

The Work at Dakim Isn't All Fun and Games. Hey, We Take a Lunch Break.

Seriously though, at Dakim, we've worked hard at making brain fitness fun. There's nothing out there remotely like Dakim® BrainFitness. It transforms rigorous cognitive exercises and the latest technology into extremely fun and engaging "brain games" created just for seniors. Dakim BrainFitness is designed for everyone—from those that are sharp as tacks to individuals with mild cognitive impairment and even those with moderate dementia. And the Dakim BrainFitness System self-adjusts the level of difficulty to match each individual's ability, so it's always challenging and engaging for each and every user, each and every time. Since new content is downloaded regularly, our "gameologists" are at work night and day developing new and unique exercises. There are currently over 125 different types of games available.

Here are just a few we're really excited about:



Famous People, Little Known Facts. Have fun learn secrets about celebrities like James Cagney and Walter Cronkite while exercising short-term memory.

What's Different? Helps improve visuospatial cognition. Users have to find a unique image among many very similar images.

Aunt Mazie's Minute Math. Arithmetic was never this entertaining. This exercise strengthens the calculating part of the brain in a lightning round accompanied by the Minute Waltz—which Aunt Mazie is quick to point out is actually a minute and one-half.

Scrambled Letters. The language center of the brain is challenged in an exercise that's a favorite among those who love word games.

Phoenician Decoder. Exercises, Language, Short-Term Memory and Critical Thinking in a fun game that will remind you of the days when you had to send in two box-tops and 25¢ to get your own decoder ring.

Name That Song. This exercise is literally a trip down memory lane. Everyone has fun hearing old favorites while exercising short-term memory.

As of this publication, there have been over 150,000 user sessions and over a million "games" played. At

Dakim, we've visited hundreds of retirement communities around the country and consulted with just as many seniors.

We will continue to do so to ensure all Dakim brain games are appropriately challenging and entertaining. If you have any thoughts, feedback or anecdotes, we would love to hear from you.



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.



For Seniors. For Life.

800-860-7810
www.dakim.com

Send an email to: brainstorm@dakim.com or write at: Brain Storm, 2121 Cloverfield Blvd., Suite 205, Santa Monica, CA 90404.

Brain Storm™ by Dakim®

The Brain Fitness Solution

Dakim Little Miracles

While medical research studies have shown that the kind of ongoing cognitive stimulation provided by Dakim can reduce the risk of dementia by as much as 63%,* some of the results we've been hearing about from senior living providers are delightfully surprising.

Martha gets her voice back.

Take the story of Martha (we've changed her name for privacy). She'd been living in a senior living community for several years when, about 12 months ago, she stopped speaking. Her caregivers said she was only able to mumble. But even Martha could use the Dakim BrainFitness System. And use it she did. Every day for a couple of weeks she would quietly "play" Dakim BrainFitness. One day while completing a session that featured piano music, Martha turned to a caregiver named Beverly, who had been observing her, and said, "You know, Bev, I wish I had learned to play piano when I was a little girl." Martha has been speaking ever since and she continues to use Dakim BrainFitness. Which is extremely important, because research shows that "The secret to successful aging is ongoing mental stimulation."[†]

Then there's the story of Henry. As a result of having been recently diagnosed with early stage Alzheimer's disease, he became depressed, gradually withdrawing from activities of daily living at his assisted living community. He wouldn't even leave his room at mealtimes. The staff encouraged Henry to give Dakim BrainFitness a try. Within two weeks, the staff noticed a big improvement in Henry's mood and attitude, which resulted in him regaining his self-confidence as well as interest and desire to participate in other activities. At last report, Henry's participation in community life is just like the other residents. Go Henry!



You know how frustrating it is when you forget where you parked at the mall, the name of your best friend's wife, or when you can't

9 x 7 = ?

tell if the grocery clerk gave you the correct change? It's downright inconvenient. Well, right now, there

are five million Americans who could only wish for the days of that kind of inconvenience because they're living with dementia as a result of Alzheimer's disease. Alzheimer's is the sixth leading cause of death in the United States and one of the most truly devastating diseases of our time. But we're fortunate we live in a time of unprecedented research and development in the field of brain health.

With this quarterly newsletter, we hope to be a valuable source of information for you—keeping you up-to-date on the latest weapons in the fight to prevent or slow the development of dementia. And we'll keep you posted on what's happening here at Dakim with the Dakim® BrainFitness System.

The number one brain fitness product in America's senior communities.

For those of you just learning about Dakim BrainFitness™, here's a little background. Created with the help of world-renowned scientists and physicians in the brain-aging field, the Dakim BrainFitness System is a unique, interactive computer-based system designed specifically for seniors. We call its' activities and exercises



"SeniorCentric™" because they have unique relevance to those of us who remember the days when "dial-up" meant calling your friend on the phone.

Dakim's touch screen interface makes it easy for anyone to use. Its ever-changing exercises are fun and Dakim BrainFitness self-adjusts the level of challenge to the ability of the user. And while it's very entertaining and enjoyable to use, it gives each user a rigorous and thorough cognitive workout in six cognitive domains (long-term memory, short-term memory, language, computation, visuospatial orientation and critical thinking). That's why we say Dakim BrainFitness is grounded in science, based on fun. After all, a cognitive fitness program only works if a person uses it. And Dakim BrainFitness is so much fun, seniors look forward to their next session.



* Verghese J., Lipton R.B., Katz M., et al. *Leisure Activities and the Risk of Dementia in the Elderly*. *N Engl J Med* 2003; 348:2508-2516, Jun 19, 2003.

