

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.

Every action we take to challenge ageism takes us a step closer to ending its negative effects.

A good place to start is talking. Have conversations about ageing and ageism at home, at work and in your community.

The more we talk about ageism, the more we start to change it.

Ageism:

Notice it

Challenge it

Change it

Find out more and get involved at
[AgeWithoutLimits.org](https://www.agewithoutlimits.org)