



Women who are choosing authenticity over anti-ageing norms

Aditi Malhotra

There was a time when ageing, especially for women, was something to resist, reverse, or hide. Wrinkles were to be ironed out, greys to be covered, and laughter lines replaced with tighter, smoother skin. The multi-billion-dollar beauty industry thrived on this fear of growing old,

pushing products and procedures that promised youth as the ultimate form of beauty. But in recent years, a quiet revolution has begun—one that challenges the narrative that youth equals worth. More and more women are stepping away from the pressure to look perpetually young and instead embracing ageing as a part of their identity, not a flaw to be fixed.

This movement isn't just about

going grey or skipping Botox. It's about choosing authenticity over aesthetic conformity. It's about reclaiming visibility, power, and beauty in a world that has long equated a woman's value with her age. And it's happening everywhere—from fashion and media to social media feeds filled with women proudly showing off their silver strands and smile lines.

IT'S NOT JUST ABOUT LOOKS—IT'S ABOUT LIBERATION

At its core, this movement is about more than appearances. It's about identity. When women stop contorting themselves to meet external ideals, they gain not just confidence but freedom. Freedom from shame, from the pressure to stay relevant, from the silence that often surrounds ageing. Choosing authenticity over anti-ageing also means embracing the life that comes with those lines—the laughter, the heartbreaks, the resilience. It's about showing up as your full self, not a filtered version. It's about being seen, not in spite of your age, but because of it.

There's something profoundly powerful about a woman who owns her age without apology. Who walks into a room with her silver hair, her sun-kissed skin, her lived experience—and doesn't try to shrink herself into someone she no longer is.

CHANGING THE BEAUTY INDUSTRY FROM WITHIN

The beauty industry is beginning to take note. While anti-ageing messaging still dominates, some brands are shifting their tone—talking about "healthy skin" rather than "younger skin," or showcasing older women in campaigns without digital smoothing or age disclaimers.

It's a small shift, but a significant one. More importantly, women themselves are reshaping the industry. They're creating products specifically for mature skin, launching fashion labels for all ages, and demanding inclusivity—not just in shade ranges or body sizes,

but in age representation too.

And this isn't just a trend—it's a response to something deeper. Women are tired of being told they're only beautiful until a certain birthday. They're tired of spending time, money, and mental energy on fighting a natural process. Instead, they're choosing to age in a way that feels true to them—whatever that looks like.



SOCIAL MEDIA'S SURPRISING ROLE

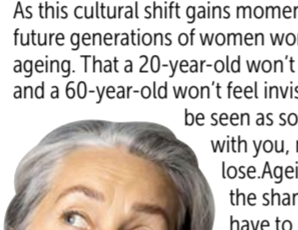


Ironically, the very platforms that once amplified unrealistic beauty standards are now home to communities that celebrate ageing. Instagram and YouTube have become spaces where older women are documenting their journeys toward authenticity, sharing everything from skincare routines for

mature skin to fashion that embraces, not hides, the body. There are grey-hair transition videos with millions of views, hashtags like #SilverSisters and #ProAge, and candid conversations around topics that were once taboo—like sagging skin, libido changes, and ageing with chronic conditions. This content resonates deeply because it feels real. It feels freeing.

What's powerful is that these women aren't waiting for mainstream media to represent them. They're becoming the representation. And in doing so, they're giving younger women a new blueprint for the future—one that says ageing is not a crisis but a continuum.

A FUTURE THAT LOOKS LIKE US



As this cultural shift gains momentum, the hope is that future generations of women won't grow up fearing ageing. That a 20-year-old won't dread turning 40, and a 60-year-old won't feel invisible. That beauty will

be seen as something that grows with you, not something you lose. Ageing is inevitable. But the shame around it doesn't have to be. And as more women choose authenticity, they're not just rewriting their own stories—they're rewriting the narrative for all of us. In a world that's obsessed with youth, choosing to age authentically is a radical act. And maybe, just maybe, the most beautiful one yet.

BEAUTY WITHOUT ERASURE

For decades, the dominant visual language around ageing has been one of erasure. The aesthetics of ageing are being redefined not as a decline, but as a deepening of character, confidence, and style. Women across the world are letting their natural beauty evolve. In India too, this shift is becoming more visible. Influencers, entrepreneurs, artists, and everyday women are ditching the dye, refusing filters, and speaking openly about menopause, ageing skin, and changing bodies.

The best hair masks for every hair type

Shahnaz Husain

Hair masks are essentially more intensive versions of conditioners. They're packed with nourishing ingredients like natural oils and butters in higher concentrations than your everyday conditioner. These deep treatments provide long-lasting hydration, repair damage, and protect hair from environmental stressors like UV rays, pollution, and sweat.

