

Brain Storm™

by Dakim®

The Brain Fitness Solution

In celebration of Brain Fitness

by Dan Michel
Founder and CEO of Dakim, Inc.



Little Miracles

At McAuley Residence, Albany, NY, a sponsored program of the Sisters of Mercy, a high proportion of their resident population is cognitively impaired according to Executive Director, Amy Kennedy. Recently, she wrote to tell us about her “little miracle.” She says that not only are many of their residents having fun using the system every day, two of their residents who have been diagnosed with dementia no longer need reminders to use the Dakim BrainFitness System. They just “go and start.” And “they’re so excited to show their family members what they have done.” According to Amy, who’s been an RN for over 30 years and in senior housing for 11 years, “Dakim BrainFitness is the finest tool I have seen in my career.”



For Seniors. For Life.

800-860-7810
www.dakim.com

Since Dakim has been around, brain fitness for seniors has experienced phenomenal growth. Doctors, scientists, senior living providers, and seniors themselves are realizing the benefits that rigorous ongoing cognitive stimulation has on performing everyday tasks, job performance, enjoying social interactions, overall mood, and of course, on preventing or slowing down the development of dementia. And in those 4 years, Dakim has become the leader of the brain fitness-for-seniors movement, and we’re proud to say Dakim BrainFitness™ has become the #1 brand of brain fitness among American senior living providers.

We can’t rest on our laurels.

Good is never good enough. And although thousands of seniors in almost 500 senior living communities across the country now have access to the Dakim BrainFitness program, more than 98% of seniors do not. If we were to say that 98% of seniors don’t have the prescription medicine they need – that would be unacceptable. If we were to point out that 98% of seniors aren’t getting the care they need to treat diseases like cancer and diabetes – there would be outrage. Why is it then, that more isn’t being done to fight Alzheimer’s? The worldwide epidemic of our times.

The numbers don’t lie.

The numbers below show clearly why brain fitness and the prevention of Alzheimer’s need to be a priority for seniors, baby boomers and indeed, everyone living in America today:

- Every 72 seconds, someone in America is diagnosed with Alzheimer’s.
- By mid-century, the rate of diagnosis will have doubled to someone every 33 seconds.
- The probability of anyone being diagnosed doubles every 5 years over the age of 65.
- We’re living longer. In fact, the average human lifespan is increasing by approximately 5 hours every day.
- By 2050, there will be 32 million Americans over 80. Half of them will have Alzheimer’s unless we do something about it.
- The risk for Alzheimer’s begins at about age 65, when 1 out of 8 Americans are afflicted, and by age 85, half the population has Alzheimer’s!



What You Can Do Today

The vast majority of funding for Alzheimer's research is done through the private sector. That's all well and good, but it's simply not getting the job done fast enough. We invite you to visit The Alzheimer's Association website. There, you'll find a link for you to contact Congress and let them know how badly Alzheimer's needs their attention and research dollars to combat this national and global epidemic. Visit www.alz.org for the link today.



And there are plenty of things you can do for yourself and your loved ones today when it comes to staving off mental decline and dementia. We're going to share many of them with you in this and in future newsletters. But the biggest news today is the introduction of the Dakim BrainFitness Home Unit in time for Mother's Day.

Thousands already being helped.

Medical research studies conducted over the past 20 years have concluded that seniors who participate in long-term rigorous cognitive exercise have as much as a 63% reduced risk of dementia. Dakim BrainFitness units are already helping thousands of people in almost 500 senior living communities in North America get a rigorous cognitive workout with SeniorCentric™ activities and exercises that are highly mentally stimulating.

And while Dakim BrainFitness is always entertaining and fun to use, it consistently provides each user with a thorough cognitive workout in all 6 cognitive domains. Visit Dakim's website to learn more about the exciting launch of the new home unit – www.dakim.com.

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Small Thoughts on Longevity

You probably recognize Dr. Gary Small from his recent PBS special, *Living Better Longer*. Or perhaps you've read his latest bestselling book *iBrain: Surviving the Technical Alteration of the Modern Mind*. Gary Small, M.D., professor of psychiatry and biobehavioral sciences, is the director of the UCLA Center on Aging and Chief Scientific Advisor for Dakim.

Dr. Small took a few minutes from his busy schedule to talk with us about brain fitness:

We live in a hyper-technological, Internet-driven world.



So it's only natural to wonder if it's making us smarter or doing all the brain work for us. In other words, is technology a boon or a bust when it comes to improving our brain function? A study

I conducted at UCLA suggests that a simple, everyday task like searching the web appears to enhance brain circuitry in older adults, demonstrating that our brains are sensitive and can continue to learn as we grow older.

The study included participants between the ages of 55 and 76. They were asked to perform assigned Internet searches and later to read a book while undergoing brain scans. These scans recorded the blood flow to different areas of the brain during these cognitive tasks. The results? Those with previous experience searching the web showed a twofold increase in brain activity while searching online. Those with no previous experience, did not at first show the increase. However, after keeping at it for just a week, their scans showed an increase in activity.

This suggests it's possible that when you use a computer to search online, it is a built-in brain-training course, comparable to crossword puzzles and the like. So, the very good news is, Internet searching engages complicated brain activity, which may help exercise and improve brain function no matter what your age.

