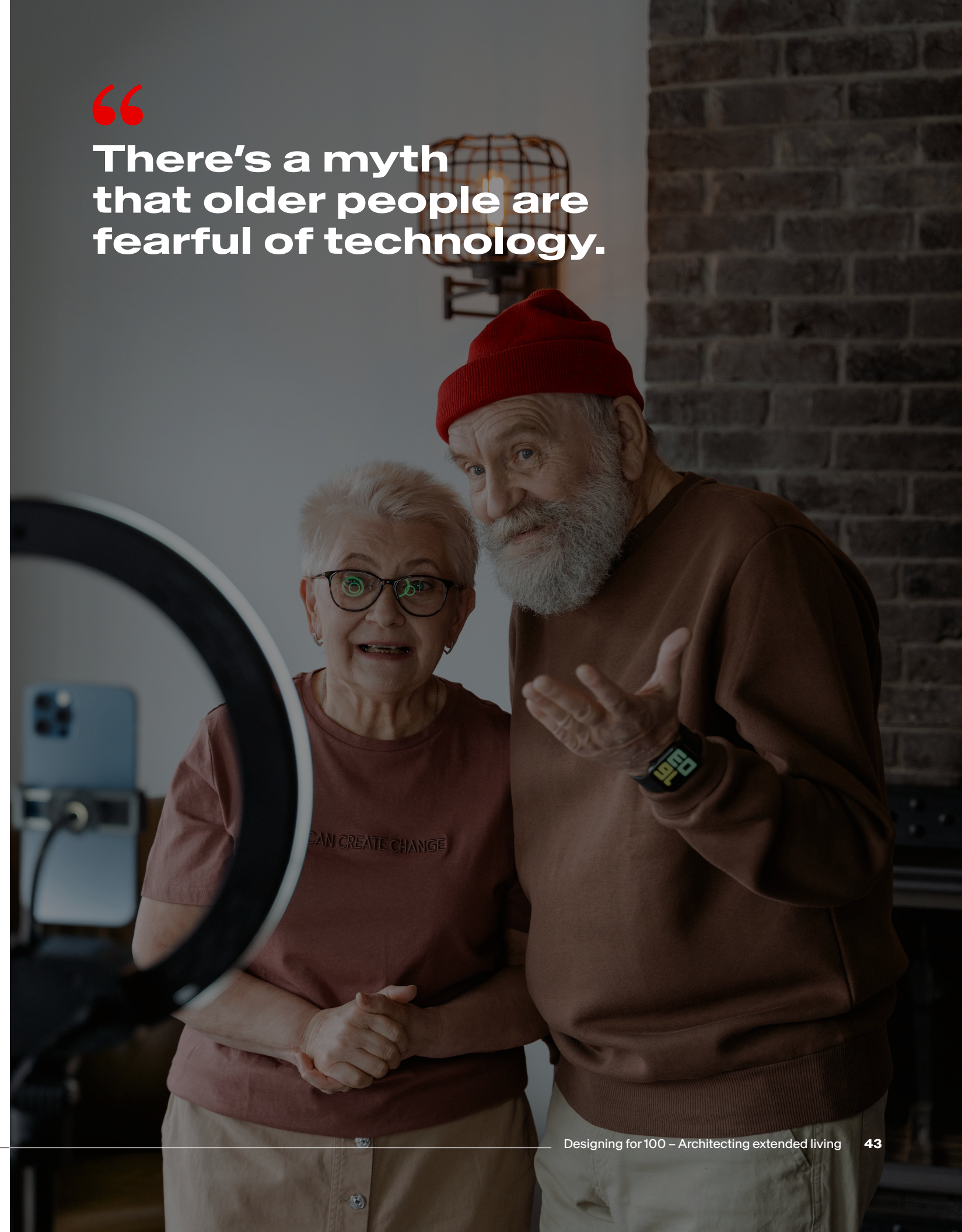
Many of today’s modern elders, and those soon to join the ranks, have been steeped in technology throughout their working lives, Deevy said. That familiarity is paving the way for a broader shift: from treating aging as a healthcare challenge to designing environments that support health, independence, and wellbeing across lifespan.

A new model of care

Respondents who prefer a combination of human and technology support as they age (%)



“**There’s a myth that older people are fearful of technology.**”



THE LONGEVITY ENVIRONMENT

Designing for the 100-year life has already started via the rapid rise of AgeTech, which includes everything from wearable airbags for the hips to in-home radar that can detect changes in a person's daily routine or vital signs.

