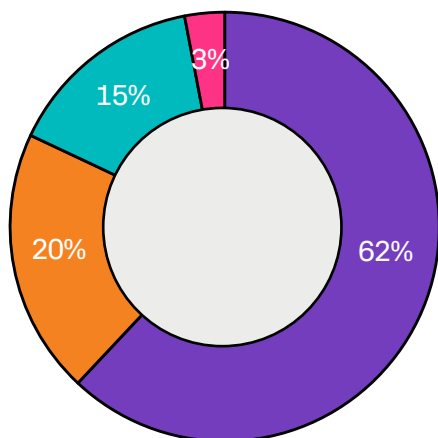


Demystifying dementia

Not a single disease, but an umbrella term for diseases characterized by a decline in memory, language and other thinking skills that impact everyday activities. Caused by damage to brain cells which interferes with the ability of those cells to communicate with each other. Symptoms start out slowly and gradually get worse.

There are **6 million** people living with different types of dementia in the U.S.



Alzheimer's disease: Caused by the buildup of two abnormal protein structures in the brain called amyloid plaques and neurofibrillary tangles, which disrupt communication between brain cells.

Vascular dementia: Caused by interrupted oxygen flow to the brain, causing brain cells to die.

Lewy body dementia: Caused by Lewy bodies - abnormal structures found in the brain's cortex, which is responsible for thinking, perceiving and understanding language.

Frontotemporal dementia: Caused by degeneration of brain cells located in the frontal and temporal lobes of the brain, which control personality, judgment, emotion and language.

SYMPTOMS*

- Short-term memory problems
- Difficulty with words
- Difficulty with problem-solving
- Disorientation or confusion
- Challenges with visual information
- Poor judgement/decision-making

*Symptoms depend on the type of dementia.

RISK FACTORS

- Family history
- Age
- Prior head injury
- Lack of healthy diet and exercise
- Heavy smoking or alcohol use
- Poor heart health

PREVENTION

- Keep your mind active
- Quit smoking and limit alcohol
- Manage heart health
- Be socially and physically active
- Get quality sleep
- Maintain a healthy diet

Parts of the brain that can be impacted by dementia:

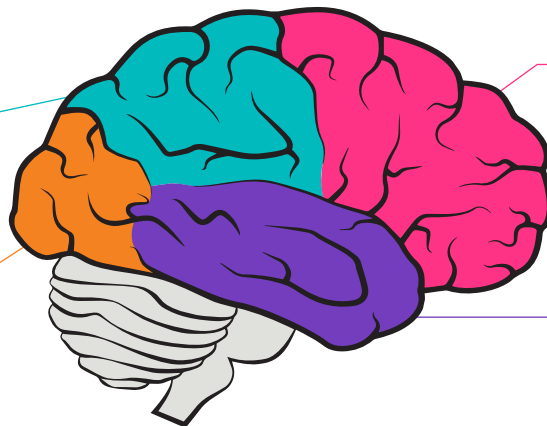
Which part of the brain is impacted depends on the type of dementia.

PARIETAL LOBE

Ability to perceive touch and pressure, temperature and pain perception, awareness of body in space

OCCIPITAL LOBE

Controls vision and perception of visual stimuli



FRONTAL LOBE

Voluntary movement, concentration, memory, emotions, judgement, impulse control, problem-solving

TEMPORAL LOBE

Creates new memories, navigates spaces, perception of emotions, controls emotions and aggression