

calgon take me away commercial

Calgon Take Me Away Commercial: A Nostalgic Dive into Relaxation and Escape

calgon take me away commercial—these words immediately conjure up vivid images of a serene woman sinking into a warm bath, enveloped by steam, bubbles, and a sense of escape from the chaos of everyday life. For decades, this phrase has become synonymous with a moment of pure relaxation, promising a temporary getaway even within the confines of one's own bathroom. The Calgon Take Me Away commercial stands out not only as an advertisement but as a cultural touchstone that has resonated across generations. Let's explore the origins, impact, and enduring charm of this iconic commercial and how it continues to influence consumers' perceptions of self-care and home wellness.

The Origins of the Calgon Take Me Away Commercial

The famous "Take Me Away" slogan was first introduced by Calgon in the late 1970s and quickly became a hallmark of their brand identity. Calgon, a company specializing in bath and body products, sought to position itself as more than just a soap or bath additive—it was a ticket to tranquility. The commercial typically features a woman overwhelmed by daily stresses, who escapes into a luxurious bath infused with Calgon products. As she slips beneath the bubbles, the world slows down, and the tagline "Calgon, take me away" echoes her desire for relief and rejuvenation.

This commercial was revolutionary for its time because it directly tapped into the emotional needs of its audience, particularly women juggling multiple roles. At a time when the concept of "me time" was just beginning to enter mainstream consciousness, Calgon offered a tangible way to experience it.

Why the Calgon Take Me Away Commercial Resonates So Deeply

Emotional Connection and Aspirational Messaging

What makes the Calgon Take Me Away commercial so memorable is its ability to connect emotionally rather than just selling a product feature. It promises an escape—a brief but necessary respite from the pressures of work, family, and life's daily demands. This emotional appeal creates a strong bond between the brand and the consumer, making the product synonymous with self-care.

Visual and Sensory Appeal

The commercial uses imagery and sensory cues masterfully. The steam rising from the bath, the soft music, and the look of relief on the woman's face all work together to evoke a sensual experience that viewers can almost feel themselves. This multisensory approach makes the idea of using Calgon feel indulgent and luxurious.

Timelessness of the Message

Stress and the need for relaxation are universal and timeless. Although societal roles and lifestyles have evolved since the commercial first aired, the fundamental desire to "escape" and recharge remains unchanged. This timelessness allows the commercial's message to stay relevant decades later.

Impact on Popular Culture and Advertising

The Calgon Take Me Away commercial has been referenced and parodied in various TV shows, movies, and even internet memes, cementing its place in popular culture. Its catchphrase has become shorthand for needing a break or seeking comfort, showing how deeply it has penetrated the collective consciousness.

In the advertising world, the campaign set a precedent for emotion-based marketing. Brands recognized the power of appealing to feelings rather than just product attributes. It demonstrated how a simple tagline paired with relatable storytelling could create brand loyalty and long-lasting recognition.

Modern Interpretations and Evolutions of the Campaign

While the original commercial is still beloved, Calgon has refreshed its branding and product lines to appeal to today's consumers. Modern iterations of the "Take Me Away" concept often emphasize holistic wellness, incorporating aromatherapy, natural ingredients, and eco-friendly packaging. This shift aligns with contemporary trends where consumers seek products that nurture both body and mind while being environmentally conscious.

Incorporating Self-Care Trends

Today's bath products often come with added benefits such as essential oils, skin-nourishing vitamins, and mood-enhancing scents. Calgon's newer commercials highlight these aspects, positioning the brand as a partner in comprehensive self-care routines rather than just a bath additive that softens water.

Digital and Social Media Presence

The Calgon Take Me Away commercial lives on through digital platforms, where the brand engages with younger audiences via social media campaigns, influencer partnerships, and user-generated content. This modern approach keeps the nostalgic message alive while adapting it to the ways people discover and interact with products today.

Tips for Creating Your Own "Take Me Away" Moment at Home

Inspired by the iconic Calgon commercial, you don't have to wait for a special occasion to enjoy a moment of escape. Here are some easy ways to replicate that calming, luxurious feeling at home:

- **Set the mood:** Dim the lights, light a scented candle, or play your favorite soothing music to create a spa-like atmosphere.
- **Choose the right bath additive:** Whether it's Calgon or another bath soak, select a scent that relaxes you, like lavender or eucalyptus.
- **Unplug:** Turn off electronics and give yourself permission to disconnect for at least 20-30 minutes.
- **Mindfulness:** Focus on your breathing and the sensation of the warm water to fully immerse yourself in the moment.
- **Hydrate and nourish:** Keep a glass of water nearby and perhaps finish with a moisturizing lotion to pamper your skin.