Outside the four walls of the home, but still within the domestic sphere, entrepreneurs and public and private entities around the world are reimagining the way they serve today's Superagers.

The hyper-local 15-minute neighborhood is catching on, while the traditional retirement community concept is getting a 21st-century makeover, intending to shake off the stigma as a morbid waiting room and address a more dynamic consumer. And multigenerational co-living has spread from Denmark and Taiwan to the U.S.'s Pacific Northwest and beyond.

Preventative diagnostics are also becoming more accessible through platforms like Eyebot, whose vision-screening kiosks allow consumers to assess eye health in minutes, helping identify issues

before they become barriers to independence and quality of life.

While the progress is significant, there are likely to be ongoing access, privacy, and cost issues. For instance, who can afford the latest gadgets or eco-conscious housing? What happens to sensitive personal information collected by a health monitor? And who will pay to retrofit spaces for the graying population? Those questions will be front and center as aging well moves beyond the biological and technological arena into the social and psychological realm.

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The traditional retirement community is getting a 21st century makeover



The global population of those 80 and older is expected to triple



within the next 25 years.

The Google Nest smart home ecosystem represents a new generation of ambient technologies designed to seamlessly support daily routines and evolving needs.



Image courtesy: Channel News, Google Nest

THE NEW HEALTHY HOME

The home is increasingly becoming the front line of preventative health.

The Z-Wave AI-powered hub knows if a resident has opened the medicine cabinet or slept past their usual wake-up time. The iGuardStove shuts off an unattended oven or space heater, and smart speakers reminds the owner to feed his cat.

Sensors like Guardian H10 or Threshold Motion detect changes in movement before a fall occurs. Platforms such as Google Nest are evolving beyond convenience tools into wellness companions, while devices like Ceragem's V6 wellness device reflects the growing demand for at-home solutions focused on recovery, mobility, circulation, and preventative wellbeing.

Much of this innovation is designed not to replace human care, but to extend independence.

The devices aren't meant to feel intrusive—much of the current and in-development AgeTech works with ambient intelligence with no wearables or manual inputs. Their role is invisible caretaker, discreetly tracking sleep quality and respiratory rhythm and allowing check-ins without becoming "Big Brother."

"People want to have agency and autonomy in where and how they will live," Deevy said. "For some, that means aging in place, and because of advances in technology, there are ways to make that physical space safer."

HAVAS

There's a current surge in demand, interest, and investment in the segment: some 700 startups in AARP's AgeTech Collaborative have raised \$1 billion in recent years for products like smart walkers, a ride-share and delivery service for elders who don't have smartphones, and smart glasses that can caption real-time conversations for the hearing impaired.

As homes are constructed or revamped, longevity-centric bells and whistles are becoming part of the blueprint, with Beacon Light's circadian lighting systems helping support healthier sleep cycles, visual comfort, and daily rhythms alongside advanced ventilation designed to improve air quality. Open-plan layouts encourage movement, micro-gathering spaces foster social connection, and biophilic design elements help reduce

stress while supporting cognitive wellbeing. Designers are also planning for longevity over time, incorporating modular health technologies and adaptable spaces that can evolve alongside residents' changing needs rather than forcing relocation.

Havas research found that 70% of mainstream consumers think their environment is designed for aging, while 82% of Prosumers share the same belief. The research shows a geographical gap, with 78% of city consumers vs. 62% of rural consumers feeling their environment is designed for aging.

The future of longevity may ultimately depend as much on environmental design as scientific advancement itself.

Products like the CERAGEM M4 massage chair are transforming the home into a space for personalized wellness, recovery, and long-term health support.



Image courtesy: Ceragem

FOUND FAMILY

As it turns out, *The Golden Girls* wasn't just a groundbreaking sitcom with razor-sharp timing, pitch-perfect writing, and an A-list cast. It was also prescient.

It inspired Chip Conley, a founder of the Modern Elder Academy (MEA), to develop a co-living project in New Mexico that's a spiritual cousin to the classic TV series.

As an expansion of MEA's educational seminars and IRL workshops, Conley is launching an intentional community—don't call it a retirement village—with shared rental homes. The female occupants will have their own private units, in addition to communal spaces. Conley, with a background in boutique hotels, also spearheaded MEA's 26-townhouse community on a two-acre farm called Baja Sage.

