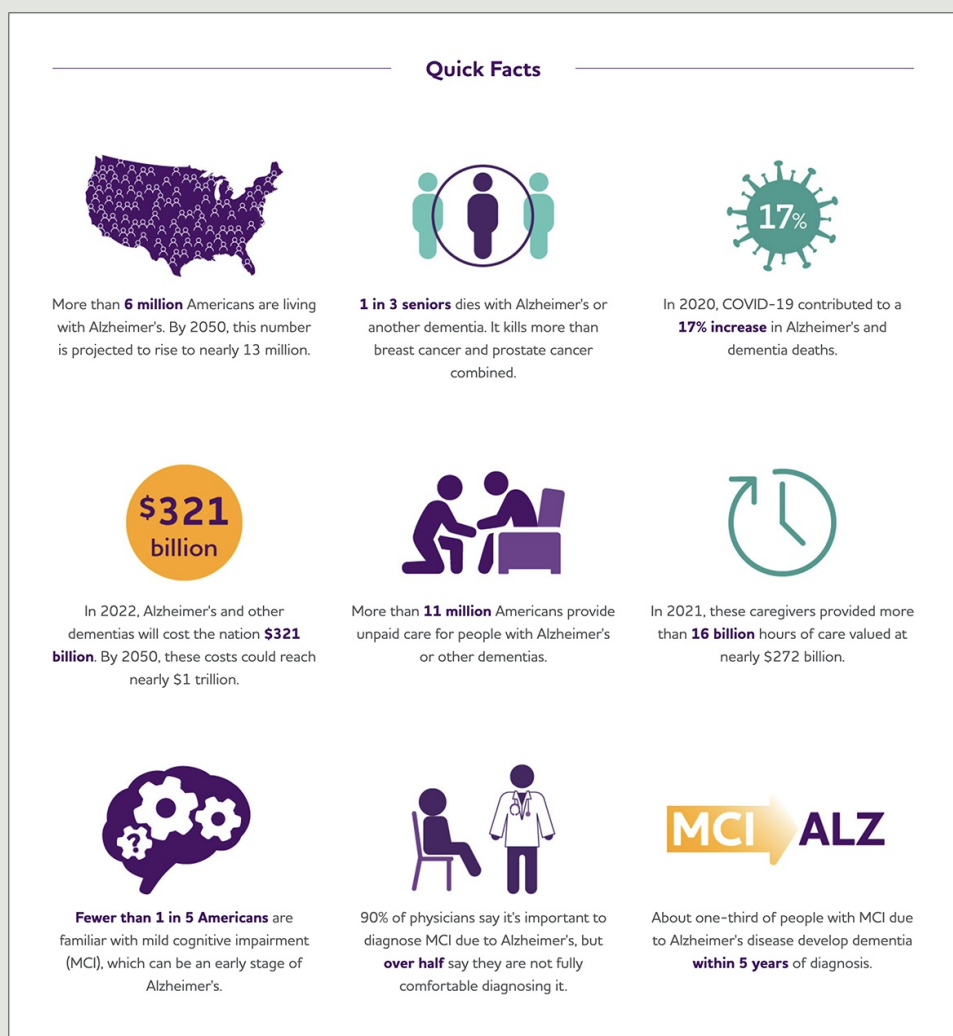




Starting with Why, these stunning statistics as seen on the *Alzheimer's Association Facts & Figures webpage* speak for themselves:



To gain perspective, please **invest a few moments** to view this emotive video:



As this debilitating disease's prevalence grows, so does our knowledge about *Signs & Symptoms* to watch for, with loved ones and ourselves.

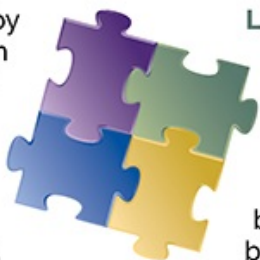
WHAT IS DEMENTIA?

While Alzheimer's is a degenerative brain disease, dementia describes a group of symptoms such as memory decline and loss of language, communication skills, emotion or problem solving ability.

PRIMARY TYPES

Alzheimer's Disease: caused by plaque build-ups and tangles which disrupt nerve impulses between brain cells.

Vascular Dementia: when damaged blood vessels reduce circulation, depriving brain of vital oxygen and nutrients.



Lewy Body Dementia: protein deposits (Lewy bodies) develop in brain's cortex impacting thinking, memory and motor control

Frontotemporal Dementia: shrinkage of frontal and temporal brain lobes, affecting personality, behavior and language.

Mixed dementia is a combination of Alzheimer's Disease and Vascular Dementia.

Other types and related conditions

Young Onset Dementia | Mild Cognitive Impairment | Stroke-Related | Creutzfeldt-Jakob Disease
Those with Parkinson's Disease also have dementia symptoms.

10 Early Signs & Symptoms

- ✦ Memory loss that disrupts daily life
- ✦ Challenges in planning or solving problems
- ✦ Difficulty completing familiar tasks
- ✦ Confusion with time or place
- ✦ Trouble understanding visual images and spatial relationships



- ✦ Problems with words in speaking or writing
- ✦ Misplacing things and losing the ability to retrace steps
- ✦ Decreasing or poor judgement
- ✦ Withdrawal from work or social activities
- ✦ Changes in mood and personality

Dementia Awareness Matters

Know types, learn signs.

