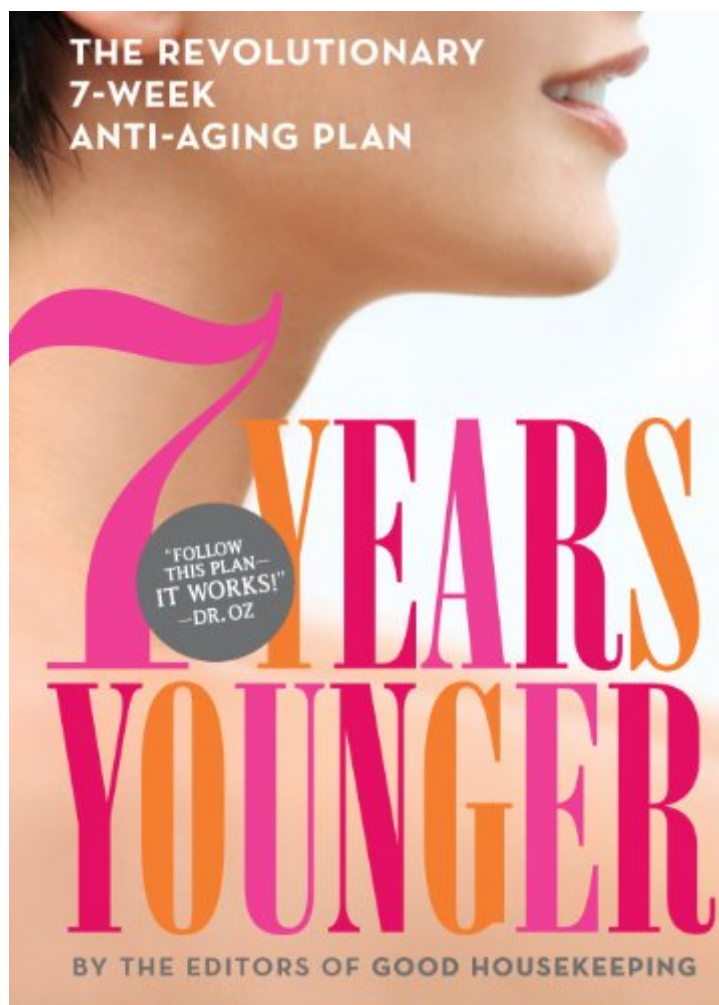


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# 7 Years Younger: The Revolutionary 7-Week Anti-Aging Plan



## Synopsis

This revolutionary new book and a New York Times bestseller kicks off with a 7-day Jumpstart plan offering you all the tools you need to start your total rejuvenation. Then you'll follow the 7-week science-based program with a holistic approach to looking and feeling younger. Its 7 age erasers cover every base with special regimens for skin care, makeup, hair care, nutrition and diet, fitness, brain fitness, and emotional health. With this program, you can de-age your skin, use makeup and hair smarts to get a youthful look, rehab your diet and exercise habits in a way that lowers your risk of age-related diseases and helps you lose weight, learn to sharpen your mind, and nurture your emotional health. You'll be surprised at how much you can turn back the clock on your own without stepping near a plastic surgeon's office or spending a fortune on expensive beauty products. The scientists at the Good Housekeeping Research Institute rigorously tested more than four hundred beauty products and conducted more than five thousand lab tests over the course of two years to find the anti-aging products that really work. Then ten test panelists went on the weeklong Jumpstart followed by the full 7-week plan. The results were fantastic, with one panelist losing twelve pounds, another losing ten inches from around her waist, and yet another reemerging as the glamorous-looking woman she was before she started raising a family. As one of the panelists said, "There are a lot of diet and exercise programs out there on the market. And there are a lot of beauty tips you can get . . . but 7 Years Younger has taken all of those things and put them into . . . a one-stop shopping experience for your . . . overall beauty and health and mindset."