Greece is the Word

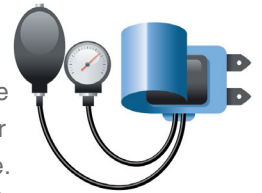
It turns out a heart-healthy diet is also a brain-healthy one. People who eat what is known as a “Mediterranean” diet have a lower risk of developing mild cognitive impairment and Alzheimer’s disease. This is according to an observational study done at Columbia University Medical Center. The study involved 1,875 elderly men who were asked to follow a Mediterranean-style diet over the course of 4.5 years. The results show that the more strictly one adhered to the diet, the lower their chances of developing dementia and Alzheimer’s disease.



So, what is a Mediterranean diet? One that’s rich in vegetables, fruits, nuts, legumes, fish, olive oil and cereals. And goes light on dairy products, meat and fat.

The Heart-Mind Connection

According to doctors, chronic high blood pressure is the single biggest risk factor for Alzheimer’s disease. And recent studies have indeed linked cardiovascular health to brain health.



Doodling Good for Your Noodle?

Here’s a good excuse for you to go ahead and scribble during long, boring meetings and chatter-filled phone calls with friends.

It may help you remember more of what you just heard. A study published in the journal *Applied Cognitive Psychology* seems to indicate that doodlers are not ditzes.

Psychologist Jackie Andrade of the University of Plymouth showed that doodlers actually remember 29% more than non-doodlers when it comes to retaining information delivered in a tedious manner. (Remember your last business meeting?) One theory for this phenomenon: when you doodle you don’t daydream. And daydreaming, while it can be enjoyable, can take up too much of the brain’s processing capability, so that you’re not focused on the activity at hand. Doodling, it seems, takes very little thought process, allowing your brain to absorb what’s being said. Pen companies around the world, rejoice!

Shall We Dance?

Stop watching “Dancing With the Stars.” Get out there and Samba, Cha-Cha and Foxtrot on your own. You’ll not only have a stronger body, but a stronger mind for your efforts. That’s what researchers at Albert Einstein College of Medicine have discovered.

In a 2003 study, participants over the age of 75 who engaged in reading, dancing, playing musical instruments and board games at least 11 days a month had a 63% lower risk of dementia. Out of the 22 physical activities in the study, dancing was the only one that was associated with this reduced risk. According to Joe Verghese, lead researcher of the study, perhaps one explanation is “Dancing involves precise physical activity, listening to the music, remembering dance steps and taking your partner into account. Which is very mentally testing.” Not to mention an awful lot of fun. So put your dancing shoes on and work out that mind of yours.



Nearly 50 million Americans suffer from hypertension, a condition in which the blood flows through the arteries with too much force. Hypertension increases your risk for stroke, heart attack and now it appears – Alzheimer’s. A 2006 study at the University of Pittsburgh showed that blood flow to the brain (critical for normal brain function) was substantially decreased in the subjects with hypertension. And was lowest in subjects with Alzheimer’s combined with hypertension.

Another study from Northwestern University’s Steinberg School of Medicine found a correlation between low sugar glucose in the brain, which occurs when cardiovascular disease restricts the blood flow to the brain, and sticky protein clumps that appear to be a cause of Alzheimer’s.

Bottom Line: it appears what’s good for the heart is good for the mind. Which means monitoring your blood pressure, getting enough exercise and eating right.

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Power Aging with Jack LaLanne

Jack LaLanne is perhaps the most recognizable name in fitness throughout the world.

We at Dakim are proud to welcome him as our newest advocate for brain fitness.



Being healthy in body and mind at the young age of 94, I think I've earned the right to pass on what I've learned about living right. So that's exactly what I'm going to do.

Living is like being in a continuous athletic event. You've got to eat right.

Exercise. Challenge yourself every day. Invest in yourself. Your health account works the same way as a bank account. The more you put in, the more you can take out. The more you can live!



Eat more fruits and vegetables and natural foods.

I've been preaching this for 75 years. They used to call me a crackpot, now everyone's getting on board. Now doctors are recommending it for your heart and your brain. I especially like juicing. It makes me feel so good finally being told I was right all along.

Use it or lose it. That goes for your body and your brain. I

never miss my work-out. But you can't stop at just working out your body muscles. You've got a big muscle in your cranium you've got to protect and strengthen. That's why I use Dakim BrainFitness every day to keep my brain in shape. Anything in life that's meaningful, you've got to work at.

Never be satisfied with the status quo. There's always room for improvement in your physical life and mental well-being. When you get satisfied you give up. Always keep the carrot in front of the horse.

Visit our website for a demonstration.

We'd like to invite you to come over to our website and play. Go to www.dakim.com to see for yourself just how much fun working out your brain can be.

Already making a difference in the lives of seniors.

On the website, you'll also find our most up-to-date customer list. It includes some of the most respected senior care and housing communities in the United States. We're very proud to have them on board.



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www.dakim.com

email:

brainstorm@dakim.com

or write:

BrainStorm

2121 Cloverfield Blvd., Suite 205
Santa Monica, CA 90404