

Subject: Why does this woman LOOK SO OLD?

Marge knew it was *possible* to get more radiant, beautiful-looking skin.

She watched TV, after all, and she had read about all the new developments. She knew that things like Botox and microdermabrasion were proven to give you smoother, younger-looking skin.

Marge also knew there were *affordable* options that could radically transform her appearance.

She'd heard all the press about retinol, the "exciting new skin-care ingredient that could make you look 10 years younger," and she knew that moisturizing retinol creams were far less expensive than going to a doctor for chemical peels and other procedures.

So why, at only 56 years old, did Marge LOOK SO OLD?

She had bags under her eyes, noticeable smile lines, and worst of all—the crow's feet. But what bothered her most was the way her skin looked *hard* and *dry*—the way a callus looks—not soft and supple like it did when she was in her 30s.

She knew that it was POSSIBLE to improve her skin...and she knew it was AFFORDABLE...so, I ask again...

Why did Marge LOOK SO OLD?

Before I answer that question, let me first explain why I'm telling you this short story.

Like Marge, you may know that it's possible to improve your skin. And you may already realize that you can do so affordably, too.

But have you done it? Does your skin look as beautiful as it could?

If not...then why?

Do you know why?

Have you even thought about it?

If you haven't, then what I'm about to say might just change the way you think and feel about yourself...forever.

Because here's what Marge discovered. The reason she LOOKED SO OLD was because...wait for it...she didn't believe she *deserved* to look younger.

Did that sentence strike a chord with you? If not, read it one more time:

The reason Marge LOOKED SO OLD was because she didn't believe she *deserved* to look younger.

Why?

She saw all these magazines with beautiful-looking women on the covers, and they were all young women.

She saw all these TV shows and movies with gorgeous actresses in them, and they were all young actresses.

She saw all these stunning models sauntering down the runway, and they were all young models.

Basically, the world was telling Marge that to beautiful you have to be young.

You know what I say to that?

B*llshit.

Just because **some** young women **happen** to be beautiful doesn't mean they **deserve** it any more than YOU DO.

Think about it this way:

While young women tend to be immature, you've gained patience and your own personal wisdom from a lifetime of rare experiences.

While young women—especially the pretty ones—tend to be self-centered and selfish, you've learned to be more caring and giving to people in need.

And while young women tend to have more generic opinions (usually based on what they read in the media), you've lived long enough to form your own unique and interesting views on the world.

In other words, you've learned a thing or two in your day, and that makes you a more complex, fascinating, and beautiful person...on the inside.

So why shouldn't you also be a beautiful person on the outside?

After all...you already know it's possible, and you already know it's affordable.

The answer, of course, is that there's no good reason at all. You deserve to look as beautiful as you can look. To let your own unique beauty shine through, the way light scatters through a gemstone.

And most of all, you deserve to FEEL beautiful again. To have that inner confidence that comes from getting second-glances and extra-long eye contact from the men you meet.

If you agree with this, and believe that you deserve to look more beautiful today, then I want to help you out. As a thank-you for being a valued member of our site, and as a reminder that *you're worth it*, we're offering a special deal just for you: 25% off our best-selling Pure Valley Retinol Cream with the coupon code "IDESERVEIT."

Just click the link below and get yourself a well-deserved beauty makeover:

==> [Click here and enter the coupon code "IDESERVEIT" to save 25% on our best-selling cream of all time before it sells out!](#)