These simple steps can transform an ordinary bath into a mini-retreat, echoing the soothing promise of the Calgon Take Me Away commercial.

The Science Behind Calgon's Bath Products

One reason Calgon's bath products have maintained popularity is their unique formula designed to soften water, which enhances the bathing experience. Hard water contains minerals like calcium and magnesium that can leave skin feeling dry or rough. Calgon's water softening agents help to neutralize these minerals, allowing soaps and bath oils to lather better and moisturize more effectively.

This scientific edge supports the emotional appeal by making users physically feel the difference, reinforcing the idea that Calgon truly helps you "escape" into a better bath.

Why the Calgon Take Me Away Commercial Still Matters Today

In today's fast-paced world, moments of calm and self-care are more important than ever. The Calgon Take Me Away commercial captures a universal longing for peace amidst chaos, which continues to resonate with viewers old and new. It reminds us that sometimes, the simplest things—a warm bath, a quiet moment—can be the most powerful form of escape.

By blending emotional storytelling with effective product benefits, Calgon has created a lasting legacy that goes beyond advertising. It's a cultural invitation to pause, breathe, and reclaim a little serenity in our busy lives. Whether you grew up seeing that commercial on TV or are discovering it through online nostalgia, the message remains clear: when life gets overwhelming, it's okay to say, "Calgon, take me away."

Frequently Asked Questions

What is the iconic catchphrase from the Calgon 'Take Me Away' commercial?

The iconic catchphrase from the Calgon commercial is 'Calgon, take me away!' which expresses a desire to escape from daily stress.

When did the Calgon 'Take Me Away' commercial first air?

The Calgon 'Take Me Away' commercial first aired in the early 1980s and quickly became popular for its relaxing theme.

What product does the Calgon 'Take Me Away'

commercial promote?

The commercial promotes Calgon bath products, specifically bath additives designed to provide a relaxing and soothing bathing experience.

Why is the Calgon 'Take Me Away' commercial considered memorable?

It is memorable because of its catchy jingle, the soothing visuals of a relaxing bath, and the relatable message of wanting to escape from everyday stress.

Has the Calgon 'Take Me Away' commercial been updated or relaunched recently?

Yes, Calgon has updated the commercial multiple times over the years to modernize the visuals and appeal to new audiences while keeping the original theme intact.

What emotions does the Calgon 'Take Me Away' commercial aim to evoke?

The commercial aims to evoke feelings of relaxation, calmness, and escapism, encouraging viewers to take time for self-care.

Is the phrase 'Calgon, take me away!' used outside the commercial?

Yes, the phrase has entered popular culture and is often referenced humorously to express a desire to escape stressful situations.

Where can I watch the original Calgon 'Take Me Away' commercial?

The original commercial can be found on video sharing platforms like YouTube, as well as on nostalgic TV commercial compilation websites.

Additional Resources

Calgon Take Me Away Commercial: A Nostalgic Dive into Iconic Advertising

calgon take me away commercial has become a memorable phrase etched into the collective consciousness of many consumers, symbolizing not just a bath product but an escape from the stresses of daily life. The commercial's blend of soothing visuals, catchy jingles, and aspirational messaging has made it a standout example in the realm of advertising for personal care products. This

article explores the history, impact, and marketing strategies behind the Calgon "Take Me Away" commercials, analyzing why they resonate so deeply and continue to influence consumer behavior.

The Origins and Evolution of the Calgon Take Me Away Commercial

The Calgon "Take Me Away" campaign first emerged in the 1980s, a period marked by burgeoning interest in self-care and wellness products. The commercials typically featured women indulging in calming bath experiences, accompanied by the iconic jingle that implores, "Calgon, take me away." The slogan itself became synonymous with a moment of personal retreat, offering a mental escape as much as a physical one.

Over the decades, the advertisement evolved with changing consumer preferences and media landscapes. While the original spots relied heavily on straightforward, almost dreamy sequences of bath scenes, more recent iterations have incorporated modern aesthetics, including diverse casting and updated soundtracks, to maintain relevance with contemporary audiences.

