



TRUVANI'S GUIDE TO:

Embracing Your Natural Beauty



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Growing up doesn't
have to mean looking
(or feeling) old.

A few months ago, we were shooting some videos for TruVani. Between takes, the stylist wanted to touch up my makeup, and asked where I kept my foundation.

Me: "I don't have any foundation - I don't wear it."

(She looked at me like I had two heads.)

Her: "You don't wear ANY foundation?! What do you have on your skin right now?"

Me: "Nothing."

Mic drop.

I've never worn a ton of makeup.
But some people don't believe me when I tell them
that I'm forty and I don't need to wear foundation.

I've always been a big believer that if you put the right things IN your body, you don't need to put a bunch of stuff ON your skin...even as you get older.

Make it a priority to eat things that make you look good and feel great.

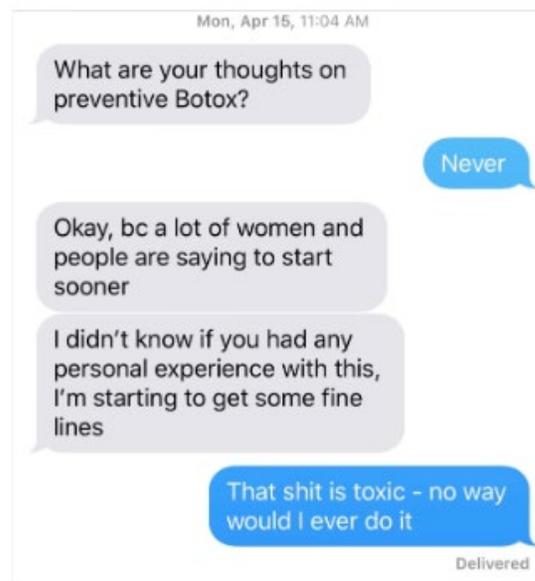
I'm sure that you're aware of all of the junk in most makeup. The makeup industry as a whole is so crazy underregulated - it is straight up scary.

Cosmetics can be full of controversial ingredients. I try not to put toxins in my mouth, or on my skin.

And don't even get me started on plastic surgery!

We should be nourishing our skin, and our bodies, not going under the knife.

In fact, just the other day, I got this text from my cousin...



Toxins are toxins whether you eat them, breathe them, or inject them into your skin. There are lots of wonderful natural ways to age beautifully, and enhance your skin.

(a scoop of Marine Collagen a day keeps the Botox away...)

I'm not afraid to say that I'm 40 - in fact, I love to celebrate my age. I'm proud of this body and all that it does for me. It's my job to love it, and take care of it - NOT poison it.

I'm falling in love again with my skin (and with myself in general) simply because I've changed my relationship with aging.

It all comes down to two powerful, but often overlooked, things:

1. Your mindset
2. Your habits

That sounds nice, sure, but it probably also seems a little easier said than done...especially as you discover that newest gray hair.

Which is why we've rounded up some simple, realistic habits you can incorporate into your life to help you enjoy added confidence as you age. No fluff. No nonsense. Just a toolbox of resources for gracefully getting older.

So you can keep feeling good about yourself and continue living a life you love.

So you can set a positive example for the daughters and granddaughters who follow your lead.

So you can make positive choices that are reflected in your skin and in your mood.

So you can love what you see (and how you feel) when you look in the mirror each morning.



The Guide at a Glance:



PART 1: AGE IS JUST AN ATTITUDE

The time is now to change the conversation around aging. Discover simple ways to tweak your mindset and embrace each new season of life.



PART 2: GROWN UP BEAUTY

Like a fine wine, you really do have the potential to only get better with time. The trick is learning how to appreciate your changing beauty the same way you appreciate a nice glass of Caymus.



PART 3: SET A POSITIVE PRECEDENT

Whether you're a mother, a grandmother, an aunt, or even just a friend to someone younger, remember that might set the tone for how the women in your life think about getting older. Don't take that responsibility lightly...



PART 4: RECIPES FOR EVERY AGE

Age is just a number...and these treats are just as delicious (and nutritious!) as they are pretty.



