

TODAY'S Geriatric Medicine

NEWS AND INSIGHT FOR PROFESSIONALS
IN ELDER CARE

SELLING THE FOUNTAIN OF YOUTH: HOW THE ANTI-AGING INDUSTRY MADE A DISEASE OUT OF GETTING OLD — AND MADE BILLIONS

By Arlene Weintraub

This thoroughly researched book presents an eye-opening analysis of some of the misleading premises and deceptive practices behind the antiaging movement in the United States. The author explores the claims and promises older adults seeking the perpetual fountain of youth find so appealing. And she unmasks the realities, as well as the deceptions, the purveyors of the antiaging products and potions espouse.

Weintraub follows the money trail to the often-risky therapies proponents suggest will not only improve older adults' quality of life but also possibly extend the life span. Such possibilities find individuals intent on aging reversal all too willing to embrace them with little or no thought to scientific basis, proven research, economic feasibility, or possible risks, as Weintraub points out.

The book reveals the questionable science behind hormonal preparations and antiaging supplements that come with lofty promises of rejuvenation and often hefty price tags. The author conveys her skepticism about antiaging regimens and disputes the claims of Hollywood personalities who tout their supposed capabilities.

Reading this book, you'll enter the world of greedy opportunists who prey on older adults, creating an inviting youth-restoring culture designed to appeal to those intent on recapturing their youthful bodies and energy—and willing to ignore the accompanying physical risks and financial pressures to discover their "fountain of youth."