Such developments fill a void for seniors who may not want to live on their own but don't feel a psychographic fit with existing Leisure World-style settings.

While the over-55 retiree community is taking a different shape in the Superaging Era, there's another trend gathering momentum that puts both young and old demos in the same spaces. Intergenerational living, with origins in Scandinavia, has spread across Western Europe, Asia, and the

U.S., intended as an antidote to housing and care worker shortages, inflation, and social isolation.

Mirabella, the first university-based retirement community in the U.S., brings older adults to live at the Arizona State University campus, where they take classes alongside students and serve as mentors and teaching assistants. The model has gained traction, with nearly 100 similar intergenerational college programs emerging across the U.S., including planned projects at Purdue and Texas A&M. Increasingly, the future of longevity may depend as much on social infrastructure as scientific innovation.

In countries like Belgium, housing projects offer free or subsidized rent for Gen Zers to live in retirement homes and spend time with the residents, helping stave off the loneliness that plagues both demo groups. The arrangement also provides an affordable option for young people living in pricey cities.

SällBo, a city-funded housing development in Sweden, puts a mix of under-25s and over-70s together with the contractual agreement that they socialize with each other. Areas as diverse as Queens, New York (One Flushing) and Taipei, Taiwan (9floor) are blending zillennials with retirees under the same roof.

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SällBo, a city-funded housing development in Sweden, puts a mix of under-25s and over-70s together with the contractual agreement that they socialize with each other.



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Some of the things we may think of as being developed for the aging population have broader benefits for the entire community.

LONGEVITY CITIES

More than half of the world's inhabitants, seniors included, live in urban areas. But the logistics of those cities have proven to be major roadblocks for healthy living. That's where concepts like Blue Zone-inspired communities and 15-minute neighborhoods come in, embedding longevity pillars such as physical movement, stress reduction, and social connections into the architecture and social fabric.

These communities put everyday goods and services, from healthcare providers and libraries to grocery stores and public transit, within easy reach of residents. Green spaces, wider sidewalks, longer pedestrian crossing times, accessible signage, and community programming are intentionally designed to encourage movement, connection, and wellbeing. These features improve quality of life for everyone, centering longevity-minded design as a community benefit, not an accommodation. "Some of the things we may think of as being developed for the aging population have broader benefits for the entire community," said Ellen Oppenheim, Growth Consultant at ROAR Forward. "Young moms trying to cross a street with a toddler and a stroller need that extra time just as much as an older person does."

Programs like NY Forward, which revitalizes historic downtowns across New York State as mixed-use, sustainably-minded, multigenerational communities, take a "people-first" approach.

The infrastructure "adds nudges toward healthy behavior that are built into the design rather than overt," said Ian Nicholson, associate principal for strategy and policy at Buro Happold and lead consultant on the NY Forward. "It's deeply impactful for how people live—it speaks to their mental and emotional wellbeing and the reduction of environmental stressors."

Cities such as Bilbao, Spain, and Bergen, Norway, have become known for this style of senior-

friendly infrastructure, while Singapore—where life expectancy now tops 86—continues to set a gold standard for inclusive and accessible design. Following a similar philosophy, more than 1,000 cities in 18 countries have joined the World Health Organization's age-friendly network, vowing to improve living conditions for seniors. A core tenet is to involve the older residents themselves, asking for their input on what social and physical barriers they face and working with them on solutions. While aspects of the original Blue Zones research have faced scrutiny in recent years, the broader principle—that environment, movement, social connection, and daily behaviors profoundly shape healthspan—continues to influence urban planning and longevity design globally.

Steve Austad, one of the authors and Scientific Director of the American Federation for Aging Research, is now diving deeper into the reasons behind the phenomenon. The goal is replication on a broader scale, beyond the 90-some U.S. communities already in the network.

"In the world's oldest communities, longevity isn't about fancy design or modern conveniences," according to a SXSW presentation from Dan Buettner Jr., Executive Vice President and Chief Development Officer at Blue Zones LLC.

"It's about timeless practices and environments built for humans."

As longevity increasingly shifts from the body to the environments that surround it, the opportunity extends far beyond healthcare.

