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# SILVERTIPS

Dear Kim,

## [10 Great Examples of Age-Friendly Marketing](#)

Sensitive repositioning from Kimberly-Clark. Improved retail experiences from Walgreen, Sherwin-Williams and Caremark. Easy-opening packaging from Emerald nuts. Even easy-to-hold coffee cups from a financial institution!

Companies are beginning to understand that they need to adapt to the needs of their ageing customers. But they will need to do this with subtlety and style.

[Click here to see the full article.](#)

## Top stories from our blog:

### [10 Behavioral Distinctions Of Older Customers](#)

While I'm a big believer that the physiological aspects of ageing are global, relentless and incredibly influential over customer preferences for mature buyers, this doesn't diminish the importance of psychological/behavioral traits. These however, tend to be influenced by culture ... [more](#)

### [Health in Asia Pacific. Free PDF download.](#)

Anyone interested in health and ageing in the Asia Pacific region should take a look at this new publication from the OECD. Full of data and stats about various states of health and causes of mortality. Dry as hell but important for some. The PDF is free from this link. ... [more](#)

### [Dentists Benefit As Older People Seek To Improve Their Smile](#)

Braces are now becoming increasingly popular with adults seeking orthodontic treatment at a later age. There isn't a "cut-off" age for getting braces. So you could be pushing 70 and still be able to get braces without harming your oral tissues. As we age, years of drinking coffee, tea, red wine and colas ... [more](#)

### [Economist Survey on Liveable Cities. Free Report Download](#)

The sample reveals that 40% of respondents re 45+ including 9% over 60, so it's worth a look. I think the interesting points are: An overwhelming 59% of respondents identifies "Publi... [more](#)

### [Why Our Roads Need To Become 'Age-Friendly' Too!](#)

More elderly pedestrians got killed as a result of jaywalking last year, according to the Singapore Traffic Police at an annual briefing



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## SILVER NEWS

### **Anthem for older people attracts YouTube views.**

Silver CEO, Kim Walker performs his own composition "When You Look At Me" a track dedicated to older people, from his new album "Lifetimes"

Click here to watch the video:



### **SILVER to speak at EDB's 50th Anniversary event**

The Singapore Economic Development Board has invited SILVER to deliver a speech at the **Learning Festival** on March 5th, 2011.

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recently. Those aged 60 and above accounted for more than half of the total number of pedestrian fatalities - 29 out of 55. Out of the 29, 24 died as a result of jaywalking - which is two thirds of the total number of 36 jaywalkers who... [more](#)

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