Anti Aging Niche Outline

# Main eBook Title: Anti-Aging Solutions for Any Age

# Chapter 1: Anti-aging Regimen Needed When You’re Young

* Can’t wait for signs of aging (start now with preventative care, wrinkles, age spots, lines, thinning hair, sagging skin treatments should begin at college age or sooner)
* Preventative care inside and out (need regular check ups - problems internally show externally, use daily moisturizes for skin, need collagen boosting creams now)
* Products you need immediately (supplements, vitamins, anti-wrinkle creams - contain Omega 3 which replenishes skin, essential oils)

# Chapter 2: You Can Fight Aging

* Some people assume it’s part of life (true, but don’t have to look or feel older with each birthday, anti-aging routine doesn’t have to be complicated - can buy anti-aging kits for skin, hair, etc., can fight aging at any time in life)
* Exercise fights aging (besides weight control and toning, exercise helps cells to remain young - need new cell growth to fight aging, cardio, yoga good for anti-aging, so are exercises that improve muscle strength and helps bones remain strong)
* Antioxidants are key (fights free radicals, skin needs antioxidants - vitamin E, vitamin C, body can’t fight cell damage without right antioxidants)

# Chapter 3: Foods That Combat Aging

* Your body feels and shows what you eat inside and out (foods known to fight aging - tomatoes, dark green leafy vegetables, blueberries - all have anti-aging properties)
* Drinking keeps you young (need hydration from water - skin looks old and wrinkled from lack of hydration, green tea useful, wine - because contains resveratrol)
* Power foods (certain foods pack anti-aging boosts - yellow or green vegetables - fight against development of wrinkles, fish-omega 3-anti-inflammatory, low-fat foods with vitamin D)

# Chapter 4: Foods That Speed Up Aging

* Poor diet is number one thing that ages you (fast food, lots of high-fat red meat, dairy high in fat, white flour baked goods)
* Foods laden with sugar (okay to have some sugar - better for anti-aging than sugar substitutes, but many people overindulge, having a sweet tooth bad for your body inside and out - causes many age - related diseases)
* Sodium intake (packaged foods - high in salt as preservative, deli meats, high salt diet linked to poor cognitive function, can disrupt bone tissue growth-lead to density problems)

# Chapter 5: Men Are More Anti-aging Conscious

* More men are now using anti-aging products (hair restoration products, eye cream-fights wrinkles, sunscreen, facial firming creams)
* Reasons vary (improves self-esteem, feel better about themselves, more confident at work, want to reduce or stop the effects of aging on their appearance)
* Exercising to battle aging (not exercising ages body, getting fit helps fight aging, can start at any age, any fitness level and results can be felt and seen immediately, increased blood flow benefits skin)

Chapter 6: Best Anti-aging Solutions for Women

* Women need hormone balance (growing older can cause hormone deficiency due to menopause - can contribute to aging, women need vitamins, supplements and healthy diet to fight aging, may need hormone replacement)
* Estrogen imbalance impacts aging (not enough estrogen can cause bone loss, heart disease and cognitive trouble-memory problems, hormone replacement therapy, women need DHEA and progesterone to combat aging)
* Anti-aging routine (includes exercise, healthy diet, skin care routine - rejuvenation creams, retinoids - collagen boosters)

# Chapter 7:Anti-Aging Solutions for Anyone

* Anti-aging solutions needed sooner rather than later (need supplements because help energy level, prevent deficiencies that contribute to aging, improve cognitive function)
* Use other natural means too (use natural herbal remedies - many natural products fight aging better than over the counter ones and can restore effects of aging, wrinkle reducer - vitamin C that you can apply to skin, essential oils help)
* Restore cell energy (anti-inflammatory foods, coenzyme 10-gives cells energy-boosts growth, probiotic beauty products-hydration cream, line fillers etc., look for probiotic foods, too)

# Chapter 8: Are Your Anti-Aging Skin Products Aging You?

* Some products to opposite of claim (claim to slow aging or restore but cause aging instead, beware of skin irritant ingredients that dry and damage skin - one is sodium lauryl sulfate-this is in some anti-aging products and in cleaning materials too - can interfere with endocrine production)
* Go organic if you can - worth the extra cost (natural is always better for you internally and externally, no chemicals, won't dry out skin or speed up aging, won’t dry out hair either)
* Ingredients you want to look for (lanolin, beeswax - keeps skin moisturized, vegetable based, botanical creams and lotions)