Marketing Strategy and Brand Positioning

The genius of the Calgon commercial lies in its dual appeal: it markets a tangible product, the bath water softener and fragrance, while selling an intangible promise—the idea of escape and relaxation. This positioning aligns well with lifestyle marketing trends, where consumers are drawn to brands that offer emotional or experiential value beyond functionality.

Calgon's use of sensory language and imagery in the "Take Me Away" commercials effectively taps into consumers' desires for stress relief and indulgence. The campaign capitalizes on the universal need for downtime, making the product more than just a bath additive but a symbol of personal rejuvenation.

Analyzing the Impact of the Calgon Take Me Away Commercial

The longevity of the Calgon campaign highlights its effectiveness. From a marketing perspective, the commercial achieved several key outcomes:

- **Brand Recognition:** The catchy jingle and memorable slogan have ensured high brand recall, with many consumers instantly associating "Take Me

Away" with Calgon.

- **Emotional Connection:** By emphasizing relaxation and escape, the campaign built a strong emotional bond with its target audience, primarily women seeking moments of tranquility.
- **Product Differentiation:** In a crowded market of bath and personal care products, Calgon distinguished itself through its promise of a sensory experience rather than just cleanliness.

From a consumer behavior standpoint, the commercials played a role in shaping bathing rituals, encouraging users to view bathing as a mini-retreat rather than a routine chore. This shift aligns with broader wellness trends that emphasize mindfulness and self-care.

Visual and Audio Elements: Crafting the Sensory Experience

The "Take Me Away" commercials skillfully combined visual storytelling with audio cues to evoke a sense of calm and escape. Soft lighting, serene water imagery, and gentle movements created a tranquil atmosphere. The choice of music—a soothing yet memorable tune—reinforced the relaxing vibe and helped etch the slogan into viewers' memories.

The use of color palettes featuring blues, greens, and pastel tones was deliberate, invoking feelings of calmness and freshness. This attention to sensory detail extended beyond the product to the overall advertising environment, enhancing the perceived value of the Calgon experience.

Comparisons with Contemporary Bath Product Advertisements

In the context of modern advertising, the Calgon "Take Me Away" commercials stand apart for their simplicity and emotional focus. Many current bath product ads emphasize active ingredients, scientific benefits, or luxury packaging rather than the experiential promise that Calgon champions.

For example, brands like Lush and Bath & Body Works often highlight natural ingredients and sensory indulgence, but their marketing is more product-centric, focusing on ingredient transparency and variety. Calgon's approach remains more holistic, centering on the mental and emotional benefits of using the product.

This comparative analysis reveals a gap in the market for campaigns that

blend product efficacy with emotional storytelling—a niche that Calgon's commercials have historically occupied and continue to influence.

Pros and Cons of the Calgon Take Me Away Advertising Approach

- **Pros:**

- Strong emotional appeal that fosters brand loyalty.
- Simple yet effective messaging that is easy to remember.
- Timeless concept that adapts well to evolving media formats.

- **Cons:**

- Limited focus on product specifics may leave some consumers wanting more information.
- Potentially narrow target audience, primarily women seeking relaxation.
- Risk of the message becoming outdated without periodic refreshes.

The Cultural Legacy and Continuing Relevance of the Campaign

The phrase "Calgon, take me away" has transcended its commercial origins to become a colloquial expression for seeking relief from stress. This cultural penetration underscores the campaign's success in embedding itself within popular vernacular.

Despite shifts in consumer trends and the rise of digital advertising, the core message remains relevant. In an era marked by heightened stress levels and increased focus on mental health, Calgon's promise of a simple, accessible escape resonates strongly.

Recent marketing efforts have attempted to blend nostalgia with modern wellness narratives, reintroducing the campaign to younger audiences while

maintaining its foundational themes. This balance is crucial for sustaining the brand's identity and market share in a competitive landscape.

Digital Adaptations and Social Media Presence

The digital age has transformed how brands engage with consumers, and Calgon has adapted by incorporating the "Take Me Away" ethos into social media campaigns. Platforms like Instagram and TikTok feature user-generated content showcasing bath rituals, often paired with the hashtag inspired by the campaign.

These digital activations allow Calgon to maintain relevance and connect with a generation that values authenticity and experiential sharing. Moreover, influencer partnerships have helped translate the commercial's message into modern contexts, emphasizing self-care routines amidst busy lifestyles.