The future of aging will not be determined solely by medical breakthroughs or individual behaviors. It will increasingly be shaped by the homes people live in, the communities they belong to, the technologies surrounding them, and the cities they move through every day.



Image courtesy: CLAD Global, Blue zones

The Blue Zones Wellness Retreat in Okinawa, Japan, draws on the region's longevity traditions, exploring how environment, community, diet, and Ikigai can support healthier aging.

The shift is subtle but significant: longevity is increasingly shaped not only by what happens inside the body, but by the environments that surround it. Longevity is becoming an environmental ecosystem.

For brands and businesses, the opportunity lies in designing products, services, spaces, technologies, and experiences that allow more independent lives easier to sustain over time.

Havas research suggests consumers are increasingly defining aging less by chronology and more by capability. Nearly three-quarters of Prosumers say they feel younger than their actual age, while seven in ten associate aging with declines in resilience and functionality.

As aging becomes progressively measured by mobility, recovery, and vitality, the environments that support those outcomes are becoming increasingly valuable.

The question is no longer how brands can serve an aging population. It's how brands can design the conditions in which people can thrive for longer.

Because in the Superaging Era, longevity is no longer built only in laboratories. It is designed into everyday life—the perfect place for FMCG and consumer tech brands to fill the gap traditionally designed homes and environments create.

A person in a yoga pose on a deck overlooking a mountain range at sunrise or sunset. The person is standing on a wooden deck, performing a yoga pose with their arms raised and hands together in a prayer position. The background shows a vast landscape of rolling mountains under a hazy, golden sky. The scene is reflected in a pool of water in the foreground. The overall mood is serene and contemplative.

05

Immortality Ethics

Who gets to age well?

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There's boundless possibility and potential with all the developments happening in the longevity space, yet there's a massive challenge around justice and equity.

“Poverty is the single clearest indicator of longevity” or lack thereof, Kara Swisher said, during the Prof G Conversations podcast with Scott Galloway. “You just don’t have as many options” for reliable healthcare, nutritious food, stress relief, safe housing, and other critical building blocks of wellness.

Plenty of experts agree with her, fretting that the longevity economy has become a global behemoth—to the tune of \$33 trillion—with a noble goal but limited reach.

These health inequalities are familiar forces, but newer dynamics are also emerging—like who generates health data, who algorithms are trained on, and who has the time or literacy to navigate an increasingly complex wellness landscape. Together, they’re creating the outlines of a new hierarchy, where “optimization” itself becomes a kind of social currency.

The divide is increasingly reflected in consumer attitudes toward aging itself. In 2021, Prosumers and mainstream consumers were worried about running out of money at nearly identical levels (40% vs. 43%). By 2026, that gap had widened sharply, with only 27% of Prosumers ranking financial insecurity among their top aging concerns compared to 37% of mainstream consumers. The findings suggest financial security is an increasingly important differentiator in how consumers approach the opportunities and challenges associated with longer lives.

Rapid advancements in biohacking, personalized medicine, and AgeTech will extend lives and, optimally, the healthy years of life. But for whom? In other words, does the current system cater only to the elite minority—those with ready cash for elective tests and pricey therapies—while excluding the very people who need care the most?

“There’s boundless possibility and potential with all the developments happening in the longevity space,” said Vernon Bainton, Chief Medical Officer at Havas Lynx. “Yet there’s a massive challenge around justice and equity.”

Recalling a famous line from the cyberpunk novel *Neuromancer*, “William Gibson said, ‘the future is already here—it’s just not evenly distributed,’” Bainton said. “That’s even truer today than it was when he wrote it 40 years ago.”



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People who have the poorest health are the ones who need health interventions the most. And they have the least access.

BIOHACKING BROS

U.S.-based tech billionaires and global entrepreneurs—Sam Altman, Jeff Bezos, and Bryan Johnson among them—have become the visible faces of the longevity movement for investing in geroscience research.

Fountain Life, backed by motivational speaker Tony Robbins, has amassed more than \$100 million in investments, while Altos Labs, with a reported assist from Bezos, has a \$3 billion war chest. Beyond that, some deep-pocketed business owners have become public petri dishes, grabbing headlines for their self-experimentation and shilling their own longevity supplements and plans. A “poor man’s” version of Johnson’s white-glove Immortals program is up for grabs at \$60,000 annually, and Gurner charges \$250,000 for a top-tier package at his Saint Haven luxury longevity properties.

