Business Page

Baby-boomers don't want to grow old gracefully

Your Business
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Thomson News Service

That billions of dollars have been made in the beauty business will come as no surprise. People will spend money happily if it makes them look younger, sleeker, more attractive.

With the biggest population bulge in history soon to be over-the-hill, purveyors of vanishing creams, hair dyes and "firming lotions" are set to make a bundle. The post-war baby boom has no intention of growing old gracefully.

But will we stop at nothing.. A while back, this column looked at the cost of getting fit, ranging from health clubs to high-priced stationary bicycles to "whole body" exercise machines. Today, we'll take a peek into the world of beauty that money can buy, provided you have enough of it.

Let's call it Salon Exquisite; its proprieter, Mademoiselle Pamper. It's the place where movie stars go to get tiny imperfections fixed.

My face wrinkled, sagging I sit in Mademoiselle's overstuffed salon chair, awaiting a deep-cleansing facial. What wonders can she work, I wonder to myself.

BEYOND HOPE

She pulls down a cool, white fluorescent light to inspect the years of damage. "Hmmm," she pokes the flesh around my eye. "I have this friend, a wonderful doctor. He's a plastic surgeon, a lovely man. Go to him, he can help you."

Egad! I gasp. Could I look that bad.. "Why did I wait so long," I moan.

"We may be able to improve it if we work really hard. We have a program, only $800. Normally it would cost thousands, " Mademoiselle Pamper purrs, trying hard to be helpful. I'm devastated. To feel this bad, I'm paying $95. No matter what this woman does, I'll walk out of here knowing I need plastic surgery.

"He'll take away all that loose skin over your eyes, and underneath, too. And her, the jowels...he can work miracles with liposuction."

"No, not that," I exclaim.

"Why not.." she asks. With liposuction, this doctor can give me a whole new body, she asserts, sucking the fat from thighs and stomach, stitching here, stapling there. I feel sick.

LET ME OUTTA HERE

"I just want my face cleaned," I say.

"You'll need a peeling, too. You can't go around with all that dead skin on your face. And your eyebrows, my God, do you never pluck them.. They need to be arched, and your lashes tinted. It makes all the difference in the world, you know."

"And your hair. I'd love to see you with highlights. Do you dye your own har.."

"It's not dyed," I growl. She eyes my nose. I glare up through an inch of rich enzyme cream, daring her to say something; she doesn't...for an entire minute.

The facial is wonderful. The cream, the steam, the masque, leave my tired face feeling moist and new. She tells about her diet, exercise and purification program, only $850. I need it, I know.

By the time I leave, I'm sharpening my pencil. Three thousand for basic plastic surgery, $5,000 if jowels are included. About $1,600 for the two programs, facial and diet. Then there's monthly maintenance: cleansing, peeling, special wrinkle-removing facial, manicure, hand-softening, pedicure, hair removal, eyebrow plucking, eyelash dying--$400 to $500, depending on the options.

So that's how the movie stars do it; too bad you have to be rich and famous to be beautiful, at least if you're 40 plus.

Big Brothers Appeal Spiel

Big Brothers of Halton is well under way with the new fundraiser Appeal Spiel '89. The Georgetown Kiwanis will be sending a curling team under the watchful eye of Captain David Ashbee.

Information kits have been sent to the numerous participants and to date, Big Brothers has close to 20 teams registered for the one-day event.

A number of celebrities who will be taking part in curling against the masses includes Ian Beckstead, who has gathered together a group of football players which include Dan Ferrone, Jim Kardash and Glen Kulka.

Also on the ice will be the Halton Regional Police Foot Patrol Unit.

This year's mystery team, "The Matchmakers" will have former World Junior Curling Champion John Base as their skip. There are still openings left for teams. Anyone interested in entering a team can call Big Brothers of Halton at 847-7267.

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NOTICE OF BOARD OF DIRECTORS MEETING
GEORGETOWN & DISTRICT MEMORIAL HOSPITAL
An Open Meeting Of The
Georgetown & District Memorial Hospital
Board of Directors Will Take Place
APRIL 27, 1989 at 4:15 P.M.
IN THE BOARD ROOM
Agenda will be posted by 9 a.m. the day of meeting in the Administration Offices. Those wishing to attend the meeting must forward a request in writing to the
Chairman of the Board of Directors
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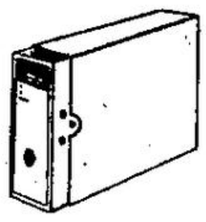

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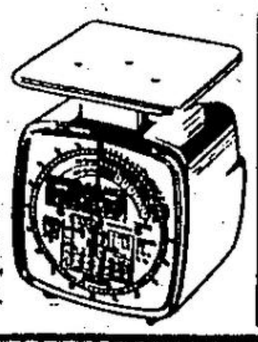

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