PART 5: THE TRUVANI TAKE

Let's review, shall we?



PART 1

Age is just an Attitude





Feeling “old” tends to come in waves. One day you look up and realize that your friends (or you) are married.

Or having kids.

Or *shudder*...“making a living.”

The good news is, getting older doesn’t have to mean getting, or feeling, worse.

In fact, the idea that “you’re only as old as you feel” is officially backed by **science**.

That’s right...studies show that negative attitudes toward aging can affect both your physical and cognitive health. On the other hand, individuals with positive attitudes toward aging had improved cognitive ability the older they got.

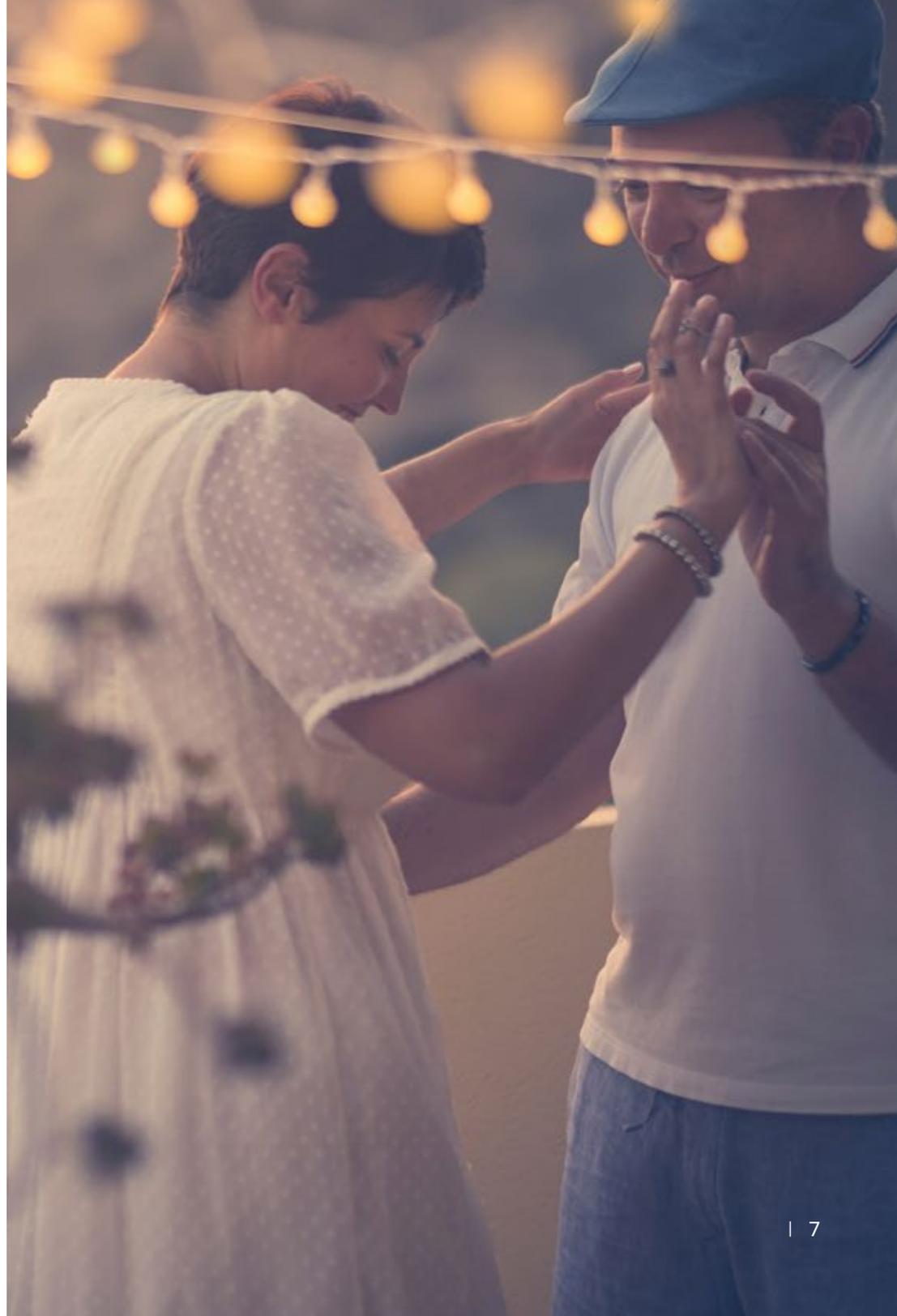
The moral of the story? While you can’t quite think your way back to your youth, having a good attitude about getting older can make a difference.

