



**Contact:** Anne Robertson/Julie Meyer  
The Lavidge Company  
(480) 998-2600  
[arobertson@lavidge.com](mailto:arobertson@lavidge.com)  
[jmeyer@lavidge.com](mailto:jmeyer@lavidge.com)

### ***BRAINSAVERS® AT-A-GLANCE***

- BrainSavers was developed by neurologist Paul Bendheim, MD, an authority on Alzheimer's disease and other neurodegenerative disorders.
- It is a lifestyle program that uses a tri-component approach to cognitive health through nutrition, memory enhancement exercises, and physical fitness. Each component was designed to strengthen and preserve cognitive function while reducing the risk of developing Alzheimer's disease.
- BrainSavers is targeted to health-conscious Baby Boomers and healthy seniors.
- The Tri-Component Program™ includes:
  - Food For Thinking™ natural food product line formulated with naturally occurring antioxidants, vitamins, and essential nutrients proven to promote brain health.
  - Memory Enhancement – BrainSavers computerized software program offers interactive memory and cognitive training exercises in the form of games and puzzles. Members participate individually or in groups three times a week for 30 minutes per session.
  - Physical Fitness – Participants work out three times a week for 30 to 60 minutes per session. The program includes unique exercise protocols, and offers training for fitness coordinators and physical trainers.
- The program will be available at select health and fitness clubs nationwide or online at [www.brainsavers.com](http://www.brainsavers.com).
- Each BrainSavers package contains 24 nutrition bars, an interactive CD-ROM, and a recommended physical fitness exercise program. State-of-the-art software customizes the program for each member, who receives ongoing feedback.
- Suggested retail price is \$349. For more: [www.brainsavers.com](http://www.brainsavers.com), or 1-800-725-6806.