Studies show that complaints about being forgetful are weakly correlated with standardized measures of memory impairment. Little attention has been paid to those complaints in a healthy elderly population. Therefore, this qualitative, grounded-theory study investigated the experiences and consequences of becoming forgetful. In-depth interviews with 32 participants were conducted and analyzed. The findings show that forgetfulness became part of daily life through 3 strategies, conceptualized as doing forgetfulness: (1) reducing complexity; (2) creating and maintaining routines; and (3) dealing with feelings of embarrassment and shame. The well-being of people experiencing forgetfulness depended on how successfully they performed the strategies of doing forgetfulness. Gaining insight into this process allows health care professionals to assess the phenomenon early and to individualize counseling and further diagnostic procedures.