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ACS Inclusivity Style Guide

TIP SHEET Age

For more context, review the "Age" section of the Inclusivity Style Guide. Use this tip sheet in combination with the "General guidelines" tip sheet.

Avoid stigmatizing terms

Generally use "older people" or "older adults" instead of "senior citizens" or "the elderly."

Avoid framing aging as negative

Avoid implying that being young is better than being old.

Example

✅ **Use:** 70 years old
❌ **Avoid:** 70 years young

Recognize diversity within generations

Avoid generational terms, which imply that people of a certain generation are homogeneous.

Example

✅ **Use:** people born between 1946 and 1964
❌ **Avoid:** baby boomers

Like what you've read? See the full guide from the American Chemical Society.

www.acs.org/inclusivityguide