

What Does 50 Look Like?

JACKIE MAXTED, 50

Mother of four, yoga devotee, CEO and beauty-industry powerhouse bares all for our Happy Nude Year issue

➔ **On posing nude** Initially, I hesitated—could I *really* do this? But my philosophy is to feel the fear and do it anyway. Having said that, there is *no way* I could have appeared nude in a magazine when I was 18! At this age, I think it's time to start acknowledging what you are, rather than what you're not. I'm 50 and I've had four kids, so this is what I have to work with!

➔ **On beauty** When I was younger, I was the girl who never wore make-up. I didn't learn about the benefits of beauty products until I was well into my 30s and 40s. I still don't have an overflowing beauty bag, but I enjoy cosmetics now. I'm very much in favour of ageing gracefully, so I don't get injectables or cosmetic treatments. Women are under intense pressure to keep their youthful look whatever their age, and they increasingly see cosmetic surgery as the answer. By baring all, I hope I can show other women that being confident and accepting of how you look is a better outcome than being driven to change by fear of getting old.

➔ **On finding balance**

At 41, I wanted to integrate something new into my life and found Iyengar yoga. It really resonated with me; I've been four times a week ever since. It's changed my whole body: my core strength, my flexibility and my confidence in my body's own abilities.

➔ **On being the boss**

As the publisher of Beauty Heaven (beautyheaven.com.au) and Beauty Directory (beautydirectory.com.au), I have a staff of 20—a real milestone for me. As a leader, you need to be strong and sometimes say things that people don't want to hear. But I'm willing to confront any issue head-on. I don't mind confrontation—I think it's healthy! **P**

