

The Tangled Silver Magazine Story

Robin Salls, 56, founded Tangled Silver Magazine, the 1st owned and operated magazine by a silver haired sister in 2021 after finding a need in the beauty/media industry for updated representation of women embracing their natural grays. She intimately understands the unique journey and needs of women embracing their gray strands and was frustrated by the outdated notions of what going gray represented in the media.

Women are breaking stereotypes that equate graying to outdated, old and letting themselves go. They're women encouraging self love and acceptance while sharing the message that there are thousands of shades of gray and style. Each woman should celebrate her individual journey and shades because they're all beautiful. Aging and wisdom is to be celebrated, not feared. And, women are relevant at every age!

That's where Tangled Silver Magazine comes in to be a voice for women, at whatever age they're graying, as the safe space to support and uplift the community of silver haired sisters. Each woman experiences her journey differently, but we're like a beautiful quilt sewn together...individual squares that once connected create a masterpiece of good vibrations. We're a platform to share ideas and tips with and by silver sisters. Women walking in our footsteps who understand the revolution at its finest. It's more than a hair movement, it's a lifestyle movement we call #iamsilverbeauty.

Tangled Silver challenges the traditional beauty standards while encouraging women to show up and define beauty and aging on their own terms.



Our Mission

At Tangled Silver Magazine our goal is to empower women to define beauty and aging for themselves while being a part of changing the narrative around how we view these hot topics. Women need to share they are relevant regardless of age!



Representation matters. Our magazine presents a platform for women, especially those embracing their silver hair to be seen and heard.

We curate each issue to engage our readers with real women, living real lives that signal aging and your silvers coming in is a valid beauty option. Aging, beauty and wisdom can play together. We're sure of that!

We're encouraging women of all ages to have the conversations that lead to change and growth. A revolution, if you will, of future generations of daughters and mothers walking in confidence around topics of beauty and aging.

Tangled Silver Magazine and our community are striving to bridge the gap between perceived notions of aging and graying between men and women. We're not anti-coloring. We're anti anyone saying we need to color to stay relevant.

Women do not become less as they age. Many women actually find a freedom that comes with aging and having the income and time to invest and spend on the things that bring them bliss.

It's in this bliss that consumers and brands can find a partnership elevating one another.

Tangled Silver Magazine hopes to be part of the conversations to end ageism while encouraging inclusion,





Founder

Robin Salls applies a lifetime of connecting women into building a magazine, community and brand that empowers women to define aging and beauty while sharing the message that women are relevant at every age.

BACKGROUND INFORMATION

- Robin Salls, Founder of Tangled Silver Magazine, born in 1967 in the USA, describes herself as a passion driven Wife, Mother, Nonna, Speaker, and Entrepreneur.
- 2012 she founded Girls Gone Grape, a social event planning group connecting women over their shared passion of wine, which led to the creation in 2017 of her 1st magazine "Sip On Life", featuring women winemakers.
- 2018 - After 20+ years of coloring she took the cold turkey method and plunged into her silver journey.
- Inspired by her Newmommy (Grandmother): Robin spent her childhood and much of adulthood in moments brushing her Newmommy's gorgeous white hair. She's always known one day she would be destined for silver.
- 2020 - Frustrated by the lack of silver representation for women in their 40's+ embracing their gray and rocking it she founded Tangled Silver Magazine. Women needed representation that spoke for the woman today, not yesteryears.
- January 2021 - The 1st issue of Tangled Silver Magazine came out in print and digital format and her passion for the silver haired community has been unstoppable and growing ever since..



- Through Tangled Silver Magazine she started the *#iamsilverbeauty* movement and has a robust community alongside the magazine where connection and support are at the heart of empowering women to define beauty and aging on their terms.
- An entrepreneur at heart she's always been driven to the importance of connecting and celebrating women. She's living her best life!





Quotes

A collection of founder quotes to be used in whole or in part that reflect the mission, values and story of Tangled Silver Magazine.

“Define aging and beauty for yourself! That’s becoming your own Super Hero! Just grab your cape and let her soar.”

Context: This quote emphasizes the power women have to make their own decisions. A super hero riding in to save the day isn’t needed as one already exists within us.

“Most women aren’t looking for the Fountain of Youth. We want the Fountain of Lifestyle that speaks to who we are today. I loved my youth, but I’m blissing at the woman I am today and I’ll go to the mat with anyone that implies life is most enjoyed when your young.”

Context: This quote speaks to the misconception that every woman is striving to remain young and fighting aging. Women want to look and feel their best at every age and are tired of being told that youth is the way to beauty. Many feel more liberated, sexy and more blissful than they did in youth and are living life to the fullest.

“Real women want representation that fuels us. Cindy Joseph, Founder of Boom By Cindy Joseph did this magnificently! She created a line for mature women and used mature women to share it. We could relate to those women. Those women could be us. Those women had us thinking if it can work for her, maybe I’ll give it a try. Then we tried it, loved it and the rest is history. “

Context: This quote speaks to the frustration women have with brands that primarily use younger models in their campaigns that are suppose to be speaking to the older demographic. If you’re speaking to us than use us. Don’t add to the unfair messaging that youth is the ideal because we all age evey single day.

