

# BABY BOOMERS, AGE, AND BEAUTY

*“This book offers an important contribution to the discussion on our approach to age and ageing. The author makes us understand that it is both the universal and the particular that determine how we behold beauty, and how these perceptions are generationally shaped.”*

Prof Dr Roberta Maierhofer,  
University of Graz, Austria

*“Fluently written and sensitive to context, nuance, and the humor of her aging respondents, Woodspring’s book gives a lively tour of our disparate responses to the common urge to remain forever young, in a generation that lives longer than any before. She shows how masculinities, femininities, and gendered ideals of beauty shift with new divisions of labor, as age brings greater self-awareness of the limits of roles of the past. This book weaves into that analysis a rich array of insights from studies of art, taste, psychology, history, sociology, and feminist scholarship from many disciplines.”*

Prof Neal M. King, Virginia Tech,  
College of Liberal Arts and  
Human Sciences, USA

*“In the context of an ageing population, Woodspring reminds us of the tyranny of the omnipresent stereotypes of what successful (ie, glamorous) ageing looks like. This book is a timely reminder that the perspectives of older people are also of crucial value to current debates in this field and should no longer be ignored.”*

Emerita Prof Nichola Rumsey OBE,  
UWE, UK

# BABY BOOMERS, AGE, AND BEAUTY

BY

**NAOMI WOODSPRING**

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INVESTOR IN PEOPLE

In memory of Nick Shipton  
You taught me so much about beauty

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## ABOUT THE AUTHOR

Naomi Woodspring is a Visiting Research Fellow, University of the West of England, UK. Prior to returning to university as a late life learner, she had her own consulting firm working with non-profit agencies and for-profit businesses seeking sustainable solutions to organizational and community challenges. She has also worked as a psychotherapist in a wide variety of settings from managing a community prison project to Native American communities.



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**Image 1. Roman Egyptian funerary portrait.**



*Source:* British Museum.

*Notes:* (AD 140–60; tempera on wood) Roman Egyptian funerary portraiture depicted people as they appear. Her face speaks of a lifetime of experience. The artist captured an intelligence in her eyes that must have been full of life. Are the lines between her brows from worry or a long habit of thought/contemplation? Of course, we see her through our contemporary eyes and we can only imagine her presence 2000 years ago.

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