



THE AWESOME EVOLUTION OF BABY BOOMERS

Introduction

Baby boomers were born after World War II through 1964. Time and technology moved fast during these decades and continues to soar today. Baby boomers surfed all the changes and made many of them happen. The world moved faster than ever before. From Charlotte's Web to the worldwide web, boomers were the ones who saw it all occur right before their eyes.

When they were children, it was a big deal to have a television in the living room and a bedroom. As they grew older, it became a major accomplishment to have a computer in more than one room in your home. Television went from black and white box that weighed hundreds of pounds to a colorful flat screen panel you could move with one hand. Computers once took up an entire room and were only found in thriving corporations. Today everyone has a computer in their pocket.

Innovation took on many faces. Cars were once long and took up a lot of space. Then the compact car was developed to save gas during the crisis in the 1970s. By the 1990s, there was a huge, gas-guzzling SUV in every driveway. Now automobiles are shrinking again with the development of hybrids as people become more concerned with the environment. Movies have been made about global warming and people realize the need to maintain natural resources rather than exploit them.

There were many social changes, too. In the 1950s, families who faced divorce were the talk of the town. By the 1970s, everyone was talking about their recent breakup and traditional families were viewed as a rarity. Today support groups exist for divorcees and their children. Gays have come out of the closet and are getting married. The country has gone beyond narrow-minded racism that held people back. President Barack Obama and former Secretary of State Condoleezza Rice prove the country has made great strides toward creating equal opportunities for everyone.

Many baby boomers remember protesting against racism, social judgment and wars. Some were even arrested for their efforts to achieve equality and peace. Baby boomers witnessed the prosperity after World War II, the sadness after the wars in Korea and Vietnam as well as the stress of the Gulf War and the war in Afghanistan. Now baby boomers are innovators in every aspect of living, showing everyone how to initiate change and enjoy life at the same time.



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Anti-Aging and Baby Boomers

“There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age.”

Sophia Loren

Once upon a time, a grandmother was a woman with gray hair in a bun who sat in a rocking chair and knitted. Grandparents have come a long way since the 1950s. Baby boomers have changed the face of parenting and grand-parenting. Today having kids does not mean minimizing your desire to have fun or be young. The vibrancy of youth flows through the veins of baby boomers and inspires the generations to come.

From television ads for miracle face creams to advanced plastic surgery, much anti-aging advancement has been made during the boomer generation. Some boomers dive into all of them while others prefer to remain young at heart. But now boomers wear gray hair and wrinkles differently. They are badges of living a full life rather than signs of age. Long white hair and sparkling smile make kids and grandkids long to look as wonderful as their grandparents when they get older.

There are still sex symbols from the baby boomer generation that continue to turn heads. Consider the timeless appeal of Stevie Nicks or Jamie Lee Curtis and the continued admiration of Spike Lee and George Clooney. Boomers coined the phrase that age is just a number, not a state of mind. As they grow older, boomers remain as innovative and daring as they were in their youth.

While some boomers embrace each sign of age and mow right over it, others fearlessly erase them. Boomers also proved there was no shame in getting a facelift or tummy tuck if it made you feel better about yourself. Others take natural supplements to continue being vibrant and energetic so they can still run, play and engage in their favorite sports. Baby boomers will live longer and stronger than the generations before them. This also causes people to address important issues such as health care and elder care. Once again, boomers are bringing attention to important causes that will change how society operates.



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Family and Baby Boomers

“What can you do to promote world peace? Go home and love your family.”

– Mother Teresa

Decades ago, a family consisted of a mother and father with two or three children and a dog. Anything different from what was perceived as “normal” was a cause for concern. Single mothers were ostracized and gay people hid in the closet. Women and children tolerated abuse quietly and hid their pain. Men supported the family while women stayed home to take care of the children and housework. Everyone was taught to believe they needed to get married and live in a home with white picket fence to be truly happy.