# Chapter 9: The Top 3 Things You Can Do Now to Fight Aging

* Become a juicer (get the vitamins and antioxidants you need - look for bright color vegetables and fruits, can help you shed any extra pounds, boosts energy)
* Keep your skin protected (even in cool weather, skin can be damaged - dry out, subject to wrinkles, moisturize in winter, use sunscreen, dark clothing prevents sun damage, watch out for sun damage from sun rays streaming into car)
* Use cool compresses (tea bag compresses clear away bags under eyes as well as dark circles, green tea can help keep skin clear, look for beauty items with green tea properties)

Chapter 10: Watch out for Stress

* Stress ages you (depletes immune system, stress chemicals damage internal organs, shows up on skin, speeds up cell aging)
* Stress affects lifestyle choices (can cause you to eat unhealthy foods, larger portions, turn to bad habits like drinking excessively or smoking, insomnia - all of which make the body look and feel older than it is)
* Stress contributes to cognitive issues (can hasten age-related issues in the brain like dementia, has been linked to Alzheimer’s Disease, ages the brain’s cells)

# Bonus Report: What You Need to Fight Aging

Chapter 1: The Sun Ages Your Body (inside and out, depletes moisture from skin, can change cells, create sun spots etc. Need a sunscreen moisturizer that contains at least 30 SPF 30-look for retinol on the list of ingredients, helps to smooth skin and diminishes lines)

Chapter 2: Your Face is Thirsty (even making sure you stay hydrated often not enough alone - need facial moisturizers - look for ones with anti-gravity properties - helps with sagging skin, has ingredients that smooth wrinkles)

Chapter 3: Your Hair Needs Anti-aging Help (most shampoos age scalp, damage hair and can shows signs of aging-brittle, dry hair, thin spots, need shampoo that doesn’t interfere with sebum production)

Chapter 4: Firming Eye Creams Fight Wrinkles (the area around eyes get crows feet, look puffy etc. firming cream smoothes out the lines and wrinkles, clears dark spots, hydrates skin)

Chapter 5: Supplements that are Anti-aging Tools (Coenzyme 10-antioxidant that helps cells, carnitine-boosts memory, omega 3-helps in production of smooth skin-also used in skin creams)

# Opt-in or Viral Report: 5 Essential Oils that Help Prevent Aging

Chapter 1: Argan Oil for Younger Skin (softens skin, moisturizes dryness, can be used to aid scalp dryness from aging)

Chapter 2: Geranium Oil Treats Sagging Skin (anti-inflammatory properties help skin not look puffy, firms skin, smoothes out skin tone, can diminish scars and blemishes - like sun damage or laugh lines)

Chapter 3: Rosehip Oils Are a Natural Anti-Aging Moisturizer (anti-oxidant fights cell damage, contains fatty acids that promote healthy, young looking skin, covers spots and fine lines)

Chapter 4: Carrot Seed Oil Natural Sun Blocker (no chemicals like OTC products, contains natural SPF-38-40, heals damaged skin)

Chapter 5: Sweet Almond Oil For Youthful Eyes (reduces puffiness under eyes, moisturizes skin, loaded with vitamins, can heal skin from stretch marks, dark circles)

**7-Part Email Autoresponder Series:**

Email #1: An Anti-aging Routine Should Start at College Age (most aging damage begins in the early 20s from sun, environmental factors, diet and other lifestyle habits - all can damage skin, organs, hair etc.)

Email #2: You Don’t Need the Fountain of Youth to Look Younger (many natural products can help reduce aging and even reverse it, make sure your foods and products have antioxidant properties - vitamin E and C, Resveratrol - in grapes, wine, etc.)

