

Anita Colby tells you how to

# Be Your Age and Look Great

Here's advice on beauty after 40 from a woman whose looks prove she knows what she's talking about

By ANITA COLBY



Edward Flizemoier

I'M OVER 40, and I don't care who knows it. Most of my friends are too. Some admit it freely, even are proud of it. But others feel their age is something to be ashamed of, like some relative in jail.

My feeling is that there's nothing at all wrong with growing up — and growing older. Everybody does it — why not you and me? I think the best approach is to accept it and enjoy it. Be 42 or 48 or 63 or whatever — but be it with pleasure.

*I've found there are three types of women.*

*One type accepts growing older as inevitable and feels there's nothing she can do about it. She then proceeds to fall apart. Another variety refuses to make the trip. She acts and dresses like a young girl all her life, and usually is the first to start growing old. The third type, the really intelligent woman, prepares for this stage in her life, accepts it, and makes sure she is just as attractive as she was in her younger days — though perhaps in a different way.*

Now this may be a cliché but it's true — your age is not merely a biological affair. Your attitude is a large part of it. The fear of growing old can strike you at almost any time. You've seen old women at 20. Some women worry about approaching age in their 30's and try to head off the unavoidable, while others pass gracefully out of one decade into another. Movie producer, David O. Selznick, says, "Everyone in the world wants to be young except the young. My idea of middle age is anybody who is ten years older than I am."

The first thing to realize when you get older is that all the tricks in the world

won't fool anybody but yourself for long. Time marches on anyway. I say let it march. I like myself much more now than I did when I was 20 or even 30. I feel wiser, happier and, believe it or not, better looking.

I believe — with the Europeans — that a woman isn't truly attractive until she reaches maturity. A teen-ager can be pretty, a 25-year-old, glamorous, but it takes a mature woman to have the depth, perception and know-how to be really beautiful.

Mr. Kenneth, the famous hairdresser, says, "No one looks like anything until 40. Beauty is age. Beauty is knowledge. The best-looking women in the world — like Eve Curie, Babe Paley, Joan Fontaine — are no longer youngsters. They're the women who have taste which has developed and crystalized into assurance and poise."

## Play up the bright side

The beauty one develops after 40 doesn't happen all by itself — of course, the older woman has to take good care of herself to have that beauty. She has to know all the ways to ward off the unattractive signs of age and play up the attractive ones. She has to work — harder than she ever did at 30 — at her make-up, her hairdo, her clothes, her attitudes. A young girl might have a disheveled look and still be charming. The older woman can't. A young girl can often wear her hair in any style. The older woman must find the right one for her. A young girl needn't wear make-up at breakfast and will still look fresh. The older woman won't get away with it.

But that's part — *continued on page 16*

..... AUTHOR ANITA COLBY, America's foremost authority on beauty after 40, has been a model, consultant to film companies, newspaper woman and TV personality. Her best-selling "Anita Colby's Beauty Book" has been translated into 10 languages.