

FOR IMMEDIATE RELEASE

## Senior Makeover

### Victoria Principal and local company help seniors look and feel good from the outside in

As seniors age, looking good on the outside can become more of a challenge. That's why skin-care expert and former *Dallas* star Victoria Principal has partnered with the senior care service Home Instead Senior Care® to help older adults make positive changes on the outside that can impact not only how they look, but how they feel as well.

Both Principal and Kathryn Curry, who owns the Home Instead Senior Care office serving the Colorado Springs, Monument and Woodland Park areas, say that helping seniors look good on the outside can lead to overall healthy aging. Family caregivers—often grown daughters or granddaughters—are usually the motivators to encourage their senior loved one to cultivate a better appearance, and in the process nurture their relationships as well, experts say.

“Our CAREGivers often see seniors whose interests in how they look have waned because caring for their appearance has become a challenge,” Curry said. “They just need a little help and encouragement to continue to enjoy how they look and feel. We’ve seen it time and time again: Helping seniors focus on looking good on the outside to feel good inside brings joy to their lives.”

Subhead: Making a Difference

Here's how that encouragement has worked in the life of an older adult: A 93-year-old woman, suffering from dementia and depression after her husband dies, loses interest in her appearance. A Home Instead CAREGiver<sup>SM</sup> enters her life, they forge a mother-daughter type of relationship, and before long the CAREGiver is offering suggestions: "How about giving away your old clothes to charity?" "Wouldn't it be fun to go shopping?"

Soon the senior—who was accustomed to dressing up in her younger years because she worked in retail sales—is not only looking better, she's feeling more like herself. "It started as a social event—going to lunch and other activities," Curry said. "Then that relationship opened the door for the CAREGiver to help the senior look and feel better about herself. This client is now the poster child for aging—she moves right past it because her spirits have been lifted. Feeling better, feeling engaged and looking better—it's a part and parcel of the whole picture," she said.

"We see it happen all the time—with men, too," Curry added. "Our CAREGivers take them to a salon or barber shop for a haircut and a shave, and then go to lunch. It just lifts their spirits," she said.

"One issue with seniors who suffer from dementia is they don't feel normal anymore. We always tell our CAREGivers that they cannot change the situation and then we train them to influence the environment to help a senior feel safe and normal, which then coincides with how they see themselves—an individual with a clean, neat appearance."

Subhead: The Value of Cleanliness

Principal, whose passion for this subject came from her own skin-care mentor—her mother—said a senior makeover begins with a simple but sometimes overlooked component: cleanliness.

“If you’re a family caregiver taking care of your mother or dad, you can’t underestimate the importance of your loved one just being clean,” said Principal, an author of four books and founder of the skin-care line, Principal Secret.

It’s wonderful to feel clean, and it’s often reflected in our actions. All of us know how good it feels to take a shower or a bath and isn’t it amazing how good it feels every time? I think people need to be careful as they get older because they have less energy. And there’s probably a temptation to take shortcuts with one’s personal hygiene.”

### Subhead: The Importance of Hydration

Loss of hydration is one of the biggest factors to impact how seniors look and feel as they age, according to Principal. “We need moisture to live a healthy life. When we’re born our bodies are 80 percent moisture and by the time we die that has decreased to 64 percent. So when I talk about skin looking beautiful and youthful, it’s about skin that’s so healthy it acts younger. That’s very different than just trying to look young.”

### Subhead: The Public Education Campaign

Home Instead Senior Care’s public education campaign with Victoria Principal is designed as a how-to makeover guide for seniors and their family caregivers to bring joy for the caring of

one's appearance—including skin, hair and clothing—when illness or the conditions of aging make that more difficult.

As part of the campaign, Principal and Home Instead Senior Care have produced a senior makeover guide complete with before and after photos along with fun and simple tips for seniors to do alone or with their family caregivers. The guide is available free of charge from the Home Instead Senior Care office serving the Colorado Springs, Monument and Woodland Park areas by calling (719) 534-0908.

Principal explains that looking and feeling good as we age are closely intertwined. “I don't know how to separate the two—the way we look from the way we feel. I find that people who have good relationships very often like and nurture the way they look more than people who aren't connected. You can age and suffer various ailments and illnesses and still work to have healthy skin, hair and teeth.”

Encouraging seniors to develop a healthy lifestyle is also an important component of healthy aging. “It's a circle within each one of us,” Principal said. “If we eat well and get the right amount of sleep and exercise; if we extend ourselves to people in our family and make friends, there's a connectedness to other humans that's vital to happiness.”

