

FOR IMMEDIATE RELEASE

SAVE YOUR BRAIN

**The 5 Things You Must Do to Keep Your Mind
Young and Sharp**

By Paul Nussbaum, Ph.D.

April 2010; \$16.95; Paperback; 224 pages

ISBN-10: 007171376X; ISBN-13: 9780071713764

E-Book: \$16.95; 0071717854 / 9780071717854

Media Contact: Julia Baxter

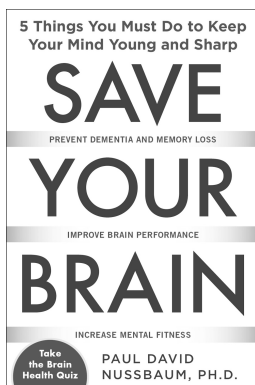
McGraw-Hill Professional

2 Penn Plaza, 23rd Floor

New York, NY 10121

P: 212.904.3020, F: 212.904.4091

julia_baxter@mcgraw-hill.com



“While the brain is fragile, it is also the most magnificent system ever designed, capable of more than we can presently know and deserving of a lifetime’s dedication to health.”

—Paul Nussbaum, Ph.D., L.H.,

from the Introduction to SAVE YOUR BRAIN

**PRESERVE MEMORY AND DELAY ONSET OF DEMENTIA BY
MASTERING THE FIVE CRITICAL AREAS OF BRAIN HEALTH**

Your brain is the center of your identity. It controls your every thought, emotion, and behavior.

But many forget this until it’s too late to protect the vital memories it holds, “Your Life Story.”

The number of Alzheimer’s cases – the leading cause of dementia in the U.S. – will increase to fifteen million or more by the middle of this century. For all its awesome functioning, the two to four pound mass of white and grey matter we call the brain is a delicate machine that is affected by its environment.

Luckily, we have the ability to proactively save the health of our brains through the decisions we make each day.

In **SAVE YOUR BRAIN** (McGraw-Hill, April 2010), clinical neuropsychologist Paul Nussbaum, Ph.D. shows readers how to ward off memory loss, improve brain performance, and increase mental fitness by implementing a brain healthy lifestyle *today*. Based on his clinical practice and research, the knowledge and practical tips provided in **SAVE YOUR BRAIN** put the tools for establishing a long and vibrant mental life in the reader’s hands. And it’s never too late – or early – to start.

From the left hemisphere to the right, from the neurons to the synapses, from the cortex to the all-important hippocampi, SAVE YOUR BRAIN provides readers with a basic understanding of the mechanics of the brain to show just how dynamic it is. The brain's incredible *plasticity*, or malleable quality, enables *neurogenesis*, or new brain cell development. The individual who can build up more dense connections between brain cells, aka *brain reserve*, is the one who will be better protected from the devastating effects of dementia and memory loss.

With a grasp of how the brain functions, readers can begin mapping out their brain health lifestyle by pursuing *novel* and *complex* activities in the **five critical areas of brain health**. A proactive brain health lifestyle is most personal because it helps us maintain access to our lifestory, that which needs to be shared with the next generation.

The five critical areas of brain health, or the “slices to the brain health pie,” include:

Socialization: It is vital to brain health to remain active in a community and avoid isolation in its many forms. An isolated brain is an unhealthy brain.

Healthy Brain Tips: Join community organizations; engage in family fun nights; attend work-bonding activities; join online social networks such as Mywayvillage.com

Physical Activity: 25 percent of the oxygen, blood, and glucose pumped through the body is used by the brain for critical functioning. A healthy body truly does equal a healthy mind!

Healthy Brain Tips: Get three hours of aerobic exercise each week; take dance classes; play an active game on Nintendo Wii

Mental Stimulation: Learning, creativity, innovation, and complex information processing promote new brain cell growth that wards off dementia and memory loss.

Healthy Brain Tips: Learn a new language or musical instrument; take a trip to a new locale; Try out new roles and present novel ideas at work Try Fitbrains.com for a daily online brain fitness workout.

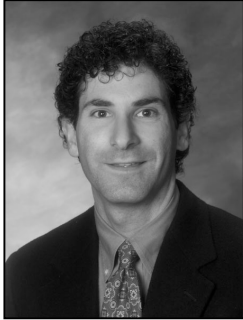
Spirituality: An over-stimulating and stressful environment can lead not only to emotional breakdown, but to slowed brain development. Brains respond well to rhythm and symmetry amid the chaos of daily life.

Healthy Brain Tips: Incorporate regular meditation into your daily routine; practice progressive muscle relaxation; use your lunch break to reflect quietly

Nutrition: The foods we eat can affect our thought processes, moods, behavior, and memories. At 60% fat, the brain may be the fattest part of the body and needs to be nourished.

Healthy Brain Tips: Eat fish rich in omega-3 fatty acids; incorporate fruits and vegetables full of antioxidants into your diet; consume proper carbohydrates; try one of the 24 delicious brain healthy recipes featured in SAVE YOUR BRAIN.

The unique **Personal Brain Health Inventory** found in SAVE YOUR BRAIN helps readers determine in which of the five areas they need to focus. Including additional brain health resources, results from brain studies conducted and reviewed by Dr. Nussbaum, and his recommendations for how society as a whole can emphasize better brain health, SAVE YOUR BRAIN is the ultimate guide to safeguarding your brain and the valuable contents it holds – your lifestyle.



ABOUT THE AUTHOR: Paul Nussbaum, Ph.D. is a clinical neuropsychologist who specializes in aging across the lifespan and brain health. For more than twenty years he has been caring for those suffering from dementia and related disorders. Dr. Nussbaum is an adjunct associate professor in neurological surgery at the University of Pittsburgh School of Medicine. He has been interviewed about brain health in media outlets including *Workforce Management*, *Body and Soul*, *Better Homes and Gardens*, *Reader's Digest*, *Orlando Sentinel*, *Wall Street Journal*, *Boston Globe*, *Platinum Record* and various TV news programs. www.paulnussbaum.com

Suggested Interview Questions for Paul Nussbaum, Ph.D.

- 1. How can retirees combat isolation that damages the brain?**
- 2. What does a day in the healthy brain diet look like?**
- 3. How can our schools, communities, and government better promote brain health?**
- 4. How does Alzheimer's, the leading cause of dementia in the country, take hold of the brain?**
- 5. Are certain brain health lifestyle choices more affective than others in battling memory loss?**
- 6. How does stress affect the brain?**

Media Inquiries:

Julia Baxter • McGraw-Hill Professional • 212.904.3020 • julia_baxter@mcgraw-hill.com