That’s not feasible for the masses, while the latest cutting-edge treatments and concierge medicine may also be out of reach.

“We’ve become a very bifurcated country across every aspect of our society,” said Diane Ty, Managing Director of the Milken Institute’s Center for the Future of Aging. “Who gets to age well follows the same pattern and has the same structural barriers that we see elsewhere.” Biohacker bros and the 1% spend openly and lavishly—\$70,000 vampire facials and \$160,000 “human optimization chambers.” The more over the top, the more media coverage, clueing the 99% into what they’re missing, while many struggle to pay rising insurance premiums.

“People who have the poorest health—living paycheck to paycheck with heavy stress in food deserts and unsafe neighborhoods—are the ones who need health interventions the most,” Ty said. “And they have the least access.”



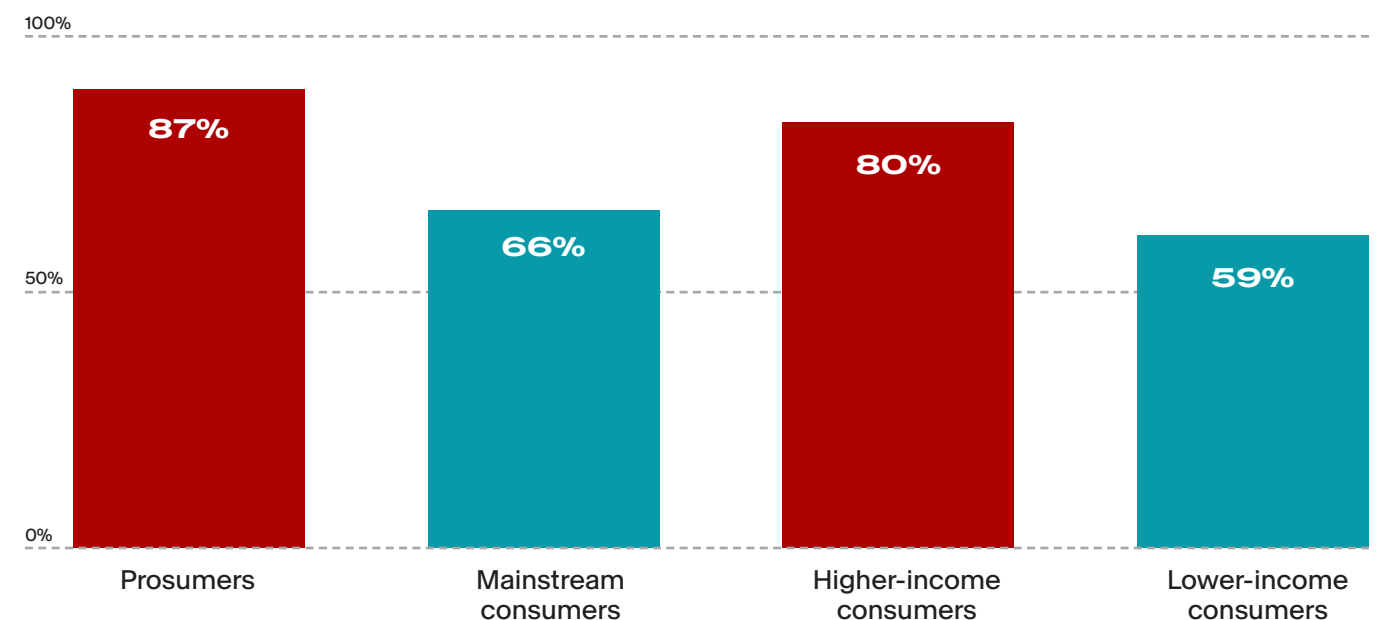
Bryan Johnson wearing a Kernel Flow headset, a non-invasive neuroimaging device.