After all, aging isn’t an excuse to disconnect from the parts of life you love and find meaningful...it’s simply an opportunity to embrace a different version of them.

Here are a few ways to adjust your attitude about the aging process once and for all, so you can make the most of your later years...

KEEP LEARNING AND IMPROVING

Ditch the idea that getting older means giving up. Instead of resigning to a life of sitting around and lamenting about the “good ole’ days,” challenge yourself to practice hobbies and activities that interest you. Maybe you’ve always been curious about acting, but never took the plunge...join the community theater. Did you used to love tennis, but haven’t played in a while? Commit to regular practices. Brain teasers. Woodworking. Ice skating. Writing. Whatever. What you spend time doing is less important than your dedication to doing it with intention and enthusiasm. Never underestimate the power of self-improvement!





LAUGH IT OFF

“You don’t stop laughing when you grow old, you grow old when you stop laughing.” George Bernard Shaw was right...life really is as fun as you make it (no matter what your age). Try to have a sense of humor about the physical and internal changes that inevitably come with aging (think: reading glasses, aka the great equalizer...), and you’ll be pleasantly surprised at how much lighter and more vibrant you feel.

CHANNEL YOUR INNER PARISIAN

The French have long embodied the idea of “aging gracefully.” Their secret? Habitual moderation, self-acceptance, and a cultural philosophy that *gasp* actually celebrates the idea of getting older. Instead of the youth-worshipping that we so often encounter, the French tend to think about how they can be/look/feel their best for their current age, not how they can replicate how they were/looked/felt 10+ years ago.





PART 2

Grown Up Beauty





In a world where tweens are contouring their cheekbones, and nail art is as impressive as, well, art-art...it can be easy to feel overwhelmed and left in the dust.

But the trick to feeling beautiful as you age isn't necessarily keeping up with every single trend (although there's nothing wrong with experimenting!), it's simply finding a beauty and wellness routine that works for you, and letting it evolve over the years.

The products you stockpiled in your early 20s probably won't be as effective through life changes like pregnancy, motherhood, and beyond.

Learning to embrace the beauty of aging begins with an audit of your daily habits.

Here are a few ideas to consider that can help revamp your grown-up routines and leave you radiating from within:

SPRING FOR A GOOD SET OF BRUSHES

What you use to apply your makeup is often overlooked. How many of us have thrown concealer on with one hand while ushering kids out the door with the other? Investing in quality makeup brushes might seem indulgent, but it really can help you get the most out of your go-to products. Start with the trifecta: a foundation brush, beauty blender, and kabuki brush. If you tend to use powder, look for natural bristles. Synthetic bristles work best with liquid/cream products.