Before focusing on crucial research, we **discuss risk reduction** in general. With many things in life, we are encouraged to change behaviors in ways that reduce risks. Wearing seatbelts, not texting while driving, avoiding smoking and more physical activity to name a few. In the realm of brain health and function, how do we minimize risks? Let's learn why consistent auditory (sound) stimulus is healthy exercise for your brain. In fact, *Ear to Brain is A Vital Domain™*.

With a growing body of research, often complex in its scientific nature, it is challenging to know which to pay attention to and key takeaways. For these reasons, like a museum curator who decides which works of art to display, we are dedicated to identifying **peer-reviewed literature** worthy of your close attention.

One of the **most highly regarded** and peer-reviewed medical research resources is European-based *The Lancet* journal. *"Since its first issue (October 5, 1823), the journal has strived to make science widely available so that medicine can serve, and transform society, and positively impact the lives of people. The Lancet is committed to applying scientific knowledge to improve health and advance human progress."* *

*"Lancet journals have extensive global reach with more than **84 million annual visits** on TheLancet.com and **141 million downloaded articles** across TheLancet.com and ScienceDirect."* *

*"The Lancet is an **internationally trusted source of clinical, public health, and global health knowledge.**"* *

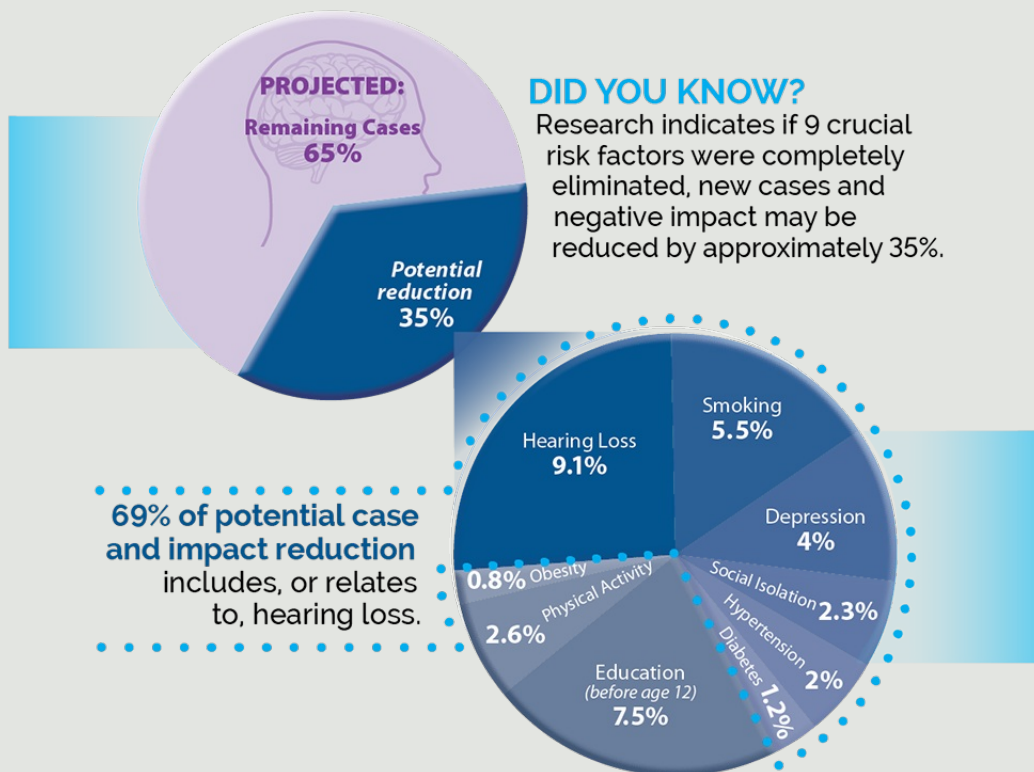
The point is, when *The Lancet* research speaks, people globally listen. We should too.

*<https://www.thelancet.com/lancet/about>

In 2017 (then updated in 2020), The Lancet published a landmark paper entitled: *“Dementia Prevention, Intervention and Care.”* Extensive study over many years identified **nine crucial risk factors** that if completely eliminated, may reduce dementia’s negative impact by approximately 35% in terms of decreasing risk, delaying onset and reduced severity. In rank order, they are:

- Hearing Loss
- Educational Level
- Smoking
- Depression
- Physical Activity
- Social Isolation
- Hypertension
- Diabetes
- Obesity

Remarkably, not only is Hearing Loss the single most important modifiable risk factor, but **69% of potential case and impact reduction includes, or relates to, hearing loss.**



While we take your hearing care seriously,
a little laughter goes a long way.

Good Humor, Healthy Hearing



*“New technology helps our brains
work smarter, not harder.”*

Given this knowledge, it is **clearly important** for you and your loved ones to hear to the best of your abilities. According to reputable research, being happy to hear may have the additional benefit of reducing dementia related risks. As you think about periodic visits to your primary care doctor, dentist, eye doctor and other medical specialists, taking care of your ears can **add life to your years**. We appreciate your trust and all opportunities to be of service. Indeed, improving your quality of life is our passion. May we see you soon?

VISIT OUR WEBSITE

[LEARN MORE](#)

Schedule an appointment for you or your loved ones.
(352) 674-1799



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Regarding specific questions, please talk to your Doctor.*

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