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ART BY JANE McNICHOE

HEALTH, BEAUTY & FITNESS

Skin deep with Samantha Altea

Golden Oldies

With my Mum's 60th birthday (gasp) only weeks away, I've been forced to take stock and think about how, as we all age, sometimes (and certainly in my Mum's case), though we change and don't have that first bloom of youth, we can also evolve and even get better with age.

Mum doesn't dye her hair. It's chestnut brown and shiny, though at the last count she does have six strands of gray (you need a magnifying glass to see them), and so she's decided to wait until she hits 60 before she hits the bottle.....the coloring bottle that is. But what bottle should she choose? Is there something worthy of 60-year-old hair?

How about a product that has aged just as well as Mum has, or even better?

L'Oreal has been around for nearly 100 years and is still going strong as one of the leading hair coloring products on the market. Like my Mum, they have evolved, changed and diversified its assets and image and so, with nearly a century of experience, they just might be the product line worthy enough for 60 years of virgin hair.

It's hard to believe that L'Oreal, a company that seems so new and fresh, has been around longer than any of us. With this in mind, I decided to recognize some other long-lived products and beauty lines; golden oldies that we take for granted, but are worth an auspicious mention.

Wrangler jeans is nearly as old as my Mum, established in 1947 and has continued to reign strong by evolving and changing. Wrangler now has many subsidiary companies like Riggs Workwear, Pro Gear, Timber Creek, and a line of khaki pants. Impressive that a company can grow and maintain its presence for nearly 60 years, right? That is until you take look at Levi Strauss, the first and original jean. At 133-years-old, Levis is still as strong a brand as ever - even of late becoming an A list fashion item, as apposed to just a great old standard. Celebrities are once again giving Levi their "IT List" stamp of approval. And you know we'll all follow the trend.



I'm only hoping that my Mum lasts and looks as good as they do.

Keds first hit stores in 1916 and were the folks who came up with the word sneaker.....Its advertising agency coined the phrase for Keds because their rubber soles were very quiet and allowed you to "sneak" around. 90 years ago the brand was extremely popular and worn initially by famous athletes. But watch out, because, although Keds have been a presence in the market for those 90 years, they've recently made a huge comeback and are front and center as one of the hottest trends again, somewhat because of their current advertising campaign spearheaded by Mischa Barton.

Ray Bans, born in 1937, became the "IT" glasses in the 50s. Then they had a major comeback in the 80s. Who can forget Tom Cruise and those Aviators? But nearly 70 years later, Ray Bans are just as pop-

ular as ever, with yet more celebrity condoned publicity. Seen on Drew Barrymore, Lucy Liu and Cameron Diaz in *Charlie's Angels*, and Ben Affleck in *Daredevil*, Ray Bans are just as hot as ever.

Crest toothpaste. Ever wonder who came up with that thing all toothpastes base their credibility on.....flouride? Wonder no more, Crest, used by 150 million Americans, was the first to develop the use of fluoride. But this 51-year-old company, like all our golden oldies, evolved and expanded their dental care range and in 2000 launched another first, home whitening strips. Crest says that, "a white and healthy smile is the best fashion accessory there is".....They just might have a point. Wisdom comes with age so at 51, Crest is headed in the right direction.

Suave, like Ray Bans, was also developed in 1937. Initially designed as a hair tonic, it evolved into a shampoo in the 50s. Now, though there are so many shampoos out there, from the high-end ones that people simply must have for those perfect silky locks we all lust for, to the less expensive brands like Suave, Suave is far from being all washed up, no matter how fierce the competition. Still going strong nearly 60 years later, they produce 18 bottles of shampoo a second. Not bad for a golden oldie.

So, if you think that something (or someone) might be a tad past its expiration date - think again. They can always reinvent, rejuvenate and have a spectacular come back when you least expect it.

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