“Being an Ageless/Timeless woman isn’t about not embracing your age. It’s not letting your age define you.

Context: This quote tackles the notion that one needs to be either proage or youthful. It’s how you live your life that defines you, not what age you happen to be. Be proud of your age, but never let someone put you in a box because of it.

“Ever wonder how different the outcome might have been if the Queen looked in the mirror and had said “I am silver beauty instead of whose the fairest in the land?”

Context: This quote shares the impact that words and thoughts can have on ourselves and others.

“Embrace you. Celebrate her. Be Inspired.”

Context: This quote shares the message at the heart of Tangled Silver Magazine. Loving yourself while celebrating other women only leads to inspiration. Imagine the power behind a community of women lifting up each other rather than tearing down.

“Silver for the win!”

Context: This quote hopefully sparks the importance of life. When your fortunate to celebrate your silver strands and the years that brought you to them you’re winning at life and you should celebrate it. Not everyone makes it there.

“Your roots are showing is becoming a badge of honor for women embracing their natural strands, whatever gorgeous color they may be.”

Context: This quote highlights the change happening in this moment of time. Those words once would have sent a woman running to the salon. Now, it’s more a sign she is following her own path.

“Silver’s nothing new! It’s just not being shushed away any longer.”

Context: This quote points out the importance of conversations around aging and beauty. We need these conversations to move away from feared perceptions of aging with gray equating to old.

“Mother Nature is hands down the colorist of all colorists.”

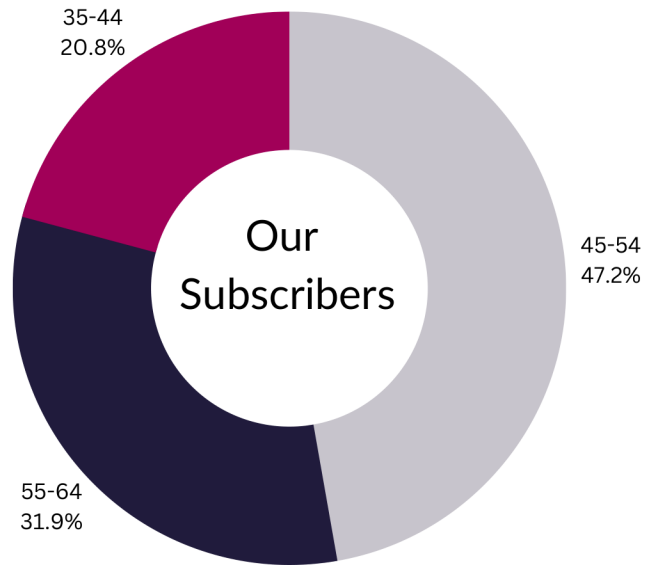
Context: This quote suggests that your coloring; eyes, skin and hair, and the changes that occur over the years naturally suit most of us best.



Our Market

Demographic statistics

- **Average age a woman starts to silver** - caucasian woman is 35, Asian woman is 40, Black woman is 45 ***
- The total number of **women over the age of 35** in the USA and Canada is **102.8 million**, almost **30% of the total population**. *
- Pre-Covid **30%** of women were not dying their hair, that's **30.8 million women defining beauty & aging on their terms**. **
- Inclusion of **women around the world over the age of 35 is even greater** which gives credit to addressing the needs of the mature women.



Market Growth Factors

- Pro-age/Ageless Movements are growing: Beauty icons like Andie MacDowell, Paula Porizkova and Helen Mirren are leading the charge that challenges traditional definitions for beauty, promoting self-acceptance of natural signs of aging, such as gray hair.
- Women 45+ are coming into their next chapters focused on self care & awareness, who have the means and time to invest in themselves. They are more confident, sexy and active than ever with buying power that should not be ignored.
- Social media & Online communities - platforms dedicated to embracing your silver lifestyle that provide support, inspiration and empowerment for aging, midlife, gray hair & more.
- Mainstream media engagement - journalist are covering topics around ageism, including gray hair.
- Post Covid grow outs - women discovered their unique silver tones when salons were closed and many are continuing the natural route while enjoying saving the money spent in the chair prior to Covid.
- And, our favorite - Tangled Silver Magazine is consistently providing a platform that showcases the amazing women around the world boldly embracing gray and aging. Embracing, celebrating and inspiring women!

** U.S. Census Bureau. (n.d.). World Population Clock. Retrieved from <https://www.census.gov/popclock/world>
 ** Cerini, M (2020, March 25). From rainbow to gray. The evolution of hair dye. CNN. Retrieved from <https://cnn.com/style/article/hair-dye-evolution/index.html>
 *** 2021 study published in the Journal of Clinical and Aesthetic Dermatology Maymone, M. B. C., Laughter, M., Pollack, S., Khan, I., Marques, T., Abdat, R., Goldberg, L. J., & Vashi, N. A. (2021)

Cross Market Platform



Tablet ● Desk Top ● Mobile ● Print