SCOOP UP GOOD SKIN

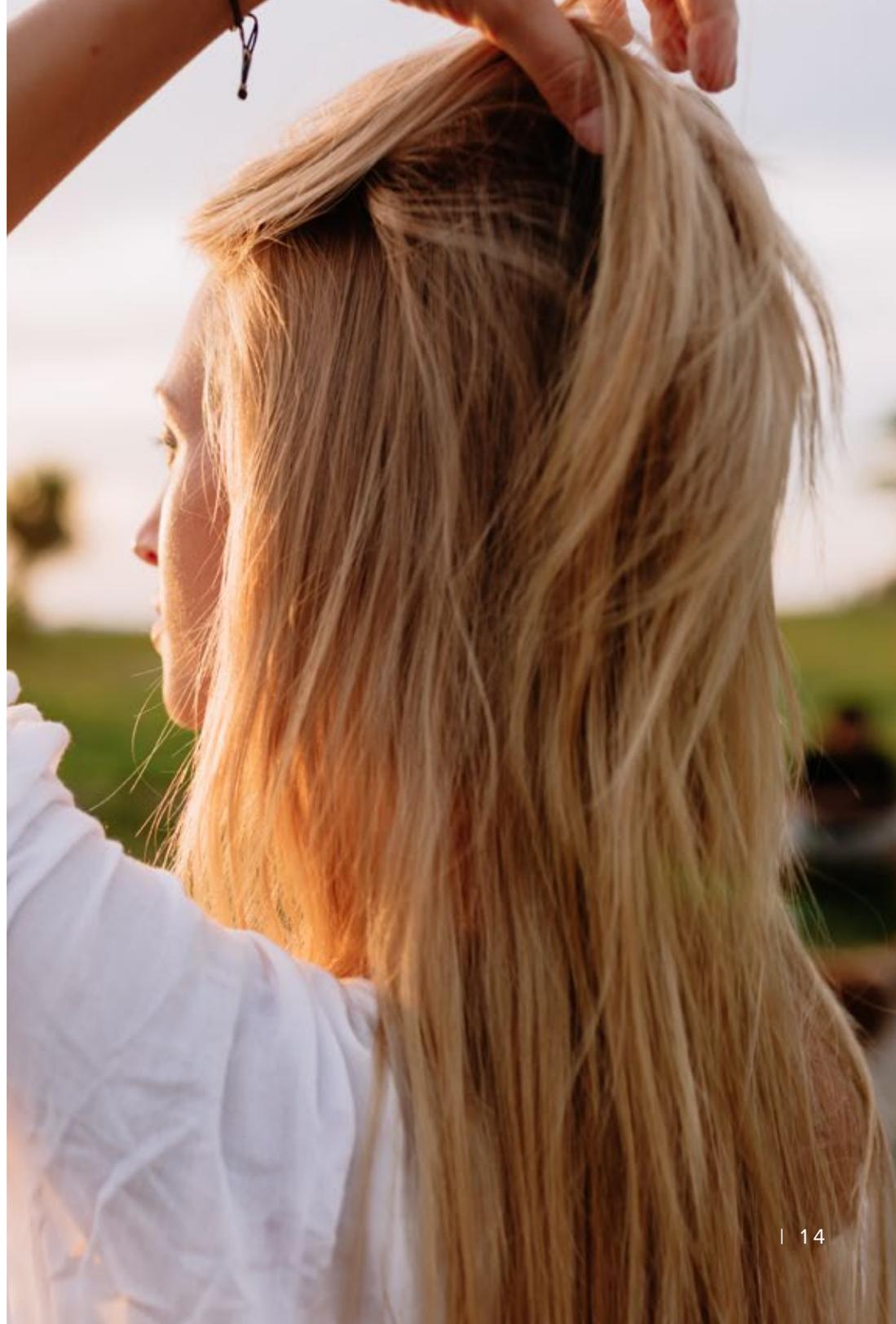
A solid skincare routine is important at any age (duh), but a lot of us forget that there's more we can be doing beyond cleansers and toners and serums. Something that we scoop up instead of slather on...

Collagen is a naturally-occurring protein that all our bodies make, and it's responsible for things like bouncy skin and shiny hair and strong nails. But as we age, we produce less and less of it. Bummer, we know...

Thankfully, adding a high quality **collagen** powder to your daily routine is a surefire way to soften the blow and keep yourself radiating from within. It's as simple as just one scoop a day (in your morning coffee, smoothie, etc.) and the results are pretty impressive.

SAY BYE-BYE TO OUTDATED BEAUTY STANDARDS

Getting older does not (we repeat...does not) mean resigning to a life of “mom hair” and rouge. Keeping an open mind when it comes to beauty means you’ll have more fun with the whole process, and feel more like yourself. Going for a longer haircut? Make sure to condition regularly and protect against UV rays, which can cause damage...especially as you age. Big fan of the smoky eye? Keep it fresh with lighter shadow. Find simple ways to gently modify the looks you already love without starting from scratch.





