

*Alzheimer's
Awareness*



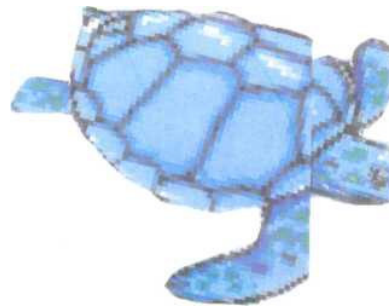
Prevention

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HTTP://groups.msn.com/

alzheimersawarenessllc.com



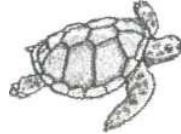
Interviews, Lectures, Chat Groups
& Book Signings
Jeanne L. Lee,
President

History

FOUNDED in the year 2000 to promote Alzheimer's Awareness & Prevention

DEDICATED to research and education of what cannot be learned from books, by integrating the knowledge of all involved to include those who have Alzheimer's Disease ("AD") and other dementias

STRIVING to prove that an Alzheimer's diagnosis may be a setback, but not the end of life's journey: There can still be joy in one's life after diagnosis



Awareness

Persons with Dementias ("PWIDS") who are living with dementia in its early- to middle-stages know what is happening to them. We are working to eliminate the myth and stereotype of dementias being attached as a "mindless empty shell" to them.

PWIDS are not shells of persons. They are intelligent, capable people wanting to share their knowledge and experience with the vast new mainstream of interest in dementias. Many are now being allowed to contribute by serving as members and on the boards of directors of national and international AD groups.

PWIDS' first-hand insight is an important contribution in merging the resources of those who have dementia and those who don't, in determining methods to delay the developmental stages of AD after it has been diagnosed.

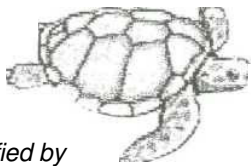
With promotion of a healthy lifestyle, diet, mental and physical exercise, and medications, noticeable positive

changes can occur in early-diagnosed AD. Efforts in the scientific fields of medicine and research, as well as the general public's quest for information on cause, prevention, and care-giving, offer PWIDS included in various dementia organizations, the opportunity to eliminate the unearned empty-shell stigma of AD. Loss of memory does not preclude loss of potential.

With its logo of the turtle, members strive to prove the "shell" is not empty, it only causes its wearer to move a little slower at the starting line for awareness and prevention.

We are building a bridge between accurate, primary care diagnosis of AD in its earliest stages and the ability of those who have the capacity to respond with access to the newest testing and treatment methods being developed.

By sharing their resources and efforts, AD organizations worldwide and Alzheimer's Awareness & Prevention can together reach the finish-line — the



cure.

Statistics

Although first identified by Alois Alzheimer in 1906, most of the current knowledge of AD has been determined in the past two decades.

Alzheimer's Disease is a neuro-degenerative condition. It is an irreversible, progressive, devastating, and deadly disease. It differs from the brain's normal process of aging in that it causes loss of memory, decrease in cerebral functions, and decline of personality.

Current theories of its cause and effect suggest that it results in shrinkage in the learning and memory sections of the brain due, in part, to the build-up of abnormal protein deposits known as plaques and to the subsequent loss of certain brain neurons.

AD is the 8th leading cause of death in the US. There are an estimated 4.5 million persons with AD in the US (with 360,000 newly diagnosed cases yearly), and 13 million worldwide. By the year 2050, it's predicted that these numbers could triple, as AD presently affects almost one in 50 people in industrialized countries.

According to the Alzheimer's Association, AD costs in the US amount to \$100 billion.