The Calgon Take Me Away commercial remains a benchmark in advertising history, not only for its memorable slogan but for its ability to evoke a universal desire for escape and relaxation. Through its strategic use of emotional storytelling and sensory engagement, the campaign has left an indelible mark on brand marketing and consumer culture alike. As Calgon continues to evolve, the essence of "Take Me Away" endures, inviting consumers to pause, unwind, and find solace in a simple bath.

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calgon take me away commercial: William L. Bauer, 2009-09-01 Sapphire blue is second in a series of enchanting adventures drawn from the original story, The Worlds Within the Windows. The view above the sapphire blue cushion in the gazebo is a calm, picturesque ocean. The starmaids and starphins stumble upon a secret black iron door. Marnie, the starmaid, ventures beyond the safety of Maritza Castel, and just at the opportune time, enters through the doorway. She meets the guardian of the sea and is transported to a new life, a new world. Her family and friends fear that she will never return. Where did Marnie go? The only hope is for someone to figure out the limerick. Consider the clues carefully, and perhaps you will solve the riddle first!--Cover.

calgon take me away commercial: The More the Merrier Jerry Zezima, 2025-07-06 When you reach a certain age (try seventy), people figure you're not long for this world. That's not true for Jerry Zezima, who is shockingly immature, which makes him seem a lot younger. In "The More the Merrier: Laughing at Life When Everyone Thinks You're Over the Hill," the nationally syndicated

humorist gleefully turns down an offer to buy burial insurance, gets the last laugh on a cardiologist who says he needs open-heart surgery, relishes being his grandchildren's favorite toy, and happily helps his lively mom celebrate her one-hundredth birthday. Filled with hilarious and absolutely true stories, "The More the Merrier" proves you can grow old and still be young, and that laughter is, indeed, the best medicine.

calgon take me away commercial: Taking AIM Vicki D. King, 2017-05-22 Taking AIM: Affirming, Inspiring, and Motivating is a compilation of over two hundred inspirational and anecdotal stories that were written to affirm, inspire, and motivate the reader. The majority of the anecdotes are prefaced with God's Word to assist in bringing home how His principles apply to our daily lives. The stories are taken from the things that occur during our normal, everyday lives. They could be about our daily commute, waiting in the line at the grocery store, or doing such mundane chores as taking out the garbage. The collection of stories can be enjoyed in a number of different ways. It can be read from cover to cover, used as a daily devotional, or a specific title from the index can be read. The author hopes this compilation encourages you to delve further into God's Words. This book is meant to help you overcome the negative forces that threaten to keep you from living the life God meant for you to live.

calgon take me away commercial: Live Your Highlights Sue Faris Raatjes, 2016-06-23 We are students in God's classroom. He teaches us how to do life with him. The Bible is God's textbook and has answers and advice on whatever a human being might need to know. Reading Scripture, no matter what version or medium used—book, tablet, phone, wrist computer, eye glasses computer, or even a book with real pages—enriches lives. All kinds of students make up a classroom. There are eager-beaver over-achievers, reluctant learners, at-riskers, and specially challenged students. There are rebellious ones, emotionally needy ones, and many front-row students. Each brings special challenges and rewards, but the most desirable trait is their teachability. Are they willing to learn? It's the same for us. God accepts us and wants to teach us about himself and how to trust him. Are we teachable? No matter what kind of student we are, there's a seat for us. He is the Master Teacher.

calgon take me away commercial: Jessie's Corner Becky Gillette, 2023-06-26 Quite often, when we read the Bible, we see the big themes that we have heard over the years: do right, don't do wrong, love your neighbor, and turn the other cheek. Jessie's Corner takes some of the less well-known scriptures and shows how they too can impact your life. Sometimes the big themes find support in the small acts that we do every day. These essays show applications of those small pockets of wisdom in our daily lives. Some days, the best we can say is that we've managed to stay away from sharp objects or explosives. It's possible to take those difficult days and lighten them by giving hope and showing that we do not go through them alone. Everyone feels discouraged and hopeless at times. It takes courage and faith to do something while being afraid. You can find courage and faith by connecting with God as a friend. This collection of meditations uses lesser-known scripture passages to explore ways to create a personal relationship with God and demonstrate that small acts can affect you in big ways.