PART 3

Set a Positive Precedent





The older you get, the more responsibilities you have...

- ☑ Advancing in your career...
- ☑ Managing a household...
- ☑ Keeping tiny humans alive...

But there's one responsibility that might not even be on your radar...

Age-related attitudes.

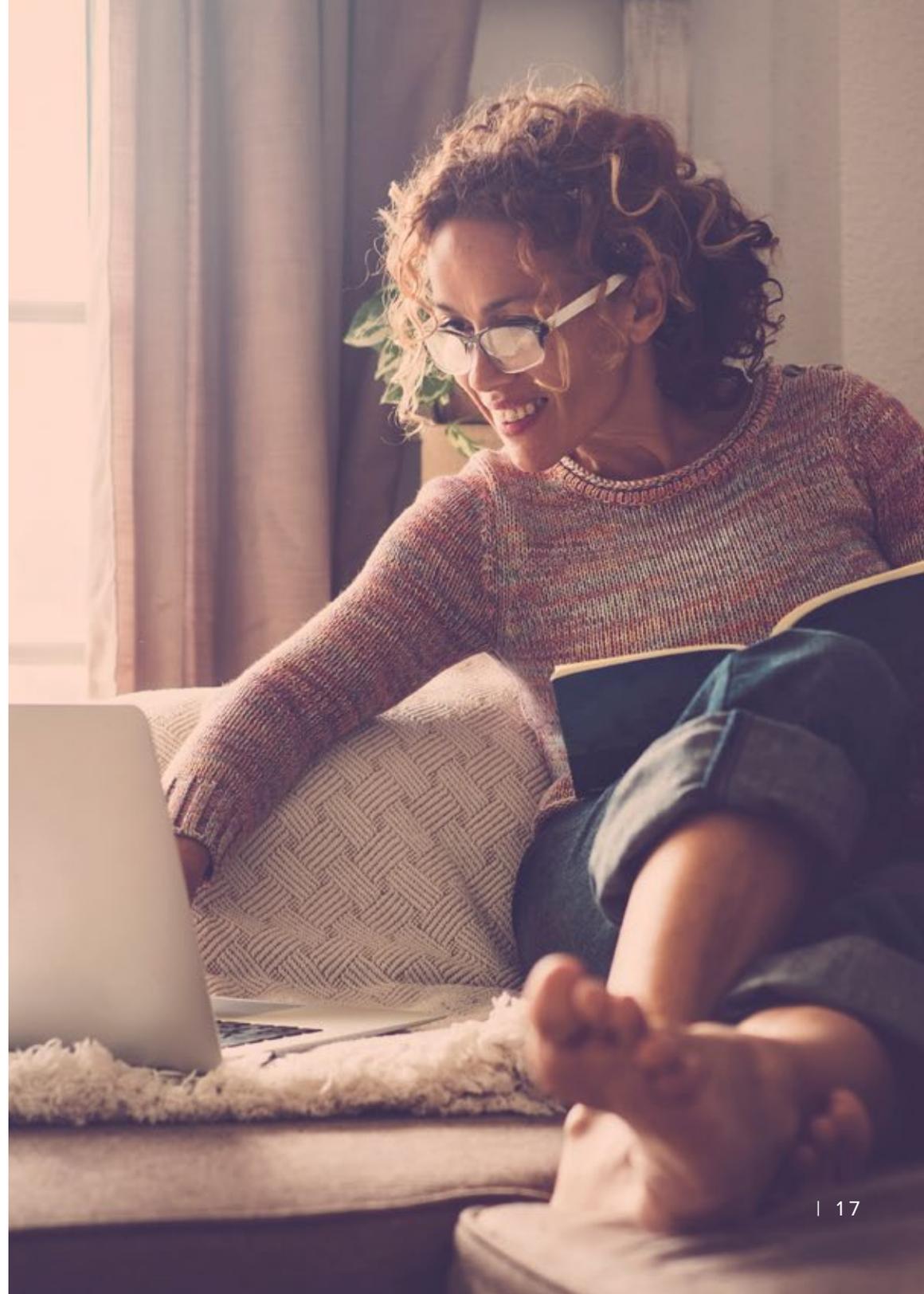
Whether it's your daughter, grand-daughter, niece, sister, or friend, chances are there's someone in your life who's younger than you...and they are (whether you've thought about it or not) looking to you for an example of how to approach aging.

