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### **“Anti-Aging” Is Out of Style at *Allure***

Los Angeles, Calif.—Beauty magazine *Allure* is giving the [heave-ho](#) to the term “anti-aging,” and, instead, is ready to “celebrate the beauty in all ages.” Actress Helen Mirren, age 72, is on the cover of its September issue.

“Having a beauty magazine appreciate aging instead of trying to fight it is a huge step in changing the way society thinks about growing older,” says [Dr. Noelle Nelson](#), author of [“Happy Healthy...Dead: Why What You Think You Know About Aging is Wrong, and How to Get It Right.”](#) “If a magazine like *Allure* recognizes the simple loveliness in aging, so can the rest of us.”

Nelson explains that as we age—every wrinkle, every scar—tells a story about our lives. “Imagine reaching age 60 with no laugh lines!” she says.

During her research for “Happy Healthy...Dead,” she discovered people in their 70s, 80s, 90s, even 100s who are thriving, enjoying life and accomplishing great things. It led to her creating [“Meet The Amazings!”](#) on Facebook where she celebrates people who understand that life is to be lived with enthusiasm and gusto, whatever age or physical condition. Since she began Meet The Amazings! in 2016, she’s posted over 100 of these “amazing” stories.

“Growing older is a wonderful thing because it means that we get a chance, every day, to live a full happy life,” says Michelle Lee, *Allure* editor-in-chief on August 14, 2017 on the magazine’s website. “I hope we can all get to a point where we recognize that beauty is not something just for the young.”

The magazine’s website also includes quotes from [29 celebrities](#) including Oprah Winfrey (age 63), Ellen Barkin (age 63) and Diane Von Furstenberg (age 70) about their positive views on their later years.

“Some may think, ‘oh, they’re celebrities, of course they’re going to enjoy life,’” says Nelson, “but I’ve found [countless numbers of amazing older folks](#), from all walks of life and all economic conditions who have the exact same, enjoy-life-to-the fullest attitude.”

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