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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Just the Facts – A Golden Age Gold Mine**

**By Gary Onks**

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- \* Every 7 Seconds someone in America turns 50
- \* Spend almost \$2 Trillion on goods & services each year
- \* 43% of all new cars are purchased by seniors
- \* Account for over 40% of total consumer demand
- \* Seniors average \$24,000 in annual disposable income
- \* 50+ age group is the fastest growing population segment
- \* Most seniors open all the direct mail they receive
- \* Spend \$14 Billion yearly on grandchildren gifts
- \* Control over 48% of all discretionary purchases that occur
- \* Seniors are the most affluent consumer group that exists
- \* 30% more likely to purchase online than younger users
- \* Per Capita income is 28% higher than other groups
- \* Over 78 Million adults are past the age of 50
- \* 60% purchase home remodeling products & services
- \* Women over 50 spend \$21 Billion on clothes annually
- \* Seniors own over 80% of all money in savings accounts
- \* 79% of America's financial assets are owned by seniors
- \* Folks over 50 Dine out 4–5 times per week
- \* Account for over 79% of all leisure travel spending
- \* Own 62% of all large Wall Street investment accounts
- \* Seniors visit malls more often than any other age group
- \* Over 70% of seniors are willing to try new brands
- \* 92% of seniors shop online & 78% make online purchases
- \* Local daily newspapers are read by 71% of seniors
- \* 74% of Seniors use the Internet to find health information
- \* Over 65% of Seniors stick with brands if they like them
- \* 89% of seniors rate "being active" as critical to enjoying life
- \* Housing market for seniors tops \$100 Billion each year
- \* The net worth of seniors is 5 times that of average Americans

- \* Seniors provide over \$90 Billion in care giving services annually
- \* There are more people over 65 than teenagers in the marketplace
- \* Modern Maturity is the largest circulation magazine in print
- \* "Who Wants to be a Millionaire" average viewer age is 55

You've got the facts, now get the seniors and get more sales!

Gary Onks is the author of "How You Can Reach & Sell the \$20 Trillion Senior Marketplace" which is described as: "The 'Art' of pleasing senior customers" ~ Washington Times "A 'Breath of Fresh Air' in senior marketing" ~ CD Publications Sold On Seniors, Inc. <http://www.SoldOnSeniors.com> Phone: (540) 785-4438 or 800-416-8785 <mailto:GaryOnks@SoldOnSeniors.com>

### **Buying Gold: Things To Look Out For...**

**By Christine Loxley**

The first rule when you are buying any type of gold jewelry is a simple one: make sure that the gold is hallmarked. Gold is stamped according to how pure it is as you can have 24K, 22K, 18K, 14K, 10K, and 9K.

There are some instances where the hallmark comes in the form of a fraction to show the exact percentage of its purity. When looking into gold jewelry you need to look if there are the letters GP or EP anywhere on the piece of jewelry. GP stands for gold that is not pure gold but gold-plated. This is important because a piece of jewelry that you think is inexpensive can carry this insignia and it basically means that there is not much actual gold on the piece. EP means that the gold is electro-plated.

If you run into someone selling gold where there is no marking on the gold at all assume the worst that it is goldtone which is not gold in any way but a metal which is golden in color. If the price of a gold piece of jewelry is too good to be true it probably is. There are many types of gold available at different prices just be aware of the different worth of each type of gold and then see if it is a good deal or not.

You can not judge gold by its color. Even though with gold with a higher level of purity it will be brighter in color than a lower level purity gold. If you are looking into buying gold jewelry which is older if it is solid gold it should still not tarnish. If the piece is made from goldtone or is gold plated than it generally will show some sign of tarnishing.

These are some little things to know about gold, but considering gold and gold jewelry can be expensive it can be wise to have a professional jeweler or metals expert look at a piece you will be buying to see if it is the real deal or just fool's gold.

Christine Loxley contributes to

a site of

articles and  
information.



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