

Aging skin and the media assignment



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BUSTER**

Growing old is a guarantee, so how one ages is dependant on genes, lifestyle, and ones environment. No one person can stop the aging process, but nowadays one can slow it down. There is a wide array of products sold over the counter, on the television, and even on the internet, yet which one does a person choose? Does one buy it, and does it really work? Aging occurs in almost every aspect of one's life, and to some skin aging is most important. The impact of print ads, individual responsibility and accountability, and the ethical approach were all researched over a period of five weeks.

The findings foolish as it may seem are that millions of people buy anti-aging products everyday in the belief it will one help look young. Impact of print advertisements on aging skin Aging skin print advertisements in magazines and catalogs have a big impact on society. There are hundreds of advertisements for aging skin care products. Many of which can be found while looking through men's and women's magazines like Maxim, Glamour, Allure, and Elle. Catalogs like Avon and Mary Kay also have advertisements for aging skin care products.

Most aging skin care magazine advertisements are promoting products that will help the fight against fine lines, wrinkles, age spots, dullness of the skin, and dry skin. The ads will also have a picture of a women or man with smooth, flawless looking skin. These aging skin care ads also may say that there aging skin care product is the best on the shelves, trying to convince the consumer's to purchase that exact product. The consumer's, being people in society, should be cautious in choosing an aging skin care product. People should research the products themselves.

People in society almost seem to be obsessed with having youthful looking skin. Advertisements feed off of society's need to look younger. Individual responsibility and accountability When a person grows up it is expected that he or she has become responsible. To be responsible has many aspects, and yet being accountable is almost one in the same. For example, one can be responsible for taking out the garbage, yet if a person delegates the responsibility now both people will be held accountable if it was not taken out.

In terms of skin care it is a person's choice of when to start using special skin products, which particular product, and by what manufacturer. Each person has a daily routine that is followed. For example, Jaime is about to turn 30 so she is considering upgrading her current moisturizer to an anti-aging moisturizer since she has been told she has smile lines. Each day her routine consists of washing her face in the morning, applying Clean & Clear moisturizer and Cell Block-C sunscreen, and that is all.

In the evening she repeats her morning routine. Her responsibility has always been to maintain her appearance, but was never held accountable for how she may have looked to someone else. Ethical approach When a person grows up it is expected that he or she has become responsible. To be responsible has many aspects, and yet being accountable is almost one in the same. For example, one can be responsible for taking out the garbage, yet if a person delegates the responsibility now both people will be held accountable if it was not taken out.

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With maturity comes the realization that they are now approaching this stage in their lives. When their life experiences this change, the younger generations will be coming to them for guidance. They will look at them as their role models, they want to learn from their life experiences, and this is where the cycle is started over for the next generation. The media has changed over the past 30 years with regards to aging. In the years past, aging was that people were old at 40, where as in the industry today 50 is the new 30.

People have come to realize that aging is a fact of life but not the end of life. Through the media, we see advertisements for products to help you look younger, feel younger and to keep you healthy. There is no longer the “big taboo” with being 40; people are now accepting the aging process with grace and dignity, this has helped them to enjoy lives no matter what stage they are in. Conclusion In conclusion, the media play a large role in how society views aging. Using anti-aging skin care products are an individual’s personal choice.

Regardless if a person chooses anti-aging products, cosmetic surgery, and or change of lifestyle the aging process is inevitable. The media has made aging more acceptable to society in the last decade. People are no longer worried about getting older, and actually welcome the new chapter in life. In the matter of anti-aging skin care the impact of print ads, individual responsibility and accountability, plus the ethical approach proved to be not only celebrity driven, but society as well. References Retrieved July 28, 2008 from http://www.alibaba.com/catalog/11210751/LED_Green_Light_For_Beautiful_Skin_And_Anti_aging.html ??? Retrieved July 28, 2008 from [http://flickr.com/photos/\[email protected\]/2283829193](http://flickr.com/photos//2283829193) ??? Retrieved July 29, 2008 from <http://smartcanucks.ca/free-canadian-samples-new-garnier-nutritioniste/> ??? Retrieved July 29, 2008 from http://women.timesonline.co.uk/tol/life_and_style/women/beauty/article3076047. ece ??? Retrieved July 29, 2008 from home.earthlink.net/.../altmed/images/Aging.jpg