

SUDDENLY SEVENTY

Monthly Newsletter

June 2025



Living Well. Laughing Hard. Aging Boldly

A Quick Hello from Janet

Welcome to the very first edition of Suddenly Seventy! This newsletter was born out of one glaring realization: There's no national newsletter for older adults that isn't tied to some faceless corporation or pharmaceutical sponsor. So, I decided to make one. We're here to bring you real information, real humor, and real talk - without interference from corporate overlords or condescending wellness tips. You'll find rants, useful resources, sharp opinions, and occasionally a story that feels a little too familiar. That's on purpose. This isn't a lecture series - it's a conversation. One you're invited to join. Write back, send your rants, share a tip, or just tell me what's driving you nuts this month. If it's good, I might just print it (with your permission, of course).

We'll also keep you posted on new gadgets, useful websites, reels, YouTube subscriptions and the latest stuff flying under the radar - because things are changing fast out there, and I know you've been busy. Possibly rock climbing.

Thanks for being here. Let's age boldly, laugh hard, and outsmart anyone who thinks we're fading quietly!

Janet

Janet Davidson
Publisher



In this newsletter:

Damn it Janet!
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What they want,
how to spot
them, and shut
them down.

Other Great
Stuff!



Damn it Janet! This Month's Rant: Surgical Prep Soap, Labels, and getting the stuff in your eyes.

Let's talk about surgical prep soap. Specifically, Hibiclens, or as I now call it, *Satan's Bubble Bath*.

Instructions? Oh, they're simple: Wash every night for five nights before surgery using exactly one-third of the contents of the tiny bottle.

Stand there, shivering, while it sits on your skin for three minutes (yes, with the water OFF), then rinse it off and try not to scream as your skin tightens like a drumhead. Nothing says "medical compliance" like dry, blotchy skin and a lingering whiff of chemical warfare.

And just for fun, try measuring out exactly $\frac{1}{3}$ of the contents when the label covers the entire bottle.

But here's what really gets me: Nowhere on the packaging does it warn that this stuff stains everything that it touches: Floor tiles, towels, grout, and washcloths. Permanently. I have yet to find a way to get it out of my new, very fluffy bath linen.

We're supposed to fade gracefully into this kind of nonsense. To accept these indignities as the price of aging.

To the folks at Hibiclens: I will happily exfoliate with paint thinner if it helps combat post-surgical infection, but can you make your product just a bit more user-friendly? Most of your customers are over 50, and we could really use a rethink of your product packaging.

**Got your own rant brewing?
Send it in. If it makes us laugh, roll our eyes, or nod in recognition, we just might feature it in the next issue - with your blessing, of course. Email your rant to info@suddenlyseventy.com. Because we've earned the right to vent - with style!**

Question of the Day:

When did we go from cute (as kids), to hot (in our prime), and then somehow circle back to cute again—as in, "Aren't they a cute couple?" while we're wrestling a walker out of the backseat?

I always thought cute was for puppies and toddlers—not for two people who've survived love, loss, careers, kids, and life's curveballs with grit and grace.

Maybe cute isn't so bad... but still, I'd settle for strong, fascinating, or even badass.

Just wondering.



Event News

USAging – "Answers on Aging" Annual Conference & Tradeshow

- Dates: July 20–23, 2025
- Location: Chicago, IL (Sheraton Grand Chicago Riverwalk)
- Audience: Area Agencies on Aging, tribal aging programs, home/community-based care providers, dementia advocates
- Why Attend: Largest U.S. gathering for aging-at-home professionals—1400+

Body and Soul Check In

A Nurse Came to My House and I didn't even Call Her

I had a home visit from a nurse practitioner this week. No, I'm not sick. No, I didn't call. It turns out that some Medicare plans offer an annual in-home checkup - and I was eligible.

She was thorough. I mean check-everything thorough: nutrition, blood pressure, medications, vision, hearing, dental care, mobility, safety, mental health, preventative screening - you name it. She asked, I answered. And since everything checked out, no referrals were needed.

But here's the part that impressed me: in many cases, this visit catches something that would otherwise fall through the cracks. People often get referred to doctors, specialists, and support services before their condition worsens. It's one more way to keep older adults from getting lost in the system.

If that sounds like something you or someone you love could use, check with your Medicare Advantage provider or call Medicare directly. It's a great service, especially for anyone overwhelmed by health issues, appointments, or the confusing web of follow-up care.

Because sometimes staying healthy doesn't mean going anywhere. Sometimes, the help comes to you.

The Shingles Sneak Attack

What You Don't Know Will Hurt You

If you've had chickenpox, the shingles virus is already camping out in your nervous system like an unwanted houseguest—just waiting for the right moment to make your life miserable.

Shingles (aka herpes zoster) isn't just a rash. It's a fiery, nerve-searing pain that can last for weeks or even months. It often shows up as a blistering stripe—usually on one side of the body—and it doesn't care if you're busy, traveling, or just minding your own business.

Good news?

There's a vaccine. Actually, there are two doses, and yes, they might make your arm sore—but that's nothing compared to feeling like your skin is on fire.

Ask your doctor. Get the shot. Your future self will thank you.

So, you already KNEW this? Did you know that 66% of Seniors have never had the vaccination? That's massive!