calgon take me away commercial: Finding Me In You Lorri Neely, 2021-06-18 Finding Me In You By: Lorri Neely With many different circumstances throughout a person's life, women face very specific challenges that are hard to overcome, such as appearance, being rejected, pressure, or low self-esteem. Lorri Neely provides the encouragement one needs to survive these challenges through the comfort of God.

calgon take me away commercial: The Stay-at-Home Survival Guide Melissa Stanton, 2009-02-23 Melissa Stanton's The Stay-at-Home Survival Guide is an all-encompassing, truth-telling how-to book that addresses the many practical and psychological issues facing stay-at-home moms today. How do you create time for yourself? Is there really time to do it all (feed the kids, keep them busy, clean the house, balance the checkbook, and take a shower)? How do you deal with the absence of the professional you? An invaluable resource for mothers, The Stay-at-Home Survival Guide includes interviews with stay-at-home moms, discussions with experts (family therapists,

educators, medical specialists, career counselors), checklists to help you make the most of your time and keep you balanced, and Melissa Stanton's own experiences leaving a career as an editor for People magazine to become a stay-at-home mom herself.

calgon take me away commercial: *Autumn Spring* Sam Pettus, 2023-03-15 Welcome again, friends, to this third installment in the Autumn Spring saga. Come with us as we witness the marriage of a couple long in love, who complement each other almost perfectly and whose only real difference is the twenty-six years that separates them in age. You are cordially invited to witness the marriage of Larry Watts and Brandy Ames and to see them off on what promises to be a wonderful two-week honeymoon. See also how this development impacts the lives of those around them, especially with regard to two couples they know who are also growing close to reaching the same critical mass in their relationship as did they. One is young and one is old, but both feel the pull of the growing bond of love and trust as did Larry and Brandy. Join with Larry and Brandy as they come back from their honeymoon to find new jobs waiting for them and embark with them upon the adventure of finding a home to call their own. Witness the birth of Larry and Brandy's daughter, Nancy, and then come back twenty-years later, when Brandy is fifty-two and the same age as Larry was when she first met him, to see how their love has lasted. Come, reader, experience the magic of the autumn spring again.

calgon take me away commercial: *From Dawn to Dusk to Daylight* Bruce Ross, 2012-04 Bruce Ross knew something was wrong. He felt displaced and isolated from friends, family, and society. He had no one to turn to, and so he tried to cope with it himself. The fact that he had a disease called depression never entered his mind. He, like so many people, thought that only other people suffered from depression, not someone who appeared to be a well-adjusted, middle class person. *From Dawn to Dusk to Daylight* chronicles Ross's journey and struggles with depression, from his high school years until middle age. During this time, his promising start in life transformed into a dusk, in which Ross lived twenty-four hours of each day in a gloomy and unsettled existence. With eloquence and charm, he recaptures the joys of his childhood in Dartmouth, growing up with his buddies. Gradually, those times faded, and he found himself in the middle of his teenage years and the beginnings of his depression. Ross lived with the pain of depression and its twin sister, Generalized Anxiety Disorder (GAD), for more than thirty-five years before achieving a breakthrough thanks to the experimental procedure known as Deep Brain Stimulation (DBS). This exciting advancement in medical science shows great promise for depression sufferers in North America and around the world. *From Dawn to Dusk to Daylight* is the candid and revealing story of the trials and tribulations of living with depression and the relief DBS finally brought.

calgon take me away commercial: *Bonded Love* Renee Roman, 2020-06-16 Master carpenter Blaze Carter has upheld her family legacy for honesty and excellence and honed a reputation to match. Her greatest desire is to pass her knowledge on to her children. All she has to do is find her perfect partner who wants the same things—a full life and a family of their own. Trinity Greene grew up poor and has risen above the stigma of believing she'll never amount to anything. She's worked hard and is well on her way to becoming a head nurse in the ED. Her dream is within reach and the last thing she needs is an oh-so-attractive distraction. When a devastating injury threatens to derail her future, Blaze struggles with the possibility of giving up on her dream. Trinity knows all too well the odds are against Blaze but isn't willing to let her stop believing. Not when she's beginning to care for Blaze's heart as well as her recovery. Together, they must decide if love and a future is a possibility worth fighting for.

