

Truth In Aging Goes for the Gold

Popular beauty blog announces the Anti-Aging Olympics to identify the most medal-worthy beauty products and treatments

July 22, 2008 (FPRC) -- NEW YORK, NY -- Truth In Aging (<http://www.truthinaging.com>), the beauty blog that offers uniquely honest consumer reporting on the beauty and grooming industry, today announced the commencement of the Anti-Aging Olympics. It is a competition to identify the best beauty products and treatments from around the world, and the reveal of the winners will coincide with the awarding of medals at the Summer Games in Beijing, China.

'Whether an Olympic contender, an everyday athlete or a proud spectator, muscular exertion, joint stress, and elements like the sun or chlorine are all contributing factors to the physical effects of aging.' explains Marta Wöhrle, founder of Truth In Aging.

The Anti-Aging Olympics will follow Truth In Aging's customary rigorous product and treatment review process – including thorough research and actual use – to award Gold, Silver and Bronze in a series of 'events' focused on skin care, hair care, wrinkle prevention, and body care as they relate to specific Olympic contests. Much like the Olympic Games, Truth In Aging vows to uphold strict standards of excellence and a code of ethical conduct to deliver nothing less than the real truth to consumers through their process.

Wöhrle adds, 'More and more mature athletes like Dana Torres and Sheila Taormina are showing us youth is reasonably maintainable. We wanted to identify the very best products and treatments to accompany that mission.'

About Truth In Aging

Truth In Aging (<http://www.truthinaging.com>) is dedicated to providing truthful and unbiased guidance to consumers seeking anti-aging results through skin care, hair care, health and beauty products, and salon and clinical treatments. Launched in Beta in 2008, the blog is an extension of Accord Media, an independent online publisher founded by industry veteran Marta Wöhrle.

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Keywords

[truthinaging](http://www.truthinaging.com)

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