

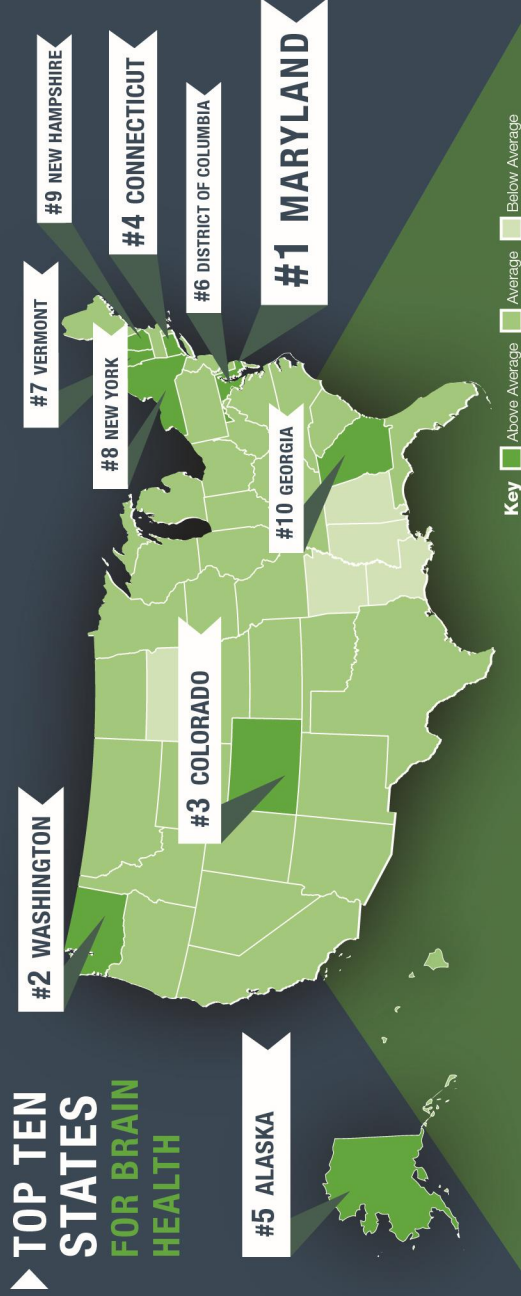


AMERICA'S BRAIN HEALTH INDEX

2014

The 2014 America's Brain Health Index is a state-by-state ranking of brain health that delivers the data on how well Americans are incorporating the four dimensions of brain health into their daily lives. It evaluates the 50 U.S. states and the District of Columbia based on 21 factors including nutrition, physical health, mental health and social well-being.

TOP TEN STATES FOR BRAIN HEALTH



IMPORTANCE OF BRAIN HEALTH

BABY BOOMERS MAKE UP 25% OF THE U.S. POPULATION



THE YOUNGEST ARE TURNING

50 IN 2014

AVERAGE LIFE EXPECTANCY

78.7 YEARS



▶ RECENT STUDIES FOUND BABY BOOMERS WERE MORE OBESE, LESS ACTIVE AND HAD HIGHER CHOLESTEROL AND BLOOD PRESSURE THAN THE PREVIOUS GENERATION*

FOUR DIMENSIONS OF BRAIN HEALTH

#1 DIET & NUTRITION ▶

Current research indicates a diet rich in good fats like DHA omega-3 and nutrients such as vitamin E and lutein may protect brain cells and promote brain health.

TIP: Eat foods rich in lutein, vitamin E and DHA like eggs, spinach or fish, or add a dietary supplement.



#2 PHYSICAL HEALTH ▶

Overall physical health is closely linked to brain health, making a healthy body key to a healthy brain.

TIP: Make time for at least 30 minutes of exercise every day of the week.



TIP: Commit to learning a new word daily and to mastering a new skill each year.



◀ MENTAL HEALTH #3

Research indicates the brain is capable of learning and retaining new facts and skills throughout life, especially with frequent intellectual stimulation.

TIP: Volunteer for a cause that is meaningful to you.



◀ SOCIAL WELL-BEING #4

Research shows regular social activity promotes creation of new brain cells and supports brain repair.



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*SOURCES: NHANES 2013, ORGANIZATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT | lifesDHA is a trademark of DSM. © 2014 DSM Nutritional Products