

I'm IN

Issue 2

AGEING ISN'T LINEAR — MIDLIFE IS WHERE THE LIE COLLAPSES

We like to believe ageing is a gentle slope. A little slower each year. A bit stiffer. A bit heavier.

It isn't. Ageing happens in step-changes. Research shows clear biological inflection points — particularly in the mid-40s and again around 60 — where deterioration accelerates sharply. By 50, vascular ageing speeds up dramatically. That matters, because vascular health underpins everything: heart, brain, joints, recovery, inflammation control. This isn't "getting older." It's the moment the body stops compensating.

Our parents didn't age better because they knew more — life demanded more. They grew up with scarcity, not abundance. Food cooked from scratch. Walking built into daily life. Effort woven into work and travel. They didn't track steps or optimise protein. They just used their bodies every day.

Comfort didn't save us. It softened us. Constant availability. Chairs everywhere. Screens replacing effort. Muscle declined from our 30s. Insulin resistance crept in. Balance was never challenged. We didn't become unhealthy at 50. We ran out of margin.

Gyms didn't fix the problem. They evolved it. Gyms used to look like workspaces. Cold. Loud. Unforgiving. You went to become capable. Now: mood lighting. Scented towels. Recovery boots before effort. Bodies don't become resilient by being taken care of. They become resilient by being challenged.

Longevity without capacity is not success. Extended lifespan without physical capacity equals extended dependency. Medicine can keep organs alive. It cannot rebuild muscle, balance, or confidence. Those are earned — or they disappear.

It's no longer: "How long will I live?" It's: "How long will my body remain useful, capable, and independent?" Our parents aged slowly because life demanded more. We age faster because life demands less. Ageing isn't linear. Ignore the inflection points — and they will decide for you.

This is the moment midlife has to grow up.