Research

Advancements in the study of AD include:

Scans, cognitive function tests, and psychological exams, with advanced computerized tests such as Neurotrax Mindstream, to detect signs of dementia

Doctors working with members of organizations such as Dementia Advocacy and Support Network International to prove that the neuroplasticity of stroke brainwork repair can also happen in persons with Alzheimer's

Recognition that dementia can be misdiagnosed as depression and vice versa

Affect of statin drugs, used for lowering cholesterol, on dementia

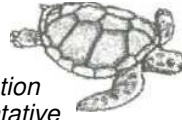
European research by 18 teams from 11 countries focusing study on the molecule that orchestrates memory and learning

Stem cell research which could provide insight into cures

A recent study showing that persons with Type 2 Diabetes have a 65% greater risk of developing Alzheimer's

Prevention

Alzheimer's Awareness & Prevention is assisting in determining preventative and therapeutic strategies to promote healthier aging and decreasing the risk for AD



Patients are learning new ways to use their brains to slow the downhill progression of the disease

The earlier the diagnosis and use of medications such as anti-inflammatories (e.g., ibuprofen

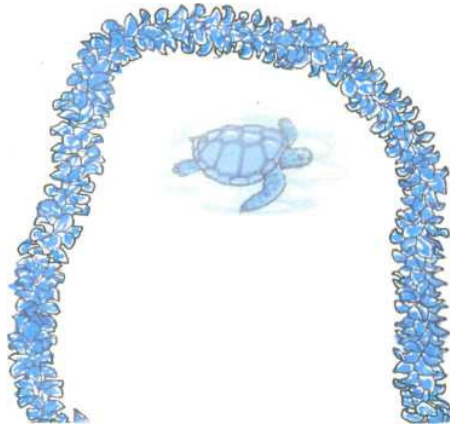
and naproxen), the longer the need for a carepartner or carehome may be postponed, and the greater the ability of the AD patient to actively participate in treatment

A diet rich in phytochemicals, antioxidants, carotenoids, Omega-3 fatty acids, folic acid, and fiber will automatically include the vitamins and minerals to fight inflammation, pathogens and carcinogens

"Couch potatoes" have a strong link to Alzheimer's, with three times more chance of AD than the physically fit

Mental and physical activity create cognitive reserve for continued social participation

Keeping blood sugar, cholesterol, blood pressure, and body weight under control with exercise and proper nutrition may delay onset.



*Additional Web-Site information
(early stages, carepartners and medical)*

*Dementia Advocacy and Support **Network**
International www.dasninternational.org*

The Ribbon

www.theribbon.com

www.thegatheringplace.com

Ageless Design

www.agelessdesign.com

Alzheimer's Information Site

(Alzheimer's National)

www.alzinfo.org



JUST LOVE ME
*My Life Turned
Upside-down by
Alzheimer's*

JUST LOVE ME reveals the thoughts and emotions of a woman struggling with a suddenly unmanageable life. Jeanne Lee's very personal, frank description of her life experiences before,

approaching, and during the early stages of AD enables readers to better understand the disease from the inside out

There are few books actually written by persons living with the disease and JUST LOVE ME should be required reading for those wanting its cure.

About The Founder and President

77th president of AA&P has an impressive BIO:
PUBLISHED AUTHOR JUST LOVE ME My Life
Turned Upside-Down by Alzheimer's
MEMBER OF ALZHEIMER'S INTERNATIONAL since
2000

US REPRESENTATIVE, as a person with dementia,
at the 2002 Alzheimer's International Convention in
Barcelona, Spain

INTERNATIONAL SPEAKER, recently completing 31
lectures and book-signing tour in 16 cities in Western
U.S. and Canada in 2003

MEMBER OF BOARD OF DIRECTORS OF DASNI
(Dementia Advocacy and Support Network
International), the largest group for persons with
early stage dementias, ages 23-75, and their loyal
supporters

PRESIDENT OF ALZHEIMER'S AWARENESS AND
PREVENTION HAWAII, a frequent lecturer lending a
helping hand to both the early diagnosed and to the
general public, with her vast personal knowledge and
experience and her extensive first-hand education

CONTINUED INVOLVEMENT IN FAMILIAL CELL
RESEARCH AT UNIVERSITY OF INDIANA,
beginning in 1985 with her mother's diagnosis and
17-year struggle with AD