

YOUR QUICKSTART GUIDE TO BRAIN SUPPORT

# 7 STRATEGIES for BRAIN HEALTH

## TAKE ACTION TODAY!

- Advice from the Research of Dr. Dale Bredesen
- Strategies to Enhance Cognition and Reverse Decline
- Simple Steps to Get Started and More!

# THE BREDESEN SEVEN

Welcome to your cognitive health journey! Whether you're focused on prevention or actual reversal of cognitive decline, we have groundbreaking guidance to enhance your cognition while improving your overall health. The End of Alzheimer's program is most effective when used as prevention or in early stages of cognitive decline, but we have seen dramatic improvements even in later stages of the disease process. If you're already experiencing symptoms of cognitive decline, we recognize that you are in the fight of your life and we have revolutionary, science-based, accessible instructions to help you succeed.

Dr. Bredesen has found that Alzheimer's results from an imbalance in the neuroplasticity signaling in the brain. As we age and are exposed to multiple toxic assaults, over time, the damaging forces overtake the repair forces and our brains begin to downsize and function poorly. The goal is to change your biochemistry to provide optimal conditions for your brain to thrive. This is accomplished by identifying and addressing the main drivers that could negatively impact your cognition. Each of these contributors must also be treated with foundational diet and lifestyle strategies that support brain health.

We've put together the Bredesen Seven to simplify the seven broad strategies to prevent and reverse cognitive decline. Each alone has the potential to create neuroplasticity—the ability of the brain to heal, grow new neurons and synaptic connections, in response to stimuli—but a powerful synergy occurs when we put all of these strategies together. Therefore, those who mindfully incorporate all of these strategies into their everyday lives tend to have the most successful outcomes. Please see <https://apollohealthco.com> for more information on Apollo Health's programs.



## BREDESEN SEVEN



**NUTRITION** The most effective nutrition to support brain health is KetoFLEX 12/3 – a heavily plant-based, nutrient-dense, whole foods diet that emphasizes local, organic, and seasonal non-starchy vegetables from every color of the rainbow combined with an adequate amount of protein and generous amounts of healthy fat. KetoFLEX 12/3 is a diet that becomes a lifestyle because it also incorporates a long daily fast – a minimum of 12 hours, with at least 3 hours before bedtime. This approach utilizes multiple mechanisms to optimally support the brain to prevent and reverse cognitive decline, such as increased energy (via ketosis), insulin sensitivity, reduced inflammation, improved vascular health, and detoxification.



**EXERCISE** increases cerebral blood flow and brain-derived-neurotrophic factor (BDNF), which has important cognitive support effects. Exercise also helps to improve oxygenation, improve sleep, reduce overall stress, optimize BMI (body mass index), improve insulin sensitivity, and improve overall brain and body physiology in numerous ways. Increase your movement throughout the day. Avoid sitting for extended periods. Incorporate a daily walk, preferably outdoors, and work up to a minimum of 30 minutes. Walk with a purpose, as if you were late to an appointment. Vary your speed and add periods of running as you're able. Additionally, adopt a strength training program 3 to 4 times per week. Also, consider adding a mind-body practice such as yoga, tai chi, or even ballroom dancing. Exercise is one of the best ways to protect cognition and is also an important part of the protocol to reverse cognitive decline.



**SLEEP** Adopt a sleep hygiene program that allows you to get 7-8 hours of quality restorative sleep every night – without noise, lights, or Wi-Fi. Sleep is vital for memory consolidation and optimal functioning of the glymphatic system to clear cerebral toxins, including amyloid-beta. Additionally, sleep promotes metabolic health, reduces inflammation, and up regulates the immune system. Obstructive sleep apnea, and other causes of reduced oxygenation, are emerging as important risk factors for poor cognitive health. Rule these out by checking your nighttime oxygen saturation, which can be done with a continuous pulse oximeter. If you are found to have sleep apnea, continue periodic monitoring to ensure that your treatment is effective.



**STRESS**, especially chronic, unresolved or severe stress, may be a key contributor to cognitive decline. While stress is unavoidable, you can learn to control your reaction to it. We encourage you to adopt a daily stress management practice that could include any of these: mindfulness, meditation, brain entrainments such as Neural Agility or EquiSync, Dynamic Neural Retraining System, HeartMath, prayer, tai chi, qigong, or yoga. Additionally, you can build daily stress management habits that include time for self-care, not over-scheduling, using lists, unplugging from technology, avoiding multi-tasking, exercising, and getting adequate quality sleep.