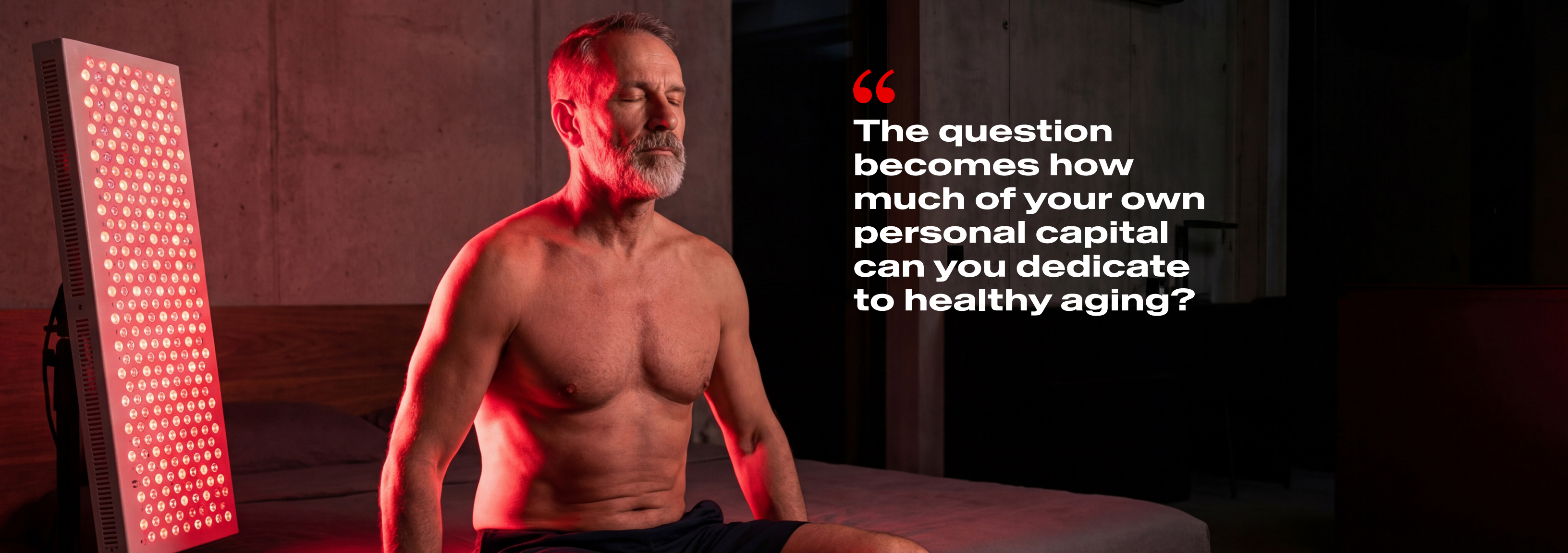
Image courtesy: Bryan Johnson

Longevity’s financial divide

Respondents who feel financially prepared to live a longer life (%)

Respondents who feel financially prepared to live a longer life (%)





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The question becomes how much of your own personal capital can you dedicate to healthy aging?”

“The question becomes how much of your own personal capital can you dedicate to healthy aging?” said Suketu Patel, Global Chief Medical Officer at Havas. “The majority of people don’t have money to spare, and if you asked them if they wanted to live to 150, they’d say ‘no, I can barely afford to live now.’”

This tension isn’t incidental—it’s baked into the cultural moment. Wearables, self-tracking, and influencer-driven wellness have turned optimization into both aspiration and expectation. But as longevity hardens into a lifestyle, it also starts to look like a status symbol—something you perform through routines, devices, and the bandwidth to keep chasing ever-shifting advice.

What’s striking is that even the people most invested in this culture seem to see the cracks.

Havas research found that 51% of Prosumers strongly agree that society has a responsibility to ensure older adults have equal access to care, resources, and opportunities as lifespans increase, compared to 35% of mainstream consumers. In other words, even the most optimization-obsessed audiences are beginning to acknowledge the uncomfortable truth: the future of longer, healthier lives is already stratifying, raising urgent ethical and economic questions about who actually gets to benefit.

But affordability is only one piece of the ethical

puzzle. Questions about data privacy, algorithmic bias, and the psychological pressure to constantly improve are becoming just as central, particularly as longevity tools grow more personalized and automated—and risk being designed around those who already have the most resources.

Just as critically, access is also a matter of understanding. As longevity science becomes more complex, consumers need support navigating the choices available to them. As Anne Thevenet-Abitbol of Danone observes, consumers are “more aware than ever about microbiota, fermented food, ultra-processed food, organic food,” yet are simultaneously navigating “increasing injunctions and often contradictory”

messages. “There is no single truth,” she notes, as personalized approaches to health and nutrition continue to emerge.