Unlike instant conditioners, hair masks are typically left on for a longer time from a few minutes to an hour allowing the ingredients to penetrate more deeply. Here are some easy, effective DIY hair mask recipes



Coconut honey hair mask

Mix one tablespoon coconut oil and one tablespoon honey well in a glass bowl. Now, transfer this mixture to a pot and heat it till it's melted. Apply this mix to your hair from top to bottom, then cover your hair using a shower cap. Leave it for 30 minutes and finally rinse with lukewarm water. Coconut oil is a natural conditioner for every hair type. It strengthens and moisturises hair when utilised in a hair mask.

you can try at home to keep your hair healthy, hydrated, and strong all summer long.

Olive oil and sugar hair mask

An olive oil and sugar hair mask combines the moisturising benefits of olive oil with the exfoliating properties of sugar to treat dry hair and dandruff. Take two tablespoons of brown sugar and five tablespoons of olive oil. Stir the two a little, but do not dissolve the sugar completely. Work it through your hair gently focusing on the scalp and roots to exfoliate and hydrate and then rinse it out after 15-20 minutes, followed by a shampoo and conditioner. This mask is a great exfoliator for the scalp and hair shaft. It will clear the product build-up and also treat flakiness.



Honey and banana hair mask

A banana hair mask offers ample hydration to improve shine and manageability if you have damaged or dry hair. Mix one banana and 2-3 tablespoons of honey in a blender. Apply the paste to your hair and keep it on for 30 minutes. Use cold water to rinse it thoroughly. This will provide relief if you are suffering from an itchy scalp. Bananas contain potassium, which strengthens the roots, while honey draws moisture to the scalp, keeping them from becoming dry and irritable.

Avocado and banana hair masks

For dry and damaged hair, use this deep-conditioning homemade formula that contains nutrient-rich ingredients, adding the needed protein that would make your hair strands look shiny and healthy. Simply take two tablespoons of banana and two tablespoons of avocado. Mash rather blend both of them together along with other ingredients like honey, yogurt, or olive oil until you get a smooth and whipped texture. Apply it from root to end thoroughly. Let it sit for 15 minutes and then rinse it out in warm water to open up the hair cuticles.



Music album of Konkani film 'Mog Asum' unveiled



The highly anticipated music album for the Konkani film 'Mog Asum' was officially unveiled at the ESG Theatre, Panjim. The event was graced by celebrated Goan music composer and multi-instrumentalist Mukesh Ghatwal, along with the film directors Angelo Braganza and RS Pipalwa. Composed by Myron Estibeiro, the album features a vibrant mix of tracks performed by talented singers Herschel Mascarenhas and Aurville Rodrigues, who also gave live performances during the event. The album is now available globally

on all major digital platforms.

Mukesh Ghatwal, who had the honour of unveiling the album, praised the tracks, commenting, "Each song is outstanding. Goan musicians are producing remarkable music, and 'Mog Asum' stands among the best of them." He also lauded Myron Estibeiro for his exceptional work on the album. Director Angelo Braganza welcomed Mukesh Ghatwal to the stage and expressed his gratitude for his presence at the event. He further spoke about the pool of talented Goan musicians, noting that while many

musicians in Goa are excelling, it was Myron's unique temperament and his ability to deliver a melodious album that ultimately made him the perfect choice for the film.

Boney Alex Dias, who re-arranged a gospel song for the film, was also present at the event. The film's other featured singers, Venizia Dias, Shalisha Fernandes, and Verphina Dias were in attendance, contributing to the event's warm and engaging atmosphere.

'Mog Asum', a whimsical, part-fantasy comic tale that blends love, loss, and lightness, is an ode to enduring love, resilience, and the sometimes-absurd way healing unfolds. Produced by Flowing Mandovi Films in association with RS Creations, and from the makers of 'Nachomia Kumpasar', the film's music plays a central role in shaping its emotional and magical tones. The music album for 'Mog Asum' serves as a testament to the rich and growing talent within the Goan music industry.

Goa College of Home Science celebrates first-ever Goencho Festakar Day



The Goa College of Home Science hosted the inaugural Marius Fernandes Day, blending cultural celebration with community spirit through the traditional Punerachem Fest, Goa's monsoon-themed festival of provisions. The fest opened with the traditional lighting of the lamp with dignitaries like Festakar Marius, Dean Suresh Kunkalkar, Luciano Almeida, Dominic D'Souza, Maria Goretti Fernandes and Prakash Kamat. The event honoured Marius

Fernandes, widely known as Goencho Festakar, for his work organising over 101 inclusive, alcohol-free, sponsor-free community festivals across the state. In a historic gesture, Dean Suresh Kunkalkar declared that May 24 would be celebrated annually as Marius Fernandes Day. 'Healing through medicinal plants of Goa', a book dedicated to Festakar Marius was released by Miguel Braganza.