## Book Information

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## Customer Reviews

Recently, I ordered the book 7 Years Younger from the editors of Good Housekeeping. This was advertised as "The Revolutionary 7-Week Anti-Aging Plan" and endorsed by Dr. Oz. I was very excited to read through the information. The book was broken down into seven categories, Skin Care, Beauty, Hair Care, Weight Loss, Exercise, Brain Fitness and De-Stressing. The categories were full of helpful hints on how to make improvements in each area. Unfortunately, the organization of information in the book was very difficult to follow. The authors offered suggestions of products that had their seal of approval but there was not enough information to understand how the product should be used and why one product was better than another except for the preference of people who followed the program. The second-half of the book is the seven week plan, that is really an eight week plan. The first week is called Jump Start. It is designed to help you make changes in each of the seven areas gradually. On day one you start with following a prescribed meal plan, beginning a skin care regimen and adopting strategies for getting better sleep. As you go through each day in the Jump Start phase you add additional tasks to your daily routine. By the end of the week you are incorporating daily tasks for exercise, eating healthy, skin care, sleep-well strategies, makeup, meditation and deep breathing, hair care, and memory tricks. The rest of the plan builds on the Jump Start week and adds more activities to each of the seven areas that are designed to help you look and feel 7 Years Younger. I love the concepts presented in this book. I think in systems, so breaking down how to take care of yourself into seven segments makes undertaking change more manageable.

The name America trusts, Good Housekeeping, brings us a seven-week plan to look and feel better in 7 Years Younger: The Revolutionary 7-Week Anti-Aging Plan. I'll say it right up front: I love this book. It's a fantastic resource of information that offers priceless advice, tips, and insider information. It's refreshing to read recommendations on beauty products without the vested-interest sales hype. Here, we get the truth about how much improvement is realistic for a given treatment or product, as well as what is a waste of money. This 390-page guide was put together by a squad of

experts, including Good Housekeeping's Birnur K. Aral, Ph.D. In addition, regular women--not models--tried out the plan. These ladies are featured in colored before-and-after photographs along with their candid comments about what worked for them. Each week of the plan covers one area for looking and feeling younger, so that we're not bombarded with total change all at once. In the first week, we reclaim beautiful skin. This chapter covers such topics as: \* Are serums a waste of money? \* How to reduce dark spots, white spots, and red blotches. \* Eliminate adult acne. \* Is Botox worth a shot? \* Charts for various skin types, including products that tested best and why. The week of Makeup Makeover is a revelation. What?! I shouldn't match my foundation to my skin? The editors explain why this old rule doesn't hold up; and how to select a shade that won't leave the complexion looking pasty, blotchy, or ashy. The next week is all about healthy hair: how to recapture gloss, bounce and body. It also contains professional tips for getting perfect at-home color for those who want to save money.

If you are someone that is a big reader of health/beauty magazines for a while, I really don't think you will find anything new here. This book is essentially a refinement of numerous articles on health, beauty & fitness rolled together into one "7 week plan." Most of it was information you may have already assimilated in one source or another. There has been quite a strong campaign behind this book, so I felt compelled to review it b/c to me it underdelivers on many levels. First, (of course) the campaign really touted the weight loss people will experience with this plan. But then you see the real case studies in the book and really only 1 or 2 lost a notable amount of weight (12 lbs was the most lost in 7 weeks, most lost 1-4 lbs). To me that's not a "successful" weight loss plan so the book should not be positioned that way. While my goals were not weight loss in purchasing this, I do feel its misleading for the many readers who likely are buying it for this reason. Among the 7 sections is Skin care, hair care, make-up, fitness. some comments on each follow. Skin care section. Lots of common sense here people! wash your face (don't sleep in your makeup!), exfoliate, wear sunscreen, moisturize, use anti-aging treatments. Hair care - seriously? I really hope there aren't people out there who don't know they should use special shampoo/conditioner for their color treated hair and that everyone benefits from an occasional deep conditioning mask (yes, they make those!). Brush it once in a while too - you will be getting NON-STOP COMPLIMENTS! Make-up section - an extensive section on make-up application and tips to make you look younger.

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