

## ALZHEIMER'S WILL NOT TELL YOU IT'S COMING

But once it arrives, it doesn't go away. IT GETS PROGRESSIVELY WORSE.

It tangles and plaques the proteins in your brain, leading to the death of brain cells, causing symptoms of dementia.

Making you swing from anger to fear, making it hard to remember who other people are, **MAKING YOU FORGET WHO YOU USED TO BE.**



**41,700** PEOPLE, IN IRELAND, NOW LIVE WITH DEMENTIA.  BY 2041, THAT FIGURE IS EXPECTED TO RISE TO 

**147,000**  

It won't be me,

YOU SAY.

THEN DO EVERYTHING YOU POSSIBLY CAN TO MAKE THAT TRUE,

**WE SAY.**

**YOU CANNOT CURE ALZHEIMER'S, BUT GROWING SCIENTIFIC EVIDENCE INDICATES THAT BY KEEPING**

 YOUR BRAIN,  YOUR BODY,  AND YOUR HEART,

**HEALTHY YOU CAN DO ONE HECK OF A LOT TO REDUCE YOUR RISK OF DEVELOPING IT.**



**EVERY DAY THINK OF THREE SIMPLE KNOTS, TIE THEM INTO YOUR DAILY ROUTINE, REMIND YOURSELF TO PERFORM ONE TASK IN EACH KEY AREA.**



### ONE KNOT IS FOR YOUR HEART

A knot to remind you to keep it strong. Run, jump, chuck the fags away, cool the jets on the booze. Do whatever you can to make it as beating and belting and booming as possible. Do whatever it takes so it never has to break when you forget the name of your own child, even when they're standing right there in front of you.



### ONE KNOT IS FOR YOUR BRAIN

Making sure you keep it top of mind. Sure it'd love to lounge around but you have to boss it into action. Push it with puzzles, challenge it to figure out new stuff, make it earn its keep. Push it to protect it from losing every memory, name and piece of you it holds inside.



### ONE KNOT IS FOR YOUR BODY

The body that needs to stay in top nick now, to prevent it stumbling over simple things later. Like forgetting how the remote control works, or how angry it feels when socks end up in your pocket instead of on your feet. Give it good food, activate it for 30 minutes a day, give it a break from alcohol.

**3 KNOTS FROM YOUR MIND, ASKING THAT YOU FORGET-ME-NOT AND I WILL DO MY VERY BEST NEVER TO FORGET.**

As The Alzheimer Society of Ireland, we provide up to one million hours of care, every year, to those living with dementia. It is our hope that you will care for yourself now, to reduce your risks later. Take a minute to discover what you can do today to keep your heart, body and brain healthy at [alzheimer.ie](http://alzheimer.ie) or call

**1800 341 341**



**THE ALZHEIMER SOCIETY of IRELAND**