



For Immediate Release:

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## THE LATEST RESEARCH SHOWS LIFESTYLE IS CRUCIAL IN THE PREVENTION OF ALZHEIMER'S DISEASE --TIPS FOR A HEALTHY LIFESTYLE.

- More Than 5 Million Americans Live With Alzheimer's disease Today.
- One Out Of Every Eight People 65 And Older Has The Disease.
- One Out Of Every Two People Over The Age Of 85 Has The Disease.
- When Baby Boomers Reach 65 In 2011 these above Numbers Will Skyrocket and There Will Be an Epidemic of Alzheimer's Disease.
- An Estimated 500,000 Americans *under* The Age of 65 Already Have Alzheimer's disease.
- Deaths Due To Alzheimer's Disease Are Dramatically Rising ([www.Alzheimersprevention.org](http://www.Alzheimersprevention.org))

October 10, 2008, 2008, San Diego, CA -- This is an exciting and very important time in the fight against Alzheimer's disease, a fatal brain disorder that is currently the sixth leading cause of death in the U.S. The statistics are overwhelming on the amount of people that have or will get Alzheimer's disease in the future. "Research and studies are substantiating the idea that lifestyle such as diet, exercise, stress, extracurricular activities, social interaction and environment is a direct cause of Alzheimer's disease. Lifestyle prevents or delays the onset of the disease and is a primary part of treatment in conjunction with drug therapies," explains, Dr. Currien MacDonald, Medical Director, Aspire IRB.

"According to the latest research presented at the Alzheimer's Association's International Conference on Alzheimer's disease (ICAD) July 2008 people who are unmarried or not living with a partner in midlife could have an increased risk of developing Alzheimer's disease. In addition people who think about their problems over and over may be less likely to develop the disease and people with a combination of cardiovascular health related symptoms are at a higher risk as well," reports Dr. MacDonald.

"Research is proving that prevention is important in the battle against Alzheimer's disease. Adopting a healthy and active lifestyle is one of the most important things people can do to ward off the disease. Alzheimer's disease effects memory and behavior. "We can't do anything about our genetics but research shows us there are decisions concerning our lifestyle that can help keep our brains healthier as we age and help lower the risk of developing Alzheimer's disease. Prevention, research and education are vital to reducing the onset of an epidemic of Alzheimer's disease", states Dr. MacDonald. "What happens in Alzheimer's disease, the most common form of Dementia is part of the cell stops running optimally.

It is not known where the trouble begins but just like factory malfunctions that are caused in one-system cause problems in other areas. As the destruction spreads cells lose their ability to do their jobs well and eventually die," explains Dr. MacDonald.

"The brain is a flesh and blood organ and needs the proper items to function well. Diet, exercise, relaxation and mental stimulation are critical to the brain's health," states Dr. MacDonald. There are over 100 billion nerve cells in the brain. They communicate with many others to form networks which perform different functions in the brain such as, thinking, learning and remembering as well as hearing, smelling and telling muscles when to move. Brain cells are like little factories taking in supplies, generating energy, constructing equipment and getting rid of waste. Cells are also processing and storing information. Keeping everything operating requires coordination as well as great quantities of fuel and oxygen.

**The suggested Alzheimer's Prevention Diet includes:** 20% "good" fat, such as extra virgin olive oil, avocado, flax seed oil - 40% lean protein, preferably fish, chicken, turkey and soy - 40% complex carbohydrates, such as fresh vegetables, whole grains, legumes, and fresh fruits. Super brain foods include: blueberries, spinach and seaweed.

**The way to a better memory is to avoid high in trans-fat and saturated fat food, including those from animal products, especially red meats.** "These fats cause inflammation and the production of free radicals. Free radicals are a normal by-product of the metabolism and in high quantities damage and even kill brain cells. Antioxidants such as vitamins C and E eliminate free radicals from the body. It is believed that a vast intake of fruits and vegetables, along with fish or fish oil rich in omega-3 oils and vegetarian protein substitutes, such as soy, are protective against memory loss.

**Everyone should take a high potency multiple vitamin and mineral capsule that includes folic acid and Vitamin C.** The suggested dose of Vitamin C should be 2,000 mg per day. Memory specific nutrients include coenzyme Q10, alpha lipoic acid, ginkgo biloba and phosphatidylserine, DHA (docosahexaenoic acid), huperzine-A, vinpocetine, and acetyl-L-carnitine.

**Physical exercise is imperative because it reduces the risk for developing Alzheimer's disease by 50 percent.** Researchers recommend walking a minimum of 20 minutes, 3 times a week and suggest strength training to maintain muscle mass and prevent osteoporosis.

**Mental exercise has been reported by neurologists to reduce your chance of developing Alzheimer's disease by 70%.** Spend at least 20 minutes, 3 times a week, doing mental exercise. Challenging the brain with anything new or different improves brain function. In order for an activity to be considered brain aerobics, it must 1. Engage your attention. 2. Involve more than one of the senses. 3. Break a routine activity in an unexpected, nontrivial way. Good mental exercises are reading, writing, playing board games and doing crossword puzzles.

**Research says being prone to psychological distress could destroy your memory and cause Alzheimer's disease.** Balancing stress is a vital part of an Alzheimer's prevention strategy. There is a very high correlation between high cholesterol, high blood pressure, high cortisol and Alzheimer's disease. Research shows the benefits of regular stress-relaxation will improve health, and especially improve focus, attention, and optimal mental performance. When you have stress your performance goes down.

Stress chemicals, such as adrenaline and cortisol are released in your body and are responsible for your fast heart rate and a stimulating feeling. Cortisol, in excess, damages the cells in the memory center of your brain. The problem is as people age or develop an illness, a decreased ability to handle stress and lower your blood cortisol levels naturally develops. Cortisol stops glucose from entering your brain cells. It blocks your neurotransmitter function and causes brain cells to become injured and, if they are not saved, to die. Some examples of stress-management techniques are: Meditation • Guided Imagery and Visualization • Hypnosis • Deep Breathing • Classical Music • Massage • Prayer.

Research has made it very clear that the way to helping prevent Alzheimer's disease is through lifestyle including: eating a proper diet, regular exercise and social interaction, staying mentally challenged and reducing stress as much as possible.

**About Aspire IRB** – [www.aspire-irb.com](http://www.aspire-irb.com) - Aspire IRB is a privately owned and certified Women's Business Enterprise headquartered in San Diego, CA. Aspire IRB reviews, approves and monitors research involving human participants with the aim to protect their rights and welfare. The FDA and HHS regulations have empowered IRBs to approve, require modifications, or disapprove research. The board is made up of physicians, scientists, non-scientists and community members. Aspire has been the IRB of record for clinical studies including: Alzheimer's disease, Diabetes, Obesity, ALS, Depression, Sleep Disorder, Cancer, MS and others.

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