

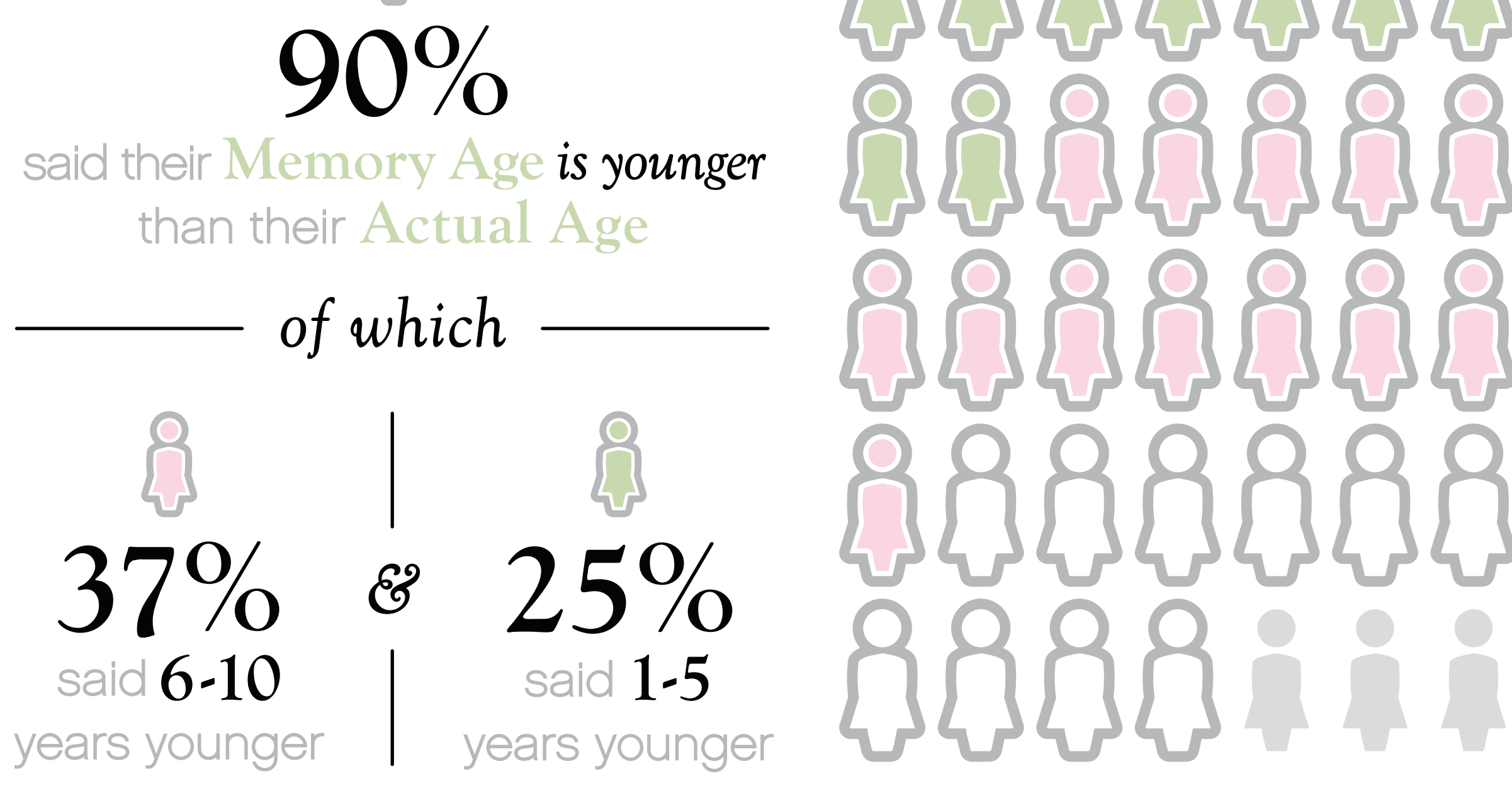
Close Your Eyes — How Old Are You?

What is Memory Age?

