

Our Research and Programs Are:

- Developed by a team of more than 50 scientists from leading universities around the world. This team is led by Dr. Michael Merzenich, who holds an endowed research chair at the University of California at San Francisco and has been elected to the National Academy of Sciences.
- ▶ Read more about the science team at www.PositScience.com/Science/Global_team/
- Covered by more than 50 US patents and dozens of foreign patents
- Funded by three institutes at the National Institutes of Health as well as venture capitalists
- Reported on regularly by major media including *CBS News*, *CNBC*, the *Wall Street Journal*, *USA Today* and *Science* magazine

Your brain will thank you.™

"I keep thinking of all of the people who can benefit from this breakthrough. The science is solid, and studies show the program works. The fact that we can do something to retain and enhance our powers of concentration, understanding and memory is very exciting to me both professionally and personally."

—Horace B. Deets, 67
former Executive Director of AARP

PositScience™

➤ Authorized Provider

225 Bush Street 7th Floor San Francisco CA 94104
tel 800 514 3975 www.PositScience.com

Contact your local Affiliated Partner for more information:

Independent Homecare Consultants Inc. at
www.albertatherapist.com

PositScience™ Brain Fitness PROGRAM



- memory •
- clarity •
- focus •
- accuracy •
- listening •

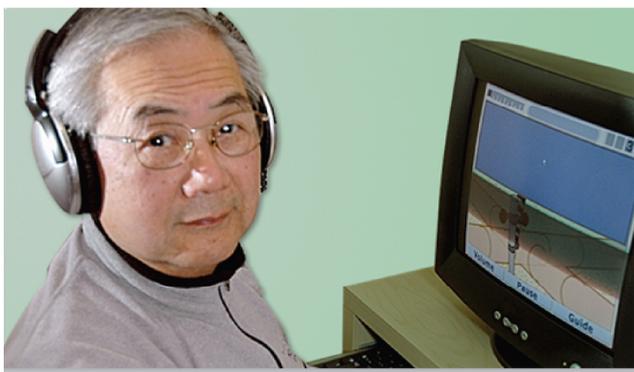
Introducing a groundbreaking program designed by more than 50 brain scientists from leading universities around the world.

- Improve memory
 - Strengthen communication
 - Sharpen thinking
- at any age

What Is the Brain Fitness Program?

This computer-based training program:

- Includes six core exercises
- Gives continuous feedback on your progress
- Adjusts to your needs and performance
- Is challenging and engaging
- Requires no prior computer experience
- Has coaches to assist you



"It just made me want to learn more, read more, study more and play the piano more. My children said, 'Mom, we really see a glimmer in your eye.'" —Sigrid, 70

"I have noticed that I can hear much better in noisy restaurants. I can remember phone numbers and addresses better. I would say that I just feel more optimistic. And everything is a bit more vivid."

—Avram Miller, 61

*former Vice President Business Development,
Intel Corporation*

It Works

▶ Scientific Results

Across several studies, participants showed gains of 0.3 to 1.0 standard deviation, on average, on a standardized cognitive battery. In lay terms, that's 10+ years of improvement in standardized measures of auditory memory and cognition. These results are both statistically and clinically significant.

▶ Personal Results

In our studies, more than 90% of participants reported benefits such as better memory, quicker thinking and stronger communication.

▶ Read more at

www.PositScience.com/Science/Science_results/

"I am gaining confidence. I have found that words come easier." —Marlene, 67

How It Works

The Brain Fitness Program is designed to address the elemental changes in brain function that occur with age—starting as early as our thirties. Of these changes, it focuses on three of the most significant:

▶ Speed

Over time, the processing speed of the brain slows down, making it harder to catch information

that comes in quickly. If we don't capture information, we can't recall it or act on it. The Brain Fitness Program is designed to gradually increase the speed at which we can reliably process information.

▶ Accuracy

As we grow older, the accuracy with which we process information from our senses declines. The information gets "fuzzier," making it harder to store in memory, recall or use. The Brain Fitness Program is designed to improve the brain's ability to make clear and strong representations of information.

▶ Recording

Our brains naturally release chemicals to record information we deem important. As we grow older, the brain system that controls the release of these chemicals grows sluggish. When too few chemicals are released, recording is weak, making the information hard to find. The Brain Fitness Program is designed to stimulate the machinery that produces brain chemicals that strengthen memory and enable learning.

By addressing these core issues, the program strives to improve our ability to capture information quickly and accurately, and remember it fully.

Different from mental games or puzzles?

Many people do crossword puzzles or play games to keep themselves sharp. These may help, but the Brain Fitness Program takes brain exercise to a higher level. It is designed to physically change the brain by strengthening elemental processes. The goal is to improve brain function and enhance performance by refining the way you receive, process, record and retrieve information.