calgon take me away commercial: *Green Eggs and Manna* Judith Burkhardt, 2010-04-06 This is an easy-read motivational and inspirational book filled with scripture passages. It focuses on the practical, daily application of God's Word, the Bible, as our daily manna or bread from heaven. Moses spoke to the Israelites as they made ready to cross over the Jordan into the Promised Land. He would not be going with them, so he reminded the people of every good thing that God had taught them and had given to them on their journey. "Man shall not live by bread alone; but man lives by every word that proceeds from the mouth of the LORD." Deuteronomy 8:2-3. Reviews: The

two greatest gifts you can give any person is the Word of God and prayer. You did a masterful job with both. I also was impressed with how you presented a synopsis of the Gospel of the birth, life, death, resurrection, and return of Christ, as well as presenting the wrath that awaits those that reject Jesus. Your knowledge of the Word and your love for God and people oozed from every page. Debbie and I both felt that the book was chocked full of the Word of God and the scriptures were used in context to present both your heart and the heart of God toward humanity. It was both simple and profound as are all true presentations of the Gospel. Thank you for your confidence in my life to even ask my opinion and thank you for giving us the book. It once again reminded us of the greatness of our God and His love toward all of us. We hope our comments encourage you to continue to allow God to use your life for His glory. —Pastor Rick Clendenon, world-renowned christian speaker

calgon take me away commercial: Be Good, Be Nice, Just Don't Be Stupid, The Nice Lady, Lulu Enterprises Inc., 2004-04 If your man is cheating, you need to know. The Nice Lady has taken her twenty years of investigative experience, put it in the form of practical advice with a slightly off-the-wall edge and written this book to help you investigate your cheating man.

calgon take me away commercial: Dog Wash. Can I Help You? J. L. Campbell, 2018-02-14 Fifty-seven-year-old Denise Jameson, an award-winning groomer who has been plying her trade for over thirty-five years, is the manager of Dog Wash, a grooming salon inside a Your Pets store. Denise works long hours, seven days a week, and her only desire is to see her favorite rock group, and favorite singer, in concert. The salon never has a dull moment with pets of all breeds and sizes, and the employees who help Denise groom the animals. There's Christine, a groomer who brings her talkative and, at times, trouble-making mynah bird, Diego, to work with her every day, and Stacy, the other groomer with two small children and a third one on the way. Working with the groomers is Kathy, a young grooming assistant who wants to be a singer. Her constant singing at the salon gets on the nerves of Bob, another grooming assistant who is hoping to get accepted at a school for veterinary medicine. Cheryl, a part-time grooming assistant, is content just to work with Denise. Their lives intersect with Tony Lovic, a homeless US Army veteran, who would do anything to be employed again. One day, hungry and desperate, Tony asks his patron saint, Francis of Assisi, to pray for him to find a job. Then Tony enters Denise's grooming salon, and Diego greets him by saying, "Dog Wash. Can I help you?" It's an action that will change more than one life for the better.

calgon take me away commercial: Roctogenarians Mo Rocca, Jonathan Greenberg, 2024-06-11 From beloved CBS Sunday Morning correspondent Mo Rocca, author of New York Times bestseller Mobituaries, comes an inspiring collection of stories that celebrates the triumphs of people who made their biggest marks late in life. Eighty has been the new sixty for about twenty years now. In fact, there have always been late-in-life achievers, those who declined to go into decline just because they were eligible for social security. Journalist, humorist, and history buff Mo Rocca and coauthor Jonathan Greenberg introduce us to the people past and present who peaked when they could have been puttering—breaking out as writers, selling out concert halls, attempting to set land-speed records—and in the case of one ninety-year tortoise, becoming a first-time father. (Take that, Al Pacino!) In the vein of Mobituaries, Roctogenarians is a collection of entertaining and unexpected profiles of these unretired titans—some long gone (a cancer-stricken Henri Matisse, who began work on his celebrated cut-outs when he could no longer paint), some very much still living (Mel Brooks, yukking it up at close to one hundred). The amazing cast of characters also includes Mary Church Terrell, who at eighty-six helped lead sit-ins at segregated Washington, DC, lunch counters in the 1950s, and Carol Channing, who married the love of her life at eighty-two. Then there's Peter Mark Roget, who began working on his thesaurus in his twenties and completed it at seventy-three (because sometimes finding the right word takes time.) With passion and wonder Rocca and Greenberg recount the stories of yesterday's and today's strongest finishers. Because with all due respect to the Golden Girls, some people will never be content sitting out on the lanai. (PS Actress Estelle Getty was sixty-two when she got her big break. And yes, she's in the book.)

