

BABY BOOMERS MARKET

On the other end of the spectrum, you'll find boomers, the 76-million-strong generation born between 1946 and 1964 that accounts for \$2 trillion in annual spending. To market to this generation, think about life stages—empty nesters, singles, grandparents and so on—as opposed to their particular ages, as age is just a number to boomers.

Financial planning, travel and anti-aging products and services are just a few of the booming market segments to consider. New York City "image enhancement coach" Wendy Lewis, 49, estimates that entrepreneurs like her who help boomers navigate the anti-aging process will see unparalleled growth in 2009 and beyond. "People don't have time to do their own research," says Lewis, author of *Plastic Makes Perfect: The Complete Cosmetic Beauty Guide*. "They just want someone to sort through [the information] for them."

Lewis notes that boomers account for the largest portion of her clientele, including both men and women. Since founding her company, Wendy Lewis & Co. Ltd., in 1997, she's grown her client base to include a global community looking to America for their anti-aging needs—and willing to travel to get the results they want.

"The trend is toward noninvasive procedures," notes Lewis, who saw 20 percent growth in her business between 2006 and 2007. Boomers—and the generations following on their heels—want a fast recovery that won't keep them from their busy lives for too long. Better yet, they'll try to prevent the effects of aging altogether, by using anti-aging products *before* they have to deal with crow's feet. They also want to look natural and not distorted. Lewis says, "It's not about the extreme makeover."