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## **BRAINSAVERS® QUESTIONS AND ANSWERS: PAUL BENDHEIM, M.D., AND JAMES TONKIN, CEO**

### **1. Who should use BrainSavers?**

Anyone who wants to keep his or her mind fit and healthy, or who feels concerned about age-related memory loss or other cognitive decline. The integrated lifestyle program takes a holistic route to long-lasting cognitive health through nutrition, memory enhancement, and physical fitness.

### **2. Is it scientifically proven that BrainSavers can improve cognitive skills—and therefore help preserve memory function?**

The BrainSavers program includes key research findings about lowering the risk of Alzheimer's disease through specific nutritional, brain and physical exercise components. We recently completed a trial of BrainSavers which demonstrated a cognitive benefit. What's more, independent studies of the software component showed cognitive improvement.

### **3. Does BrainSavers actually prevent Alzheimer's, dementia or Parkinson's?**

Significant medical and scientific research concludes that regular cognitive activities, aerobic physical exercise, and a brain-healthy diet reduce the risk of Alzheimer's disease. BrainSavers drives all of these components into a brain-healthy lifestyle for peak memory performance.

### **4. How does BrainSavers help serve the health and fitness club industry?**

The program helps health and fitness clubs to better serve the changing needs of their 55+ clientele, especially the fitness-minded Boomers. Club owners, managers and professionals can adapt the flexible BrainSavers program to the unique needs of their clientele. It also gives professionals in the sector an opportunity to attract new clients. What's more, BrainSavers offers training classes to fitness coordinators and physical trainers.

### **5. Do you need to train under supervision of a physical trainer or other professional?**

The program is designed as user-friendly and interactive. Participants can train in a group setting, such as a fitness center or assisted living facility, or they can choose to train in the comfort of their own home. For many, it's enjoyable to be with others for in-person feedback or to set regular weekly times to perform the exercises. As mentioned above, BrainSavers offers training classes to fitness coordinators and physical trainers.