The day featured traditional performances, including a ponti dance

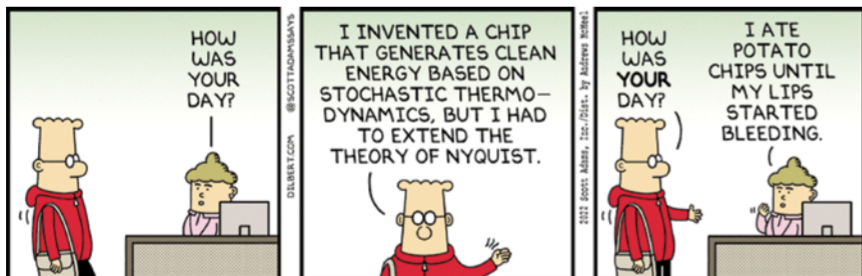


by the students of Goa College of Home Science and the anthem Kottieacho Nach choreographed by Dr Gwendolyn de Ornelas. Dr Glenis Mendonça and Rensal Mendonça performed a cultural Konkani programme along

with Linda Braganza, John Lino, Russell Baretto and Baretto Brothers aged 6 and 8. Workshops on local herbal tea was conducted by Shamita Sameer Kolwalkar. Bolcaaocho Gozalli was conducted by journalist Prakash Kamat with senior activist of the disability movement, Avelino D'Sa, Patrick D'Souza and Vishant Nagvekar. A symbolic Doctorate of Community Service was awarded to Dr Gwendolyn de Ornelas for her voluntary contributions to culture and education.

Herald Gaming Console

Dilbert



Garfield



Wizard of id



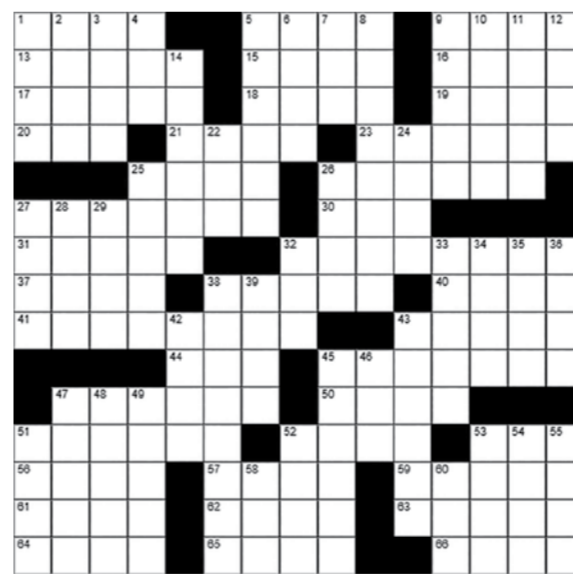
crossword 4856

ACROSS

1- Volunteer's words; 5- Orderly; 9- Amos or Spelling; 13- Office notes; 15- Cabinet dept.; 16- Copycat; 17- I don't give ___!; 18- Gillette product; 19- Circle of light often seen around the head of saints; 20- 100 yrs.; 21- Dynamic start; 23- Fiddle; 25- Seine tributary; 26- State of the art; 27- Colonized; 30- Connecticut collegian; 31- Blind parts; 32- At whatever time; 37- Prefix with conference; 38- Plant pest; 40- A ___ formality; 41- Privily; 43- City in Tuscany; 44- DDE's balliwick; 45- Regulate; 47- Orange root plant; 50- Weed whackers; 51- Elder; 52- Record; 53- Capp and Capone; 56- Touched down; 57- Hands-up time; 59- Android; 61- Galileo's birthplace; 62- 'Night' author Wiesel; 63- Saline; 64- Meets with; 65- Dixie pronoun; 66- Head of France;

DOWN

1-Colorful computer; 2- Give up; 3- ___ for All Seasons; 4- ___easter; 5- Approached; 6- Within (prefix); 7- ___ Linguist; 8- Made a basketball boo-boo; 9- California-Nevada lake; 10- October birthstones; 11- Ignited again; 12- Wrinkle remover; 14- Slowpokes; 22- WNW's reverse; 24- Victor's cry; 25- Furry swimmer; 26- 'M*A*S*H' soft drink; 27- Fast fliers; 28-



solution 4855

Robert ___; 29- Baby powder; 32- For what; 33- Sends out; 34- Sverve; 35- Inventor Rubik; 36- Not imaginary; 38-A lawyer; 39- Story line; 42- Elise Saarinen's son; 43- Scoffs; 45- French fashion designer; 46- Alley-___; 47- Whoopi's role in 'The Color Purple'; 48- Pernod flavoring; 49- Rudner and Moreno; 51- Dupes; 52- Hard work; 53- Talented; 54- Mississippi senator Trent; 55- Eye sore; 58- Suffix with pay; 60- Granola bit;

sudoku 4856



Instructions for Sudoku

9 x 9 letter: To solve a Sudoku puzzle, every number from 1 to 9 must appear in each of the nine vertical columns, in each of the nine horizontal rows and in each of the nine boxes

solution 4855

