

**Being told you  
'shouldn't wear  
that at your age'  
isn't part of ageing.**

**It's ageism.**

Getting older can have its challenges.

**Being treated negatively because  
of your age should never be one of them.**

Everyone deserves to age without limits.

**Let's make it a reality.**



To find out more, scan  
the QR code or search  
'Age Without Limits'

**Ageism:**

**Notice it**

**Challenge it**

**Change it**