

 **Key Phrases for Describing Masterpiece Living and Successful Aging**

* “Make your aging experience what you want it to be.”
* “Discover what’s possible.”
* “Set goals based on what’s important to you and track your progress.”
* “This is an organization-wide initiative – all team members are dedicated to successful aging.”
* “Customized feedback and create your own customized lifestyle plan.”
* “Opportunity for growth.”
* “The kinds of things you’ll find here are exactly what researchers have told us support people’s aging journey.”
* “Experts have told us that health is about physical, intellectual, social, and spiritual growth, and that’s why we support all four components within our culture.”
* “Here, we’re not just about staying healthy, we encourage continued growth in all areas of our lives.”
* “We believe firmly that if you have a pulse, you are growing.”
* “This culture is not just for the residents, it’s for the entire community. We want to support a culture that encourages all to age in a better way, regardless of their age!”
* “We have invested in the tools to support you on your journey in successful aging.”
* “Everyone at this community is on their own successful aging journey, and we support each person through the **successful aging** culture.”
* “Have you heard of the 10 Tips to Successful Aging?” (referencing Dr. Roger Landry’s **Live Long, Die Short: An Authentic Guide to Successful Aging**)