In addition to just acknowledging that the audience is there...here are a few ways you can lead by example:

BE **ANTI** ANTI-AGING

Remember that words are powerful. And the way you talk about getting older sets the tone for how you (and those around you) feel about the process. Avoid language that reenforces aging as a “condition” that we should be working to prevent (i.e. antiviral software, antifungal spray, etc.).

Plot twist: You will never be 22 again...and that’s okay! Instead of coming from a place of “anti-aging,” try to think about aging as simply a biological fact of life. You don’t judge someone for breathing oxygen, do you? So why are we so critical about the natural process of our bodies getting older?





CHECK YOUR PRIORITIES

Every heavy sigh while tugging at a new wrinkle.

Every subtle, body-shaming comment you make while getting dressed in the morning.

These are little moments that often go unnoticed, but they all add up to one big, anxiety-inducing problem: as a society, pretty much from the moment we can read, we're conditioned to prioritize "looking young."

But what if instead of obsessing over trying to erase the signs of aging, we decided to focus on nourishing and protecting our skin the same way we do our other organs? When vanity takes a backseat to actual health, you're free to let yourself age beautifully and naturally. How? By holding your skincare and beauty products to the same standards you do your food labels. Nontoxic. Pure ingredients. The goal shouldn't be to stop time...but rather to treat yourself well as it inevitably passes.

GET GRATEFUL

They don't call them "laugh lines" for nothing...the older you get, the more memories you accumulate. The more confidence you build. The more comfortable with yourself you steadily become.

The greatest age-related lesson you can pass on from one generation to the next is simply that it's a privilege to get older. It means you get to live more life. It means you get to see more. Feel more. Love more.

It might sound cheesy, sure...but that doesn't make it any less true.

The younger women (and men!) in your life are going to learn about aging and beauty from somewhere...let it be from you. Let it be from your own example of gratitude and humor and curiosity...rather than pessimism and dread.





PART 4

Recipes for Every Age



Coconut Mango Smoothie

INGREDIENTS:

- ½ scoop Truveni Protein Powder
- 3 tablets Truveni Turmeric
- 1 cup frozen mango
- 1 teaspoon fresh ginger, finely chopped
- 1 cup coconut milk
- Honey to taste

DIRECTIONS:

Blend ingredients and enjoy!





Beauty Bites

INGREDIENTS:

- 1 cup dates, seeds removed
- 1/3 cup oats
- 1 tablespoon of chia seeds
- 2 teaspoon maple syrup
- 1 scoop Truvani Collagen

DIRECTIONS:

Blend ingredients in food processor until combined. Using wet hands, roll about 1 tablespoon of mixture into a ball.

Garnish with melted chocolate & pistachios or coconut flakes.

Pretty in Pink Collagen Cocktail

INGREDIENTS:

- 1 scoop Truani Collagen
- 3 tablespoons of agave
- ½ cup fresh lemon juice
- 4-5 cups or sparkling water or pink champagne
- Mint leaves
- Pink rose petals
- Ice cubes for serving

DIRECTIONS:

Combine all ingredients in a pitcher, stir and enjoy!





PART 5

The Truvani Take





Look, it's totally normal to experience some disconnect between the face you see in the mirror as you get older, and the age you feel inside. But the more you adjust your mindset and embrace, rather than dodge, the aging process, the more you'll find yourself enjoying it.

Because just as the physical signs of aging creep up on you, so can its benefits, if you let them...