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## AARP The Magazine Launches Beauty & Style Edition for Women 50, 60, 70 & Beyond

Digital publication features videos from makeup guru Bobbi Brown and Editor Lois Joy Johnson

**WASHINGTON, DC**—AARP The Magazine is offering women head-to-toe beauty and style tips in a digital beauty and fashion edition for women 50, 60 and 70-plus. The Beauty & Style Issue is a digital magazine available to anyone who registers on AARP.org, and readers can have an enhanced experience – complete with moving images and sound effects – by reading, watching and listening to the magazine’s content through the AARP Publications App for iPad.

The special digital Beauty & Style issue is filled with celebrity trends, insider fashion tips, original articles and more. Available online and on your personal tablet, you can bring the magazine everywhere you go – with access to exclusive skin, hair, makeup, and style tips, including features by award-winning beauty and style editor **Lois Joy Johnson** and makeup guru **Bobbi Brown**.

“AARP knows that beauty and style are ageless, and that is why we created this special digital issue,” said AARP Beauty & Style Editor Lois Joy Johnson. “Readers can swipe through the magazine and find inspirational advice, step-by-step tutorials, and beauty and style solutions – helping to inspire women 50-plus to embrace their age.”

The easy-to-navigate digital magazine is filled with information from top industry experts, including Beauty and Style cover girl **Christie Brinkley**, who shares the secrets that keep her looking and feeling great at 61.

*What You’ll Find Inside:*

**Expert Beauty and Style Advice:** Readers will also find advice from beauty and style experts with years of experience helping women look and dress their best.

**Fresh and Flawless Makeup:** Bobbi Brown offers seven tips to a fabulous face and readers can watch video tutorials of experts creating fresh makeup looks.

**Tips, Tricks and Trends:** Creating captivating eyes, choosing clothes that accentuate your shape, and keeping your hair sexy are just a few pieces of advice that our Beauty & Style contributors offer.

**Strike a Pose:** Learn how to photograph fabulously at 50-plus from world-renowned beauty and fashion photographer Michael Waring who says it all starts with a smile.

**Dress for Style Success:** Update your style with tips from models 50-plus – from finding the right jeans to adding in the perfect accessories, while disrupting old stereotypes about what women should wear at certain ages.

The Beauty & Style issue is the first of three interactive digital magazines that AARP is creating. AARP will publish two other digital publications; one focusing on money and retirement and the other on health.

AARP The Magazine’s Beauty & Style issue is available in the AARP Publications App for iPad. For more information, visit [aarp.org/beauty](http://aarp.org/beauty).


**About AARP** AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world’s largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers,

donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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Additional assets available online:  **Photos (1)**