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

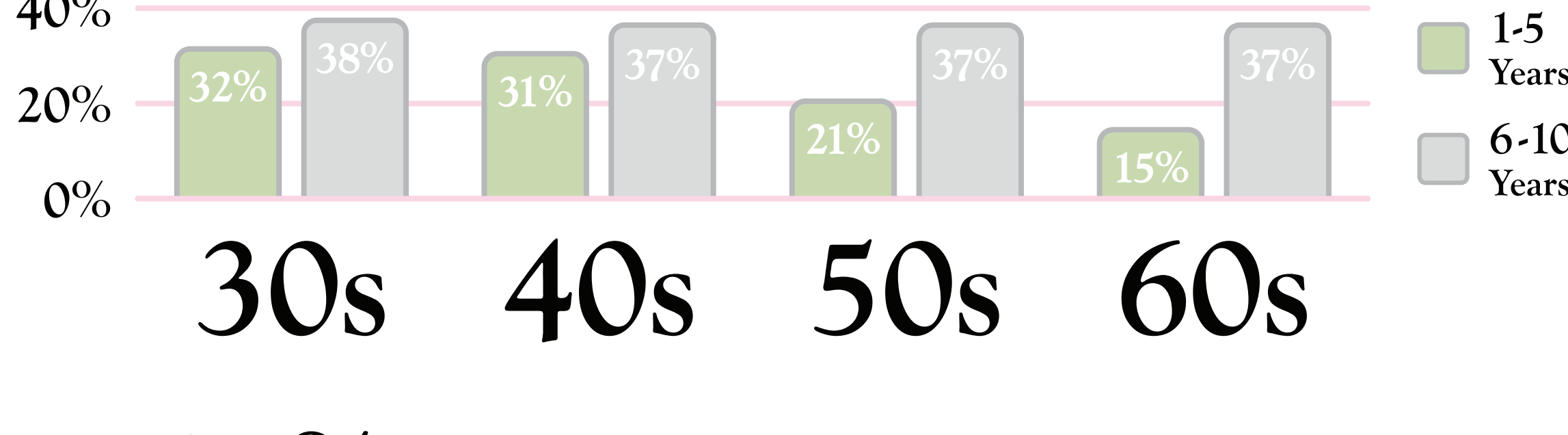
Then vs. Now

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



Memory Age Difference

A **Look into the Decades** shows



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

Is Your Mind Playing Tricks on You?

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

BUT...