Email #3: Is Your Diet Making You Look and Feel Older Than You Are? (Healthy eating easy way to look and feel younger, certain foods can cause skin to look older - sugar laden food choices is number one, foods with antioxidants rejuvenate skin)

Email #4: Testosterone and Eye Cream-Both Important for Men (right levels of testosterone makes men feel younger, but aging shows up on face, especially around eyes, eye cream can help men look as young and vital as they feel, men more at risk than women of lines around eyes)

Email #5: How Essential Oils Can Make You Look Younger (can firm skin, moisturize skin, can soften wrinkles, erase dark circles)

Email #6: A Lack of Fruits and Vegetables in Your Diet Contributes to Aging (eating your fruits and vegetables doesn’t just keep your body healthy, it can prevent you from looking older and it can help to reverse the effects of aging, most people don’t get enough fruits and vegetables despite trying - this is why juicer can help, need the antioxidants in fruits and vegetables)

Email #7: Hidden Stress that Can Make You Look Older (health problems, lack of vitamins, minerals - supplements can help, dehydration - makes you feel and look older-skin sagging etc. job-related stress number one)

**Articles:**

#1 - Is Your Hair Suffering the Effects of Aging? (as you grow older sebum production not as efficient, scalp dries, hair thins, loss of volume, OTC shampoos and other products much worse for your hair as you age)

#2 - Drink Your Way to Youth (what you eat matters, many people don’t take time to eat fruits and vegetables but would drink them juiced, fast and convenient for active lifestyles, help with weight control)

#3 - Your Skin’s Best Defense - Vitamin E (helps collagen stay elastic so skin looks plump and smooth, found in foods, vitamins, supplements)

#4 - The Anti-Aging Benefits of Exercise (heart health - prevents coronary disease, combats high cholesterol, stress reducer, better blood flow to organs and tissues, aids hormone production, tones skin - prevents sagging)

#5 - Using Makeup with SPF Prevents Wrinkles (sun damage not only contributes to age spots but also is big cause of wrinkles, SPF products - sunscreen, makeup should be used every day, not just for beach visits or being outdoor for prolonged periods - even a few minutes in sun can cause wrinkles and older looking skin)

**Product Reviews:**

#1 - Pureology Hydrate Shampoo 33.8 oz & Condition 33.8 oz Duo Set (contains antioxidants that help with aging as well as protection from sun damage, natural ingredients, can be used on color treated or untreated hair)

<http://www.amazon.com/Pureology-Hydrate-Shampoo-33-8-Condition/dp/B0030MNNFO/ref=sr_1_2?ie=UTF8&qid=1410299912&sr=8-2&keywords=pureology+shampoo>

#2 - Patricia Wexler M.D. Skin Regenerating Serum, 3.4 oz (anti-aging, replenishes skin, firms skin, softens and moisturizes for younger looking skin)

<http://www.amazon.com/Patricia-Wexler-M-D-Regenerating-Serum/dp/B001QOAO7I/ref=sr_1_1?ie=UTF8&qid=1410306862&sr=8-1&keywords=Patricia+Wexler+M.D.+Skin+Regenerating+Serum%2C+3.4+oz>

#3 - Breville BJE200XL Compact Juice Fountain 700-Watt Juice Extractor (easy way to get the antioxidants needed from fruits and vegetables, can help fight against weight-related aging and diseases, good way to get vitamins and minerals needed to keep skin smooth)

<http://www.amazon.com/Breville-BJE200XL-Fountain-700-Watt-Extractor/dp/B000MDHH06/ref=sr_1_1?s=kitchen&ie=UTF8&qid=1410306816&sr=1-1&keywords=juicer>

#4 - Aveda Green Science Firming Face Creme (minimizes wrinkles and fine lines, firms skin, contains antioxidants, has argan oil - an essential oil that can moisturize skin and scalp and protects skin)

<http://www.amazon.com/Aveda-Green-Science-Firming-Cream/dp/B0089ZBFGG/ref=sr_1_2?ie=UTF8&qid=1410727469&sr=8-2&keywords=Aveda+Green+Science+Firming+Face+Creme>

#5 - Vitamin C Serum (boosts collagen production for younger looking skin, minimizes wrinkles, heals sun-damaged skin and protects from UV rays, natural ingredients)

<http://www.amazon.com/Vitamin-Serum-Effective-Hyaluronic-Anti-Aging/dp/B00KWFDBKE/ref=sr_1_3?ie=UTF8&qid=1410307775&sr=8-3&keywords=anti+aging+products>