Please share this information with your loved ones.



5 Smart Questions to Ask During a Home Visit

1. Have I missed any screenings or vaccines this year?
2. Are all of my medications still necessary? Any new interactions to worry about?
3. How can I improve my nutrition or activity levels without making drastic changes?
4. Are there any free or low-cost services that I might qualify for, but am not currently using?
5. Can I get a printed or emailed summary of your findings?
6. Will you be sending a summary of your visit to my physician?



Scammer on Line One: What to Remember When the Call Sounds Fishy (2025 Edition)

No, Social Security isn't sending you a \$1,000 debit card.

They're fishing for your number. Hang up.

No, a sketchy "healthcare provider" isn't working with Medicare to send you medical equipment you didn't order.

They want your personal health info. And yes, it's worth its weight in gold.

The IRS still doesn't call.

Or text. Or DM. If someone demands urgent payment or threatens arrest, scam alert.

Do not say the word "YES" AT ALL during any call. Like if someone calls and says, "Is this (fill in your name)? DO NOT say YES.

Instead, answer with a demand like "Who's calling?" or "What's this about?" Often, the scammer wants to record you saying "YES" to use the word in a sentence where it might sound like you are consenting to something else entirely.

Don't press any buttons.

"Press 1 to be removed" is bait. It confirms your number is active and lands you on more scam lists.

AI voice cloning is real.

If your "grandchild" calls crying for money, it may be a deepfake. Always hang up and call them back directly.

If it's threatening, urgent, or oddly flattering - it's a scam.

They want to scare you, butter you up, or rush you. Don't bite!

What to Do If You Suspect a Scam

Don't engage or argue. Hang up Immediately.

Report it to the FTC at reportfraud.ftc.gov.

If you gave out sensitive info, contact your bank and Medicare right away.

We were raised in an era of trust, kindness, and telephone manners were drilled into us at an early age. The bad guys know this, and that's why seniors are easy prey to all sorts of telephone scams. Stay alert and stay safe out there.



A Roof Over Our Heads \$1 Homes in Italy? Let's Talk Before You Pack Your Bags”

Are you dreaming about chucking it all and moving somewhere with quaint cobblestone streets, endless wine, and cheap olive oil? You're not alone.

The \$1 home craze in Italy has made headlines for years, and it sounds almost too good to be true.

Because it kind of is...

Yes, technically, you can buy a home for 1 Euro (about \$1.08). Many towns in Italy, especially in the south and interior, are trying to revive depopulated areas by selling abandoned properties for dirt cheap. But before you pack your vintage Gucci and head for the Tuscan hills, let's hit the brakes and break this down.

Here's what they don't tell you in the dreamy Instagram reels:

- **Most \$1 homes are in severe disrepair - we're talking missing roofs, collapsed staircases and plumbing that predates Elvis.**
- **You must commit to renovating within a set time (often 3 years) and provide a detailed restoration plan, usually completed by a professional architect.**
- **Renovation costs can run \$30,000 to \$100,000+ and you'll often need to hire local contractors. (be prepared, some might not know English at all)**
- **Some towns require you to put down a refundable deposit (usually around \$5,000) as a good-faith guarantee.**
- **It can be tough to get permanent residency or a long-stay visa if you're not Italian or an EU citizen.**
- **Healthcare access, language barriers, banking and inheritance laws? All are very real concerns.**
- **Still dreaming? Good. You're allowed to. But dream smart. That's why we've put together a series of free checklists to help you think through the logistics, costs, and “gotchas” of buying property (and relocating) overseas.**

If you are still determined to purchase Italian (or any foreign property), don't do it sight unseen! Spend the time and money to visit in person and check out the area, amenities, local government, and the overall vibe of the place. A misstep of any of these can mean the difference between a place you LOVE and somewhere you loathe.

Does this sound like a no-brainer? Buying a foreign property “sight unseen” is becoming very popular, and decisions are being made based solely on lush video presentations. Establish a budget and make a checklist of your “must-haves” and the “nice-to-haves,” and stick to it. Don't be beguiled by the prices or the pressure tactics of the agent.



Thanks for Reading
Stay Bold!

Until next time, keep laughing hard, living well, and aging boldly.
Got a story, rant, or revelation to share? We'd love to hear from you.
✉ Email us: info@suddenlyseventy.com

Wander on over to our website, www.suddenlyseventy.com, and take a look at our blogs and downloadable information. Are you a company wondering what makes Baby Boomers tick and want to connect with them? We have an ever-expanding library of white papers on marketing issues related to the older generation, exploring what motivates them. We invite you to take a look.

Our Newsletter is expanding quickly, and we invite you to subscribe from our website (www.suddenlyseventy.com) and share your insights and comments at info@suddenlyseventy.com.

We also have a presence on Facebook, naturally called SUDDENLY SEVENTY.

Please feel free to share this newsletter with someone who could use a smile.

Your Turn!

We've shared our rants and real talk—now it's your turn.

What makes you laugh? What drives you nuts? What did we miss?

Send your thoughts to be featured in next month's "Damn It, Janet!" or "Packaging Hall of Shame & Fame."

"We're aging with flair."

—Suddenly Seventy

Thank you for reading!