In this environment, she argues, the longevity industry requires a more “pedagogical approach,” helping people make sense of new products, services, and scientific advances—because the challenge is not only about who can afford longevity innovations, but who can understand, evaluate, and ultimately benefit from them.

GOVERNMENTS ARE RESPONDING

In some parts of Asia and Europe, governments are trying to level the playing field by offering high-quality, universal health care to their populations and investing in modernized infrastructure and advanced tech. Being proactive with “pre-disease” detection, instead of waiting until residents are ill, is a guiding principle, as are affordability and broad-based access. High net-worth is not required.

Through its AI- and big data-driven Society 5.0 initiative, Japan is building a “super smart society” from sustainably minded cities to “care robots” and connected services for remote residents.

Other markets are taking similar systemic approaches. Singapore, often dubbed a “Blue Zone 2.0,” combines universal healthcare with public-

private funding and has introduced a longevity clinic at Alexandra Hospital that makes advances in geroscience accessible regardless of ability to pay.

But not every country takes responsibility for the health of its citizens or prioritizes the money to subsidize their care, leaving some of the neediest people behind.

And this is where brands re-enter the picture—not as a final chapter, but as part of the system itself. Governments can build infrastructure, but brands shape the everyday experience of health: the language people hear, the products they reach for, the cues that tell them whether longevity is “for them” or for someone else.



Image courtesy: Hims & Hers

BRANDS SIT AT THE CROSSROADS

Brands sit at the crossroads of this ethical dilemma. The opportunity isn't just to create inclusive, affordable products at scale—it's to show up differently, communicating in a more empathetic way and tossing out loaded language.

As Thevenet-Abitbol of Danone puts it, entire generations have historically been treated as “too old to be young and too young to be old.” Through its Nold (“Never Old”) initiative, Danone is moving away from rigid age brackets and toward a community defined by shared needs, behaviors, and aspirations. As lifespans stretch and consumers remain active, engaged, and economically influential for longer, brands will have to rethink not only what they sell but who they believe their audience is.

“Anti-aging” has largely been replaced by “longevity” in 2026, which industry watchers call a positive step. Brands have shifted to more inclusive packaging and language, moving away from “anti-aging” toward terms like “age embrace.” Direct-to-consumer companies like Hims & Hers, with its

bold “Rich People Live Longer” Super Bowl ad, tout the affordability of its prescription meds.

But cosmetic shifts will only go so far. As longevity becomes more visible and commercialized, the real test for brands will be whether they widen access rather than deepen the divide. That means not just lowering costs but also the cognitive load—offering clarity in a landscape full of contradictions.

The opportunity is significant. Consumers are looking for trusted guides, not just providers of products and services. Work to make longevity understandable, accessible, and inclusive, whether through education, community, design, affordability, or innovation.

Longevity may be the next frontier of health, but it will also be a measure of who gets seen, who gets supported, and who gets left out of culture. Brands won't decide how long people live. But they will shape whether the future of aging feels like a shared project or a private upgrade.



“

**The future of
longevity is
not about
living forever.**

**It's about
ensuring that
more people get to
live better, longer.**

PARTING THOUGHTS

Thank you for joining us on this journey into the Superaging Era, a paradigm shift that reframes aging not as a measured decline, but as a future to be managed, curated, and biologically reprogrammed.

We've explored five critical frontiers: **Your Longevity Ecosystem**, where longevity has evolved into a consumer movement; **Age Hacking**, where breakthrough innovations are redefining what may be possible; **WelltainmentSM Playlist**, where culture is making longevity visible, aspirational, and participatory; **Designing for 100**, where environments are becoming active participants in wellbeing; and **Immortality Ethics**, where questions of access and inclusion remain unresolved. Through it all, one truth emerges: the future of longevity is far more complex and interconnected than any single technology, product, or intervention.

Each chapter also unlocked a multi-billion-dollar opportunity for brands. For the first time, consumers are not passive participants in aging—they are the architects of their own longevity. Superagers are deploying new tools, behaviors, communities, and platforms to shape not only how long they live, but how well they live.

Within this shift, a critical community of first-movers is leading the way. Among today's consumers, there is a group moving faster, experimenting earlier and redefining expectations ahead of the mainstream: Prosumers. More than early adopters, they are leading indicators of where longevity is headed—reshaping norms around prevention, optimization, identity and what it means to age well. What they embrace today becomes tomorrow's baseline.