Baby boomers burst through these myths and the non-traditional family was born. They fought against societal pressures and revealed the dissatisfaction under the surface of what seemed to be perfect. Women had the choice of raising a child on their own without judgment or getting a legal abortion. Men and women worked equally to support the children and maintain a household. The face of the American family radically changed.

Gay people no longer denied their sexual preferences or tried to marry someone to appear “like everyone else.” Gays get married, adopt children and live a full life without the close scrutiny of a closed-minded society. They are no longer forced to lie about their feelings or give up the idea of being part of a family. Gays continue to fight for the right to legally marry and become parents with boomers at the forefront of the struggle.

People are not encouraged to take abuse just because someone is “paying the bills.” Abused women and children receive support to leave abusers and start a carefree new life. On the other hand, abused men are no longer ashamed to come forward and admit what happened to them. There is no longer any excuse for abuse to exist within a family unit. Society now realizes people should not accept physical, sexual, financial or emotional abuse. People are free to get divorced for any reason without being shunned by society.

The family unit is still treasured and important. Boomers love their families and accept each member as they are. Family counseling evolved to help people get through divorce, abuse and the loss of a family member. The family unit continues to evolve but one thing stays the same – the importance of the love people share each day.



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Finance and Retirement for Baby Boomers

“The question isn't at what age I want to retire, it's at what income.”

1. George Foreman

After World War II, the country started to prosper again after going through the Great Depression and its after-effects. Financial prosperity was short-lived as wars continued and the country experienced inflation and other losses. Baby boomers learned how to ride the financial roller coaster and still remain stable through it all.

Common terms coined by baby boomers include “workaholic” and “supermom.” Boomers refuse to focus on the negative circumstances and strive for stability. They value having a job for a long time so they can depend on their income and build resources over time. Boomers were also the first generation to appreciate “status symbols” such as a bigger home, better car and fashion couture.

Despite their hard-working attitude, many boomers have been sucked into the unpredictable financial times. Some have lost their jobs after many years of dedicated service. Others have watched their retirement savings go up in smoke when the stock market crashed. Despite these losses, boomers continue to forge ahead. They learn new skills, get employed again and never let anything knock them down.

Some boomers are working well after retirement age. There are boomers who love their profession and profess to work until they die. Other boomers need to work to supplement their social security income so they can keep a roof over their heads. Either way, boomers are always on the move and contributing toward society. Few sit on the sofa and lament about their circumstances because they are too busy doing something about them.

Today boomers hold over 40 percent of the consumer demand. They pay their bills on time and purchase experiences rather than goods. The days of status symbols are over as they spend money on dining out, travel and having a great time with their families. Boomers continue to boost the economy by spending their money in a meaningful way.



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Fitness and Baby Boomers

“Physical fitness is not only one of the most important keys to a healthy body, it is the basis of all dynamic and creative intellectual activity.”

– John F. Kennedy

The boomers were the first American generation to revere the connection between body, mind and spirit. They recognize the relevancy of doing more than working and sitting on the sofa after a long day. Energy comes from using the body so you don't lose it. Boomers such as Jane Fonda and Suzanne Somers taught us more about working out, eating right and living a healthier lifestyle.

People started walking and running their way toward fitness. Gym memberships became a necessity rather than a luxury. The boomer generation saw the growth of aerobic exercise with variations ranging from step aerobics to Zumba classes based on Latin dance moves. Exercise became more exciting as boomers created more ways to make it fun and accessible for everyone.

Sports were no longer for kids and teens. Now people of all ages engage in any type of sport. From marathons to extreme sports such as skydiving, boomers do them all. Competitive sports exist for seniors and many of them are still in top notch shape. Boomers also embrace family sports with their kids and grandchildren including basketball, baseball and soccer.

Walks are also a popular way for boomers to exercise. Their daily walks evolved into speed walking and even indoor walking machines. In poor weather, they might hop on a portable treadmill to stay fit. It is a regular occurrence to see boomers walking in parks, beaches and along roadways carrying a water bottle remain hydrated along the way.

