

Wake Up Business World! Gray is Golden!

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By Gary Onks

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It's a demographic fact. There are more people over the age of 50 than ever before. Seniors are the fastest growing segment of our population, and their incredible spending power gives rise to a new selling rule, Whoever has the gold... rules. Seniors have the gold, thus they rule. So being a senior is very cool.

Seniors are the most affluent consumer group that exists. More than one out of every four people, over 81 million consumers in the US, is over 50 years old. Over 79 percent of all savings accounts are held by those over age 55. Seniors buy more from desire than need and love to pay their bills fully and on time. They also have more disposable income than other age groups and control over 48 percent of all discretionary purchases that occur. They have extremely stable incomes, are more cash positive, and more willing and interested in getting what they want, than any other age group. They are avid readers of newspapers and magazines and most open all promotional mail sent to them. They are 30 percent more likely to purchase on-line than younger users.

Most companies have yet to take note of the incredible spending power, statistics and monetary figures about seniors. They don't focus on the senior market. Business failures of the 21st Century will not be companies lacking innovative products, they will be companies lacking seniorized marketing skills. It is time for corporate America to wake up, pay attention and get with it. The age wave has arrived.

Here are some tips on selling to seniors:

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- * Always sell up from the heart up. Use a personal touch with an honest-to-goodness caring attitude towards them and their well-being.
 - * Give seniors attention and quality time.
 - * Show pictures of active people over 50 in your marketing materials.
 - * Trigger memories from another time. Market to them through their era – talk to "the old kid."
 - * Link to their feelings and emotions. Listen and bond with them, focus on their needs.
 - * In person feed them munchies like soda pop and cookies. Indulge their sense of taste & smell.
 - * Call them in the morning or early evening, never at meal time.
 - * Never cold call. Send information then follow-up. Be discreet.
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- * Forget the high gloss, high tech, loud music sales pitch. Use pleasing colors and soft sounds.
 - * Print big and bold, make things readable, use lots of white space.
 - * Signage needs ample lighting inside stores and out in parking lot.
 - * Emphasize Safety, Independence, and Security. Understand they tire easily and wipe out.
 - * Stay in contact. Write to them, call them, remember they are lonely and need people.

How To Cover Gray: Your Complete Guide

By Jenny Andrews B

Gray hair is stubborn and it can sometimes be difficult to color. In some cases it turns a smoky unnatural color and in other cases it simply does not cover at all. So, how do you get 100% gray coverage each and every time you color your hair?

The key lies in choosing the right color for your hair type. There are several types of colors including temporary (washes out with 1 shampoo), semi-permanent (washes out gradually over about 4 weeks) and permanent hair color (will not wash out). The main difference of each is the strength of the developer used in each. Color developer is the ingredient that is responsible for pushing the color beneath your cuticle layer so that it cannot be washed out.

In gray hair, this cuticle layer is extremely compact and difficult to open making it hard for the color to get inside the hair strand. If you don't succeed at doing this, the color will not take or will wash out very easily and fade over the next few shampoos. To make sure that you get your color into the hair strand, use a permanent color with at least 20 volume Hydrogen Peroxide (H₂O₂) as the developer.

Difference of hair color is caused by the amount of pigment that is in the hair strands. Blond hair has the least amount of pigment, then there is red followed by brown and black. Gray hair is lacking color pigment altogether. In order to get color back into gray hair, you need to go through all of the stages

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depending on what color you want to achieve. If you want blond hair, the process is quite simple. All you need to do is use a golden color. If you want brown hair, on the other hand, you need to choose a color with a red or warm base so that you can get a natural looking brown. If you use a green or ash base, you will end up with a greenish or smoky cast.

When coloring gray, you should also leave the color on for the maximum amount of time allowed by the instructions. Doing so will give the color sufficient time to deposit in the stubborn and coarse gray strands. The only time that you can skimp on time is if your hair is 30% gray or less. In those cases, the gray hair will absorb enough color to make it look like you have natural highlights and you can avoid the rest of your hair going too dark.

So, if you have had poor results when it comes to covering your gray, follow these tips to get complete coverage and you will have beautiful results every time.

Jenny is a hair expert, and the author of an incredible free minicourse, that explains how to find your unique style, how long or short you should have your hair, how to find the right hair color for you, how to find the right salon, and a lot more. Go to

now and get this amazing

hair minicourse - absolutely free



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