

News Survey by Olay Total Effects shares women desire to turn back time to get their youthful skin back

A woman's skin & its needs change with every new life stage – whether it is marriage, pregnancies, or added responsibility at work. With every added responsibility, the strain can start to show on her face. Olay Total Effects and Independent researcher AC Nielsen recently conducted a survey amongst approx 900 women in key metros including Delhi, Mumbai and Kolkata. Women in different life stages told us what they thought about skin ageing & coming how 'back to beautiful'. The survey throws up interesting responses from women across life stages about their attitudes, the attitudes of their near & dear ones, their worries & preferences on looking youthful despite age.

An Interesting 90% working women said that youthful skin makes them more confident at work vs any modern clothing or hairstyles. 78% of women in Mumbai agree the only reason women wish they could turn back time would be to look younger again. More often than not women are forever occupied with increasing roles & responsibilities at every new life stage. The survey highlighted 82% married women worry more about cooking the right food for their mom-in law than choosing the right cream for their skin and 83% mothers said they are more worried about the marks their kids got in exams than the marks on their skin

Women desire youthful skin most than expensive wadrobes with every growing life stage. A captivating 94% of newly married women believe Women who feel they look young, make more confident wives. With every new stage of life women feel that amount of time spent on spent in front of the mirror, just analyzing their flaws reduces with every new role in life. 85% of Mothers of two agree after marriage, women really have no time for themselves.

One more interesting result which grabbed our eyeballs was the fact that 95% of newly married women wonder how heroines come back looking the same after they've had babies' vs a 96% in Kolkata & 82% in Mumbai. Also a striking 91% of Delhi women agreed that unmarried women look better than married women