Beyond basic exercising, boomer also introduced Eastern exercise to mainstream society. Yoga is a way to stretch, unwind and meditate. Tai chi is more than a form of self-defense. It helps people to remain fit, calm and healthy. The fusion of the Eastern & Western worlds also made some health therapies like acupuncture more popular.

Thanks to boomers, younger generations realize fitness is a necessity rather than a hobby. Working out for at least thirty minutes a day, five days a week is the basis for good health. People respect their bodies and recognize they need to take care of them by working up a sweat. There are even lines of fitness apparel for people to look their best while they workout. Though headbands and legwarmers are out of style, they were the original fitness gear that fueled the boomer generation.



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Healthy Living and Baby Boomers

“Exercise is king. Nutrition is queen. Put them together and you’ve got a kingdom.”
Jack Lalanne

Boomers reached out to learn more about the importance of maintaining a healthy lifestyle. They realize the relevancy of having health insurance to cover medical bills. They helped initiate programs to ensure people had more coverage so they could see a doctor or go the hospital when they needed medical care. Boomers also found out fitness, nutrition and vitamin supplements play a major role in our well-being.

After World War II, women were zoffig and it was glamorous to smoke. People who packed extra pounds were deemed to be successful. Soon we learned smoking caused lung cancer and obesity lead to diabetes and heart disease. Drinking was the only way to party until alcoholism cost people their health and lives. Boomers sought out ways to improve their health and leave bad habits behind.

Unhealthy habits were addressed by reaching out for help. Smokers joined programs to learn how to quit. Some turned to alternative therapies such as hypnotism and acupuncture. Weight Watchers helped countless people lose weight and feel better about themselves. Alcoholics Anonymous and Narcotic Anonymous made people realize drinking and drugs were bringing them down.

The food pyramid evolved into the food plate. Americans learned to eat a healthy balance of fruit, vegetables, whole grains, protein and dairy. Fast food and “TV dinners” became a way to eat on the run until the health ramifications became well-known. Now frozen dinners are a way to shed pounds through certain programs. Fast food restaurants serve salads along with French fries.

Despite the changing faces of food and society, boomers continue to seek healthy solutions. Many are growing their own gardens and encouraging organic foods over ones that are mass produced. Advanced medical testing helps people determine health issues sooner so they can be more proactive about their condition. Prevention over cures is the wave of the future.



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Sexual Health and Baby Boomers

"I don't know the question, but sex is definitely the answer."

– Woody Allen

Boomers initiated and lived through the sexual revolution. The days of hiding our sexuality and pretending not to enjoy it are long over. Now people embrace their sexuality and appreciate it through their eighties and beyond. Sex is no longer reserved for straight, married people who strictly assume the missionary position. Everyone feels free to fly their freak flag and express their unique sense of sexuality.

Gay or straight, married or single, people celebrate sex in all its forms. Boomers lived through the times of fidelity and the years when swinging was a hot experiment. From orgies to masturbation, no stone was left unturned during the boomer generation. Boomers were unafraid of their sexuality and remain sexual beings today. They also broke the barriers of age as couples of all ages appreciate their similarities rather than their differences.

Books were written about sex and people became more open about their desires. Singles bars and discos became a place for the "one night stand." After the outbreak of venereal diseases including AIDS, people learned more about safe sex and how to have it. The pendulum swung from one side to another and has now fallen comfortably in the middle.

Married people no longer feel their sex lives need to be boring or predictable. Couples explore tantric sex and other ways to bring pleasure into the bedroom. In fact, now couples get intimate in many places other than the bedroom. From lingerie to sex toys, an entire market has been devoted to the pursuit of a more exciting sex life.

Boomers are anything but boring in the bedroom. They continue to realize the importance of sex in a well-rounded life. Even after divorce and death, boomers realize their sex life should be active. Problems such as vaginal dryness and erectile dysfunction are addressed so people can continue to have the sex lives they want at any age.



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Technology and Baby Boomers

"We're born, we live for a brief instant, and we die. It's been happening for a long time. Technology is not changing it much - if at all."