**BRAIN STIMULATION** It's important to stay mentally active, to "upsized" our brains. Our brains continue to develop new neurons throughout our lives in response to social and mental stimuli to aid in healing from trauma or injury. You can upregulate this by staying socially active, building a support system, having a strong purpose in life, and engaging in lifelong learning opportunities. Additionally, even simple pleasures like listening to music and dancing can help to promote new neural pathways. Consider daily brain training to keep your brain challenged. Use BrainHQ or any similar program. Your goal is to work up to 90 minutes per week. Keep it fun and challenging with short daily sessions (12 to 13 minutes) per day, or if you prefer longer sessions, you can engage in three (thirty minute) sessions per week.



**DETOX** Avoidance of "dementogens," chemical agents that impact our cognition, is a vital part of optimizing brain health. Ensure that the air you breathe, the water you drink, the home you live in, the food you eat, and the toiletries, cosmetics, and cleaning supplies that you use are as toxin-free as possible. It's especially important to avoid exposure to mold, which is turning out to be a major contributor to cognitive decline, especially in genetically susceptible individuals. Additionally, practice good hygiene to reduce inflammation and maintain and keep intact internal barriers (gut lining, blood-brain barrier, oral, and nasal) as well as external (skin, nails, and hair). Oral health of your teeth, mouth, and lips is emerging as an important opportunity to intervene and protect your cognitive health, especially if the presence of mercury is high from dental amalgams, you experience frequent cold sores, or have any of the signs of gum disease.



# SUPPLEMENTATION

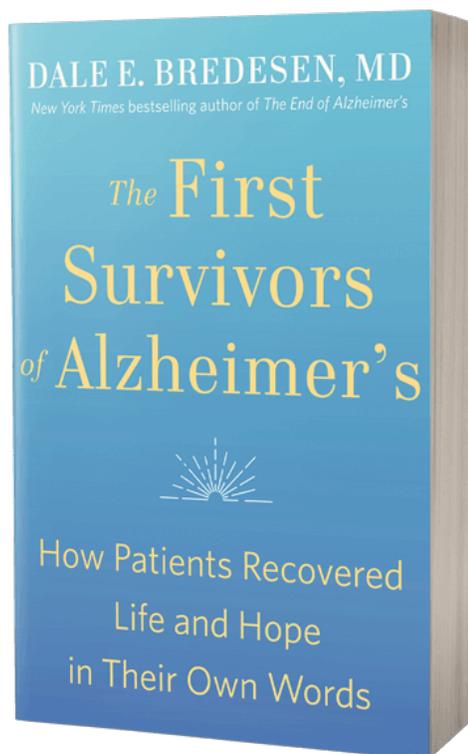
Supplements are supplemental, but if you're suffering from a specific nutritional deficiency that affects your cognitive health, they can be a very important contributor to healing. In fact, Dr. Bredesen has specific biomarker goals for the nutrients that are necessary to optimize brain health. Given your unique genetics, level of stress, and other environmental impactors, your need for supplementation may change over time. In general, we find that the longer people practice the protocol – combining a nutrient-dense diet with a healing lifestyle – their need for supplementation decreases.

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## The First Survivors of Alzheimer's

It has been said that everyone knows a cancer survivor, but no one knows an Alzheimer's survivor. Now you can hear directly from the first survivors themselves – the first stories of hope.

Dale Bredesen's first two books presented his groundbreaking research and the program that not only prevents but reverses cognitive decline, dementia, and Alzheimer's disease. Now at last we hear from the first survivors of this formerly fatal diagnosis.



These first person accounts honestly detail the fear, struggle, and ultimate victory of each patient's journey. They vividly describe what it is like to have Alzheimer's. They also drill down on how these patients made the program work for them – the challenges, the workarounds, the encouraging results that are so motivating. Dr. Bredesen includes commentary following each story to help point readers to the tips and tricks that might help them as well.

Dr. Bredesen's patients have not just survived; they have thrived to rediscover fulfilling lives, rewarding relationships, and meaningful work. This book will give unprecedented hope to patients and their families.