calgon take me away commercial: Challenging Encouragement Kathryn A. Gossett,

2021-03-19 Challenging Encouragement was birthed out of an act of obedience to the Lord. These devotions will challenge, as well as encourage, you while helping you grow in your own walk with the Lord. You will find yourself moving out of your comfort zone, as you allow Him to grow you, and loving it, even though it might be a little scary sometimes. Just remember, Don't panic. I am with you. There is no need to fear for I'm your God. I'll give you strength. I'll help you. I'll hold you steady, keep a firm grip on you (Isaiah 41:10 MSG).

calgon take me away commercial: Chocolate for Your Soul Sheri Rose Shepherd, 2016-05-20 Come taste and see that the Lord is good—and discover your faith can become a fulfilling adventure. Life can be hard, but God gives us everyday gifts—food, faith, and fun—to satisfy and refresh us in whatever we face. These gifts are like chocolate for our soul, and oh, how wonderful they taste! Too many times we are so focused on what we are not allowed to do and eat that we end up feeling deprived and depressed, as if following Christ were more of a burden than a blessing. It's time to let go of guilt, grab hold of grace, and recapture the life God craves for you. In *Chocolate for Your Soul*, bestselling author and speaker Sheri Rose Shepherd encourages you to embark on a new adventure with faith and food. She reveals the food coaching tips that enabled her to lose more than 50 pounds and keep them off. She also shares recipes in celebration of the healthy, delicious food our God created for us to enjoy. (Originally published as *If You Have a Craving, I Have a Cure*)

calgon take me away commercial: Unconscious Branding Douglas Van Praet, 2012-11-13 For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's Just Do It campaign; Got Milk?; Wendy's Where's the Beef? ;and the infamous Volkswagen Punch Buggy launch as well as their beloved The Force (Mini Darth Vader) Super Bowl commercial.

calgon take me away commercial: Cracks in the Sidewalk Lillis Lish, 2014-06-25 After her divorce, Paige Parsons moved from a small Idaho town to start a new life, homeless, alone and Epileptic, she met Mitch, a chamer. Paige thought she had a second chance at love when Mitch brutally beat her, almost killing her. With the help of her friends, Paige found strength and courage to pick up the pieces of her shattered life and move on.

calgon take me away commercial: The Anatomy of Addiction Morteza Khaleghi, Karen Khaleghi, 2011-09-27 The relapse rate for addicts in conventional treatment programs is a shocking 70-90%, despite the best efforts of family members, doctors, and the addicts themselves. Drawing on the latest addiction research, Creative Care founders Morteza and Karen Khaleghi argue that the reason so many addicts fail to make headway is because, too often, they focus on the addiction only, and not the many factors that contribute to it. Readers will learn how to: * recognize what people and situations drive their addiction * peel back the layers of their life to understand the roots of helplessness and dependency * rewrite family dynamics and end the cycle of addiction. This is an eye-opening look for addicts and family members that will show them how to discover the heart of problem, and overcome it.

calgon take me away commercial: Curves, Edges and Perfect Imperfections H. Adrian Sexton, 2020-12-30 A sexy, witty love story. A woman's curves excites a man. The sharp edges of her

mind intrigues a man. And no matter how perfect their love may seem; Their imperfections can tear them apart. Once again H. Adrian Sexton offers a tantalizing novel centered on disparately single neighbors leading lives as polarly opposite as the sides of their duplex. A single Man Tries to Find Love Strait-laced, Navy Commander Anton 'MAJAC' Charles has good looks, good friends and a successful Naval career. By most standards, he has it all. All that is, except a woman to share it with. Despite having loved and lost before, he continues to search for the kind of joy he covets of his best friend's relationship; the happily married fairytale, complete with the perfect wife and beautiful children. A widower copes with losing love. When the untimely loss of his wife leaves him terrified at the very thought of emotional intimacy, recently widowed Doctor Solomon Alexandre, dives headlong into his work and all but forgets about the opposite sex. At every turn, women see him, but he only sees his deceased wife. That is until a sensual, beautifully-spirited woman sets her sights on rekindling the sexy spirit buried deep inside the repressed Dark Knight. A bold and beautifully written exploration into the bonds of friendship where friends and lovers lean into the Curves, Edges and Perfect Imperfections that guide them through the intriguing and sometimes frustrating journey of entanglements that make love matter.

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