– Steve Jobs

Technology progressed like the speed of light during the baby boomer generation. Many boomers remember a time when it was a luxury to have a black and white television in the living room. Now homes have a flat screen color TV in every room with hundreds of cable stations and gaming systems. People used to create documents on typewriters than the evolution of the computer began. No matter how fast technology moves, boomers manage to help create it and keep up with it.

Boomers remember when there was a public telephone booth on each corner and police used call boxes. The first cell phones were the size and weight of bricks. Many of them were called car phones and were attached to a vehicle rather than carried around. Now cell phones are lightweight and fit in a pocket. They also include an array of features, much like mini computers.

The workplace used to be based on typewriters with mimeograph machines. If people wanted a copy of a document, carbon paper was placed between sheets of typewriter paper to make it. Original computers were huge and cumbersome. Only major corporations could afford to have a computer and people were impressed. Now every house has a computer, laptop, tablet and iPod.

Even the checkout line at the grocery store was different. The cash register was a huge machine with big keys. Now it is a small computerized device and groceries ride along on a conveyor belt. Decades ago, groceries were marked with a price that was manually entered by the clerk. Now every item has a barcode that gets scanned by a computerized system.

From cars to computers, the face of technology had changed at a break-neck pace. No matter how technology evolves, boomers remember it is only a small part of a big life. As younger generations get hooked on technology, boomers realize it is useful but not the only way to approach a situation. Their well-rounded approach is an example to future generations that seem lost without some type of technology at their fingertips.



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Travel and Fun for Baby Boomers

“Getting there isn't half the fun, it's all the fun.”

– Robert Townsend

Planes, trains and automobiles have changed radically since the 1950s and 1960s. The evolution of all modes of transportation has made it faster and easier for boomers to travel around the globe. The original jetsetters, boomers didn't really need advanced transportation to get around. They were known to hitchhike around the country in the 1960s and 1970s for a chance to see their country and what it was all about.

Boomers are party animals at any age. They created all types of cocktails and were the innovators of the disco scene. Boomers have listened to all kinds of music. They sang doo-wop on the corner then saw Elvis move his pelvis to early rock and roll. The British invasion was psychedelic. Hippies learned to write ballads and play folk guitar. The disco era introduced a whole new way of life and fashion. Boomers banged their heads to heavy metal and break-danced to early hip hop. They continue to be on the cutting edge of music.

Fashion also broke out as the boomers encouraged a new sense of personal expression and freedom. The days of pillbox hat, gloves and suits are a thing of the past. People grew their hair, wore jeans and the bikini became a mainstay on beaches around the world. From Twiggy to Christie Brinkley to Veronica Webb, models came in all shapes and sizes. Beauty took on a whole new meaning along with the progression of fashion. People no longer fit into one pre-defined mold.

Television shows also revealed the progression of society. Variety shows and game shows were common fare in the early days of television. As society faced a variety of changes and problems, the situation comedy was born. Now reality television is a way for people to air their lifestyles and express their anxieties in a public way.

No matter how they go about it, boomers embrace travel and fun like no other generation. They have survived all kinds of changes and realize the good times really matter. Boomers take time out to smell the flowers and teach future generations how it's done.



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Conclusion

Baby boomers emerged during a time when people were celebrating the end of World War II. Boomers were born between 1946 and 1964. More babies were born during this era, making this a large generation with a lot of power. They are innovators who helped bring society past its usual constraints. As a result, people and technologies have moved forward at record speeds.

Boomers also have an incredible amount of purchasing power. Over 40 percent of the current market consists of people born in the boomer era. They define what people buy and how they should live their lives. Other generations cannot ignore the relevancy of what boomers did by demonstrating, speaking out and simply being an example for everyone else.

Some of the most amazing people are baby boomers. From President Bill Clinton to Jerry Seinfeld, boomers all made their own unique contribution to our world. They know how to bring nations together, forge forward for greater equality and laugh at our foibles all at the same time.

Baby Boomer Media is a unique website dedicated to the lifestyles of baby boomers. With information about everything from family to fitness to sexual health, Baby Boomer Media is right on your page. We understand what you're about and where you're going.