They are the first domino, and understanding them is essential to understanding where this category is headed.

In 2021, we first polled 12,521 global Prosumers on the topic of aging. This year, we went back to them to see how much the ground has shifted. Our Prosumers have shaped the backbone of this report and will continue to drive the Superaging Era.

As the Superaging behaviors of Prosumers move mainstream, consumers are increasingly looking for partners who can help them navigate longer lives with greater confidence, purpose, and financial investment. The companies that lead will be those that innovate with intention, design for dignity, and educate with empathy. These companies will tell stories that inspire action, build communities that support each other, and prioritize accessibility with a health-for-all mindset. These leaders will recognize longevity not as a category, but as a fundamental shift in how people live, work, connect, consume, and plan for the future.

In many ways, longevity is at a cultural, scientific, and ethical crossroads. The question is no longer if longevity will reshape your category—it's how you will show up to help more people navigate longer lives with confidence, agency, and dignity.

The true promise of the Superaging Era is not simply more years of life. It's the opportunity to create more life in those years.

Living to 100 will soon become the starting point. The question is: will you be ready? Is your brand ready?



INTERVIEWEE



**Anne
Thevenet-Abitbol**

*Prospective and
New Concepts VP
Danone Group*



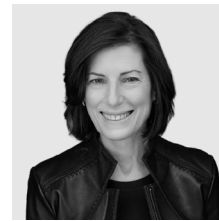
**Chris
Danton**

*Writer, Co-Host
and Creator
GOOD THINKING Podcast*



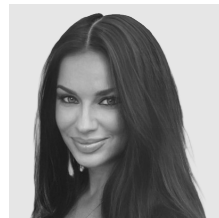
**Diane
Ty**

*Managing Director, Center
for the Future of Aging
Milken Institute*



**Ellen
Oppenheim**

*Growth Consultant
ROAR Forward*



**Heather
Carter**

*Founder & Principal
Venture Vitamin*



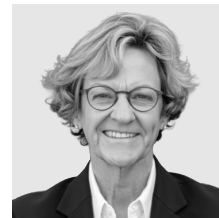
**Ian
Nicholson**

*Associate Principal
Buro Happold*



**Jennifer
Tsitsopoulos**

*Practice Lead, Medical
Anthropology
Havas Health Network*



**Martha
Deevy**

*Associate Director
Stanford Center
on Longevity*



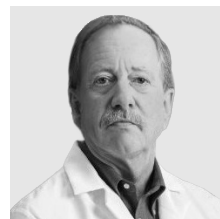
**Suketu
Patel**

*Global Chief
Medical Officer
Havas Health Network*



**Vernon
Bainton**

*Chief Medical
Officer
Havas Lynx*



**Steve
Austad**

*Scientific Director /
Distinguished Professor and
Chair of Biology
American Federation for
Aging Research / University
of Alabama at Birmingham*

CONTRIBUTORS



**Chloe
Depiesse**

*Managing Director
Havas NOW*



**Eric
Weisberg**

*Global Chief
Creative Officer
Havas Health Network*



**Terry
Stanley**

Writer

Methodology

Backed by proprietary research and informed by leading voices across science, healthcare, and culture, this report brings together global perspectives on what longer lives mean today. At its core is a new Havas study spanning eight markets—the US, UK, France, China, India, Brazil, Japan, and the UAE—revealing insights from mainstream consumers and “Prosumers,” a group Havas has tracked for more than a decade. Prosumers are not just early adopters; they are leading indicators. They shape what others buy, believe, and expect next, often signaling where mainstream behavior is headed months before it gets there. Their perspective offers a forward-looking view into how attitudes toward longevity and aging are evolving.

ABOUT HAVAS

Havas Health Network is the world's most integrated health and wellness communications company, bringing together over 6,000 health experts across 70 countries. United under one P&L, our network includes Havas Life, Havas Lynx, Jacques, and dozens of specialty agencies working seamlessly to unlock growth for the most innovative companies in health. The Havas mission is to unlock growth by building the world's most desired brands. For over 35 years, we've pursued this mission with more industry firsts than any other health communications company. Today, we're leading the next evolution—fueling that desire with unmatched human creativity powered by cutting-edge, health-specific AI to unlock unprecedented growth.

**For more information about this report,
please contact:**

havashealth.comms@havas.com

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