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

50%



UNDER 40

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

29%

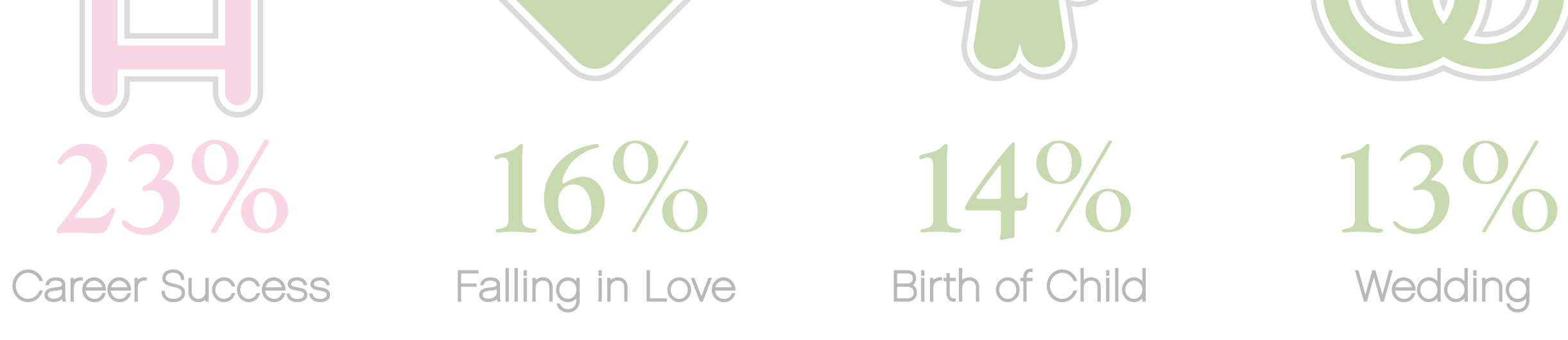


OVER 50

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

Age of Success

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



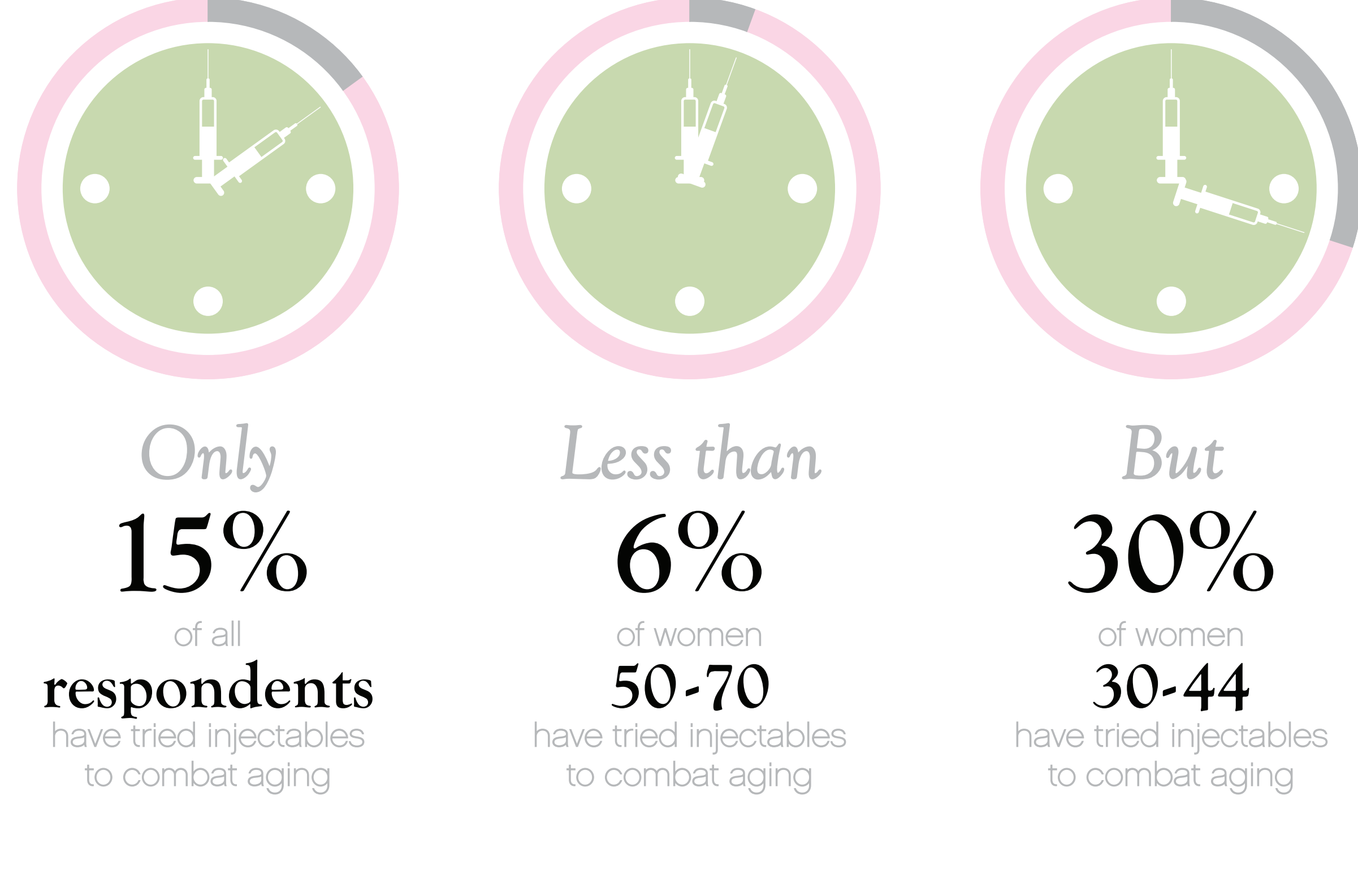
#1 Memory: Career Success

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

