

**GOING GRAY: WHAT I LEARNED ABOUT
BEAUTY, SEX, WORK, MOTHERHOOD,
AUTHENTICITY, AND EVERYTHING ELSE
THAT REALLY MATTERS BY ANNE
KREAMER**



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From Publishers Weekly

Kreamer has been creative director of Nickelodeon/Nick at Nite and columnist for Martha Stewart Living. She has a loving husband (author and radio personality Kurt Andersen) and two daughters. She was 49 and still pretending to be young. So not only did she decide to stop coloring her hair, she set out to discover the practical implications of going gray. If she wanted, could she still find men willing to date her? Was gray a handicap in the job market? Not surprisingly, she found that it isn't so much what other people think, it's how we feel. Her consultants reminded her that hair color is only one part of a woman's appearance; a new haircut, well-selected cosmetics, new clothes and even plastic surgery will affect the success of a woman's look. Kreamer's chatty, confessional style is appealing, as are the gray-positive cultural icons she invokes (George Clooney, Helen Mirren, Emmylou Harris). But when she declares, I remain at least as vain as the next person. I intend to continue spending large sums to have my hair cut and styled, she undercuts her own argument that repackaging ourselves can be a dangerously slippery slope. In the end, she's learned to accept her own aging; readers over 55, however, may find that premature. (Sept.)

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About the Author

Anne Kreamer is the former executive vice-president and worldwide creative director of Nickelodeon/Nick at Nite, and a co-founder of SPY magazine. She currently writes a monthly column for Martha Stewart Living and is a former columnist for Fast Company. Kreamer lives in Brooklyn with her husband, novelist and journalist Kurt Andersen, and her two daughters.

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GOING GRAY: WHAT I LEARNED ABOUT BEAUTY, SEX, WORK, MOTHERHOOD, AUTHENTICITY, AND EVERYTHING ELSE THAT REALLY MATTERS BY ANNE KREAMER PDF

Anne Kreamer considered herself a youthful 49 until a photo of herself with her teenage daughter stopped her in her tracks. In one unguarded moment she saw herself for what she really was -- a middle-aged woman with her hair dyed much too harshly. In that one moment Kreamer realized that she wasn't fooling anyone about her age and decided it was time to get real and embrace a more authentic life. She set out for herself a program to let her hair become its true color, and along the way discovered her true self.

Going Gray is Kreamer's exploration of that experience, and a frank, warm and funny investigation of aging as a female obsession. Through interviews, field experiments, and her own everywoman's chronicle, Kreamer probes the issues behind two of the biggest fears aging women face: Can I be sexually attractive as a gray-haired, middle-aged woman? and Will I be discriminated against in the work world? Her answers will surprise you.

In searching for the balance between attractiveness and authenticity, Kreamer's journey of middle-aging illuminates in a friendly, useful, and entertaining way the politics and personal costs of this generation's definition of "aging gracefully."

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Features

- Through interviews, experiments, and surprising personal accounts, Kreamer probes the issues behind two of the biggest fears mature women face: Can I be sexually attractive as a gray-haired middle-aged woman? and Will I be discriminated against in the work world?

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Kreamer has been creative director of Nickelodeon/Nick at Nite and columnist for Martha Stewart Living. She has a loving husband (author and radio personality Kurt Andersen) and two daughters. She was 49 and still pretending to be young. So not only did she decide to stop coloring her hair, she set out to discover the practical implications of going gray. If she wanted, could she still find men willing to date her? Was gray a handicap in the job market? Not surprisingly, she found that it isn't so much what other people think, it's how we feel. Her consultants reminded her that hair color is only one part of a woman's appearance; a new haircut, well-selected cosmetics, new clothes and even plastic surgery will affect the success of a woman's look. Kreamer's chatty, confessional style is appealing, as are the gray-positive cultural icons she invokes (George Clooney, Helen Mirren, Emmylou Harris). But when she declares, I remain at least as vain as the

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Okay, so it's NOT about global warming.....

By Ivoracious reader

Turning 50 this year, I started to notice that my so called "friends" were pointedly asking me when I was going to begin coloring my hair. It never occurred to me, before reading Anne Kreamer's wonderful book, to ask them why they were coloring their hair. Interestingly, many of my friends were aware of Ms. Kreamer's book, but none had the interest, nor I guess, the courage to read her book. It is really a facinating memoir about one woman's decision to go gray. While some may argue that because she was a woman of privilege and the choice to go gray would not monetarily affect her, it truly is an important memoir about how one woman sees herself growing older.

Her story resonated with me. I was empowered by her candor. I applaud Ms. Kreamer for writing this book and hope mothers' of daughters ultimately read it.

34 of 34 people found the following review helpful.

Reassuring

By Ginger

Okay, I'll admit it. I needed a bit of support in order to garner the strength to let my natural silver grow out. My family heritage from my father's side is to go prematurely gray. He was 100% gray by age 20, my brother by age 30. After the monthly ritual of coloring my hair for twenty years in order to maintain my idea of 'youth' I had no idea when I went 100% gray, but I do know the silver sprouts started in my teens. They were growing in earnest after the birth of my first child in my 20's, thus the haircolor habit began.

I had been toying with the idea of going natural for several years. I eat organic food, plus use natural cosmetics and cleaners. It seemed counter intuitive to be soaking my scalp in petroleum chemicals once a month so other people would view me a certain way (i.e. young). I developed an allergic reaction to haircolor last August, culminating in welts on my scalp and forehead. The final decision was made for me. I'll let the silver grow out.

After coloring my hair for all these years, going natural made me face my fears. I could hide behind blonde hair all these years; it gives the illusion of youth. But, it can also blur individuality. At one point, it is possible to blend in with the other 40 or 50 or 60-something dye-job blondes. I don't want to erase who I am, it is time to define it. There is no more hiding when you go gray.

Anne Kreamer's research and insight gave me the boost I needed, plus looking at images of gorgeous silver-haired ladies online. (Emmylou Harris is stunning. Jamie Lee Curtis is my hero.) Okay...if they can do this, so can I.

My natural color is about 50% grown out now, and I have to say that it's more of a sparkling silver than I realized. I might actually like this better than the blonde. I have an appointment with my hairdresser in a few weeks when I'll have the last of the blonde cut out and say goodbye to "her," the artificial blonde former me and hello to the actual, authentic me. Thanks for your help in this process, Anne.

0 of 0 people found the following review helpful.

This as an e book. I never received the ...

By JBlueSky

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