### Subhead: Looking Good: Everyone Wants To

There's plenty of evidence that the world's aging population does care about looking good on the outside. Sales of anti-aging cosmetics increased more than 100 percent (108.5%) between 1997

and 2004, and jumped more than 11 percent (11.3%) from 2003 to 2004, according to Global Cosmetic Industry (GCI) magazine.

### Subhead: A Helping Hand

Those statistics send a strong message to caregivers, who can have a significant impact helping a senior they love age gracefully, said Principal and Home Instead Senior Care's Curry.

Principal said that family or professional caregivers play a valuable role providing the support seniors need to accomplish their goals. "As we get older our nervous systems become a little more fragile," Principal said. "So if you're taking a senior shopping it's really good to think the day out beforehand so the individual doesn't become overwhelmed. Rather than planning to go six different places, go to one place."

Family caregivers can also use the time bonding with their senior loved one. "If you can go to your mom's house and wash her hair once a week, or your dad's house and give him a shave, that's one of the greatest things you can do," Principal said. "It's very tactile and intimate, and encourages discussion," she added.

"I have senior friends whose hair I've washed and styled. I've done their make-up on occasion, or I just call and say, 'Can I come over and give you a facial?' It's fun and girly and loving, and the gift is in the giving. I think the greatest virtue is kindness. Just remember that some day you'll be that senior."

The changing attitudes towards seniors also are helping motivate older adults to look good, Principal said. “My generation assumed our grandparents would be people who were a little overweight and who had no external life other than being our grandparents. That’s all changed now.”

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*Editor’s Note: To learn more about Home Instead Senior Care visit [www.homeinstead.com](http://www.homeinstead.com). For more information about this story or to arrange senior makeover photos, contact Debbie Hilt with Albers Communications Group at (888) 296-2411, ext. 6. Pictures of Victoria Principal and senior makeover photos are available on the Home Instead Senior Care site Media Center at [www.homeinstead.com/mediaroom](http://www.homeinstead.com/mediaroom). For more information about Victoria Principal, visit [www.victoriaprincipal.com](http://www.victoriaprincipal.com) or [www.principalsecret.com](http://www.principalsecret.com).*

## Sidebar

# Senior Makeover Tips

*From Victoria Principal and Home Instead Senior Care*

With help from family caregivers, seniors can look and feel better from the outside in, says skin-care expert Victoria Principal. For a free senior makeover guide, “Feeling Good from the Outside In,” with more tips, call your local Home Instead Senior Care® office at (719) 534-0908.

Editor’s Note: The senior makeover guide can be offered for free to your readership as part of your coverage of this story.

Both men and women should eat a balanced meal, stretch and exercise every day. Remember, attitude is everything, advises skin-care expert and actress Victoria Principal. “When you get up in the morning and look in the mirror, and don’t like the way you look, you can say: ‘You know, I’ve looked better before. What shall I do about it?’

“How we talk to ourselves is very important. If we’re cruel to ourselves, it’s very difficult to be animated and have fun. And that makes it more difficult to take positive steps.”

Following are tips for seniors and the family caregivers who help them. For more tips, order the free guide, “Feeling Good from the Outside In,” from Victoria Principal and Home Instead Senior Care.

Suhead: Women

Keep hair healthy with regular cuts or trims at least once a month. Use a shampoo that doesn't strip the hair or scalp. Follow with a leave-in or rinse-out hair rinse that coats the shafts of the hair.

Base your wardrobe around black, brown and taupe. Think monochromatic—the same color on the top and bottom—because it elongates and slims. Use color around the face. For example, combine a black jacket and black pants with a pink scarf.

Skin is the largest organ of the body, so it's important to treat it with care. Use a cleanser that doesn't include perfume or create too many suds, but leaves your skin ready for the next step, a quality moisturizer. Remember to moisturize around the eyes, but use only a product that was created for those areas and one that won't irritate the eyes.

## Subhead: Men

Your overall look will be very much enhanced by staying clean—maintaining proper hygiene.

Shave regularly; never use aftershave, as it contains alcohol and fragrance (neither of which belongs on the face).

Get good quality haircuts at least once a month.

*Note: If you're a senior who doesn't have a family caregiver to help you, a professional caregiver can assist with the tips necessary to help you look and feel good from the outside in. Home Instead Senior Care offers a wide range of services that include shopping, transportation and assistance with trips to the salon or stylist.*