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BECOME OUR
NEXT
FEATURED
PREVENTION
WOMAN!**

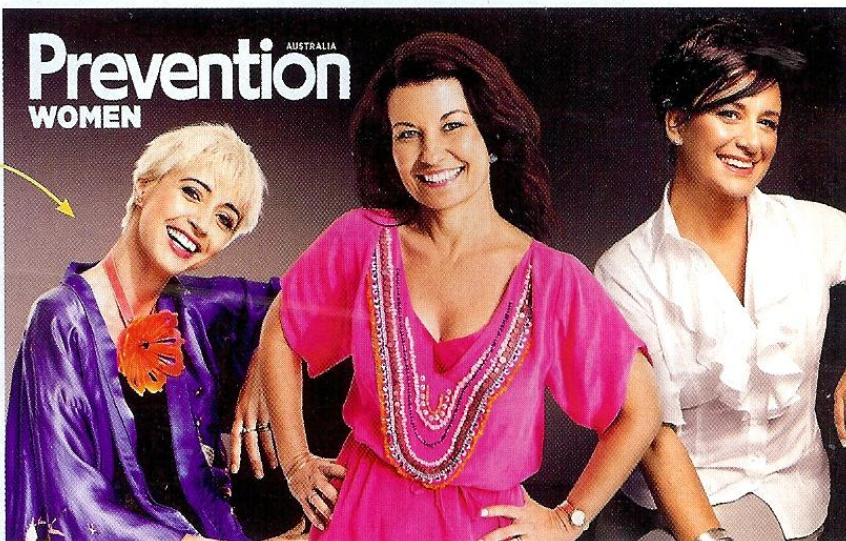
Whether you're a successful entrepreneur, health and fitness expert, or passionate cook, or you've overcome a major health condition, we want to hear from you!



Send your inspirational story to *faces@preventionmag.com.au* and you could be featured as the next *Prevention* woman.



Visit *preventionmag.com.au/community/prevention-women* to read about the life stories of some very motivated women.



DONNA ASTON

This Melbourne-based health and fitness expert, 45, is committed to helping other women create their best body.



MARIE ROWLAND

From running her own PR agency to heading up a psychotherapy and counselling practice, Marie, 44, explains why small changes can enhance your whole life.



KATE ENGLER

The public relations guru and dedicated mum, 44, reveals how she inspires other women to believe in themselves.



LAUREL EDWARDS

The Queensland radio queen, 45, has survived 20 years of waking up before dawn, and fixes fences to stay fit! True story.



LIZ SWINTON

Liz was 47 and 15 kilos overweight when she stood on the sidelines at her first Noosa Triathlon. Now 53, she's an exercise dynamo who whips other women into shape for a living.



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Age of Enlightenment

Four inspiring women reveal why life really does begin at 40

By Cecily-Anna Bennett Photography Jay Harrison

If our 20s were defined by self-indulgent soul-searching and our 30s by career and family, then our 40s must be a time of reinvention, buoyed by decades of life and experience. Recent Roy Morgan figures reveal that there are over five million women aged 40+ in Australia, and they've never been happier, healthier, wealthier or more empowered. A recent *Prevention* survey showed women in their 40s are also more comfortable in their own skin than they were in their 20s, more confident and health-conscious than ever, and they no longer feel constrained by the conventions of society. Plus, three in five women over 40 believe their greatest achievements still lie ahead of them.

"For many women, their 40s are a time of great emancipation, and with every birthday comes more wisdom," explains psychotherapist Marie Rowland (*talking-matters.com*). "They're not constantly looking for reassurance and validation because they get that from themselves intuitively. They deal with life on their own terms, so they're more likely to switch careers, walk up mountains and embark on life-changing endeavours." There's no doubt that 40-something women today are visible, independent and influential. Need proof? *Prevention* spoke to four inspiring women who aren't afraid to challenge what it means to be 40.

PAULA VINOGRADOV, 41

"I met the love of my life and got engaged"

I've never been one of those girls who imagined what her wedding day would be like—but as I moved into my early and mid-30s, happily dating on and off, I thought there must be someone out there for me. Then when I was 37, I met Jon. From the very beginning, he made it clear that he wasn't interested in marriage, so although it was something I wanted, I didn't expect a proposal.

The year I turned 41 was a particularly awful one. My dad had been battling cancer for about six years and, the week before Christmas, his condition started to deteriorate rapidly, so Jon and I, together with the extended family, went to spend time with him. A few days into our visit, Jon told me that he finally got the chance to speak to Dad alone. "What do you mean?" I asked. And Jon replied, "Well, I had to ask him something very special." Knowing that Jon had asked his permission to marry me meant so much to me because Dad, very sadly, passed away soon after.