[†] Paul David Nussbaum, Ph.D., University of Pittsburgh School of Medicine



Small Thoughts on Longevity

You probably recognize Gary Small, M.D. from his recent PBS special *Living Better Longer*. Or perhaps you've read his best-selling book *The Memory Bible*. Dr. Small is the director of the UCLA Center on Aging, the Director of the UCLA Memory and Aging Research Center, and Dakim's Chief Scientific Advisor. Dr. Small took a few minutes from his busy schedule to answer some questions we had about brain health.

Q: Are herbal remedies like ginkgo biloba effective memory enhancers?

A: Ginkgo has been tested in several forms of memory impairment including Alzheimer's Disease. And while some studies show significant results, the clinical relevance of the effects has been unclear. The current limited evidence of ginkgo's effectiveness and its potential for adverse effects including nausea, headaches and even blood clots surrounding the brain, leads me to recommend against ginkgo biloba as a treatment for preventing memory loss at this time.

Q: Are diabetics at greater risk for developing dementia?

A: Research shows that diabetics do have an increased risk for developing severe memory loss associated with aging, including Alzheimer's disease. The good news is even minor changes in our diets and other lifestyle areas can have a strong impact on our risk for diabetes. Dr. Jaakko Tuomilehto and his colleagues at the National Public Health Institute in Finland found that losing as few as ten pounds, eating a healthy diet and exercising regularly can reduce the risk for developing type 2 diabetes by more than 50 percent!



Five Things You Can Do Today to Train Your Brain



Good Morning America recently featured a segment with Dr. Marie Savard on how to "Sharpen Your Brain with Five Simple Exercises." She called them neurobics. So, are you ready to neurobicize?

Okay, **number one**, switch hands. If you're left-handed, try doing more things with your right hand and vice versa. And we're talking simple little things like brushing your teeth and dialing the phone with your non-dominant hand. You can practically feel your brain working when you do.

Number two, close your eyes. But not while driving! While you're doing something safe like eating breakfast or taking a bath. With your eyes closed, you're using and strengthening your other senses. Forcing the brain to process information in new and different ways.

Number three, play games. Seriously. Board games. Word games. Socially interactive games like Pictionary[®]. The key is to have fun while you exercise your brain.

Number four, try new things. Instead of taking the same old route to work, try a different path. Put your shirt on first, then your pants. Switch seats at the dinner table. In other words, stop doing everything by force of habit.

Number five, watch what you eat. Try brain-boosting foods and supplements as well as fish oil. And indulge in foods rich in anti-oxidants such as berries, tea, and leafy greens.



Food for thought!

Turn Off the GPS!

"My Father's Battle Against Alzheimer's Disease Was His Final Gift to Me."

by Dan Michel, Founder and CEO of Dakim, Inc.

Let me explain. I was busy in my career in entertainment marketing when my father was diagnosed with Alzheimer's. Back then, a diagnosis of cognitive impairment or decline seemed a hopeless situation. People were recommended to get their affairs in order, say goodbye to family, take what drugs were available, and prepare for the inevitable decline. I refused to accept that for my Dad, and my life changed forever.

Dad wouldn't do stuff that he didn't enjoy.

I began to learn as much as I could about cognitive stimulation. And what I observed when spending a lot of time with my Dad was that the more I engaged him in cognitively stimulating activities, the calmer and more with-it he was. Even his outlook on life was better. And the more we did activities that he enjoyed like crossword puzzles and card games, the better his life was. I also noticed that the more often he was cognitively stimulated, the longer the benefits seemed to last. This was my "a-ha" moment. I knew I was on to something important. I knew that if I could develop a cognitive exercise program that was enjoyable to do frequently—for years to come, I could help a lot of people fight the development of dementia

There is no finish line to cognitive stimulation.

I realized that to help fight against dementia, a brain fitness program had to be life-long and enjoyable. That's where my background in entertainment helped me. Working closely with Dr. Gary Small and other scientists and doctors at UCLA, we were able to determine just what kinds of exercises and activities would be most useful, and by transforming them into a wide variety of games, we made them fun to do. In fact, we wanted them to be so much fun that people would wake up every morning and say "I can't wait to get on the Dakim BrainFitness System." And today they do. In droves. In fact, more senior living providers rely on Dakim BrainFitness than any other brain fitness product.

So, if not for my father, I wouldn't be able to help all the others facing what is now the epidemic of Alzheimer's. Thanks, Dad.

This Was My A-Ha Moment.

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 Dakim BrainFitness.



At 94, I've spent practically my entire life promoting physical fitness. It helps you look better, feel better and live longer. Well, it turns out, what's good for the body is good for the brain. Science is now proving that staying fit and healthy can actually improve your mind and decrease your risk for memory loss and dementia. And it's never too late to start. Here are just three things you can do starting today:

Stop smoking. In findings published in the *Archives of Internal Medicine*, among middle-aged people, smoking was associated with poorer cognition. The good news is that when smokers quit and took on other healthier behaviors, there was little residual adverse effect on cognition.

Walk. According to a study in the *Journal of the American Medical Association*, senior men who walked more than two miles a day were almost half as likely to develop Alzheimer's and other forms of dementia than men who walked less than a quarter of a mile a day.

Antioxidize. According to the Alzheimer's Association, research suggests that certain foods rich in antioxidants may actually help protect brain cells. I've been a big fan of these foods for more decades than I can count: Dark-skinned vegetables like spinach, kale and broccoli and dark-skinned fruit including prunes, raisins, blueberries, strawberries and raspberries.



So, do something for the most important person on the planet: YOU! Do – don't stew!

Jack LaLanne