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

Turning Back Time

Women Working Harder,
Earlier to Combat Aging



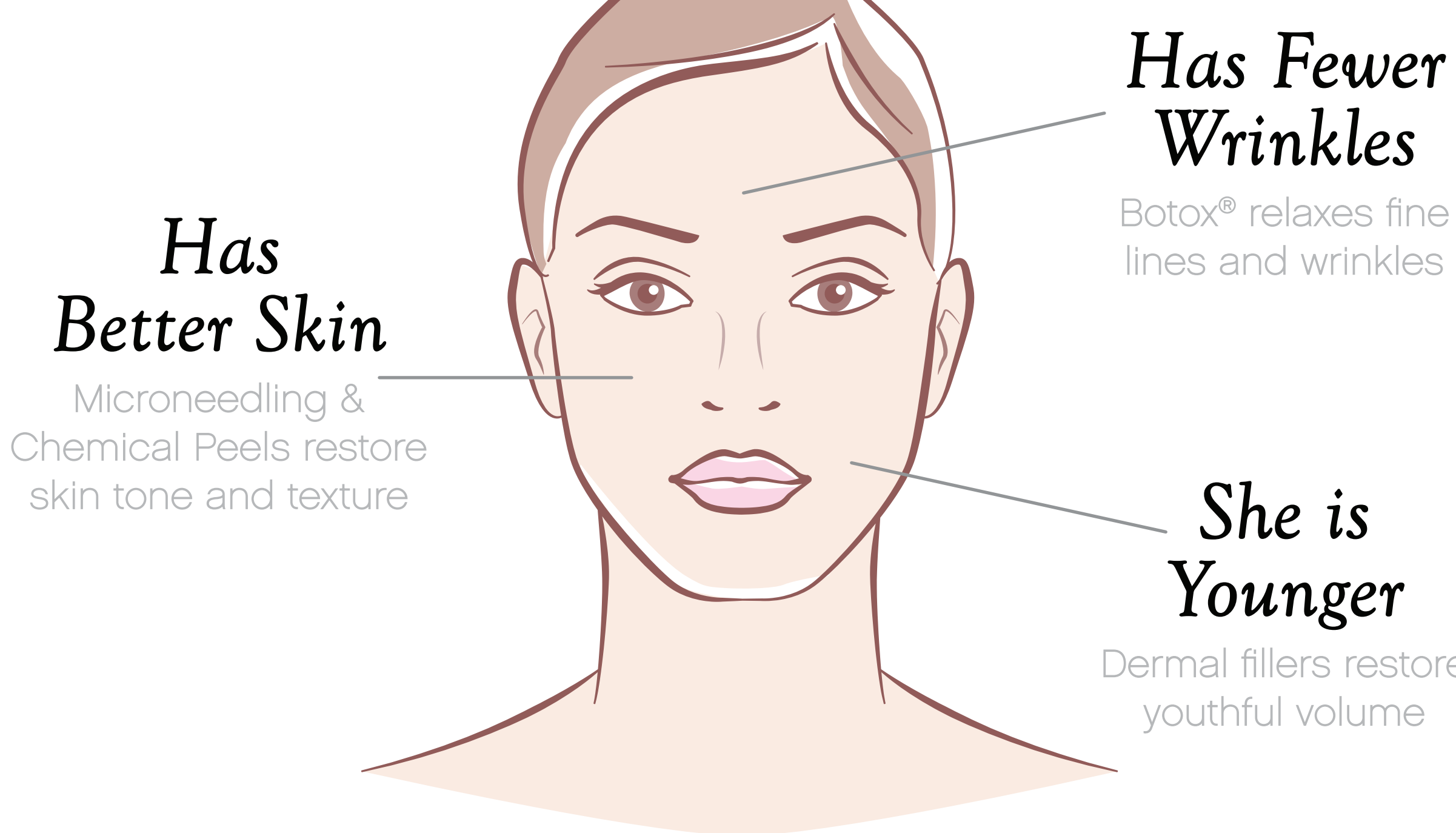
Willingness to Spend
to **look like** their **Memory Age**



Think Your Memory Age is History?

Memory Age Attributes
(and ways to regain them)

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



Skin by Lovely™

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