



THE BRAIN WARRIOR'S WAY

Protecting the Most Important Part of You

Strategies to Boost Your Mood, Focus, Energy and Memory

Daniel G. Amen, MD

Amen Clinics

**To learn more about Amen Clinics visit us at
www.amenclinics.com or call 844/767-3773.**





Go to church
and get:

Donuts
Bacon
Sausage
Hot dogs
Ice cream

They have no
idea THEY ARE
SENDING
PEOPLE TO
HEAVEN
EARLY!!!!!!

Save them ...
Then kill them.

THIS IS NOT
THE PLAN



THE  DANIEL PLAN
GOD'S PRESCRIPTION FOR YOUR HEALTH

- Church healthcare initiative
- 5 Pillars: Faith, Food, Fitness, Focus, Friends
- 15,000 people signed up first week
- *Results were spectacular!*



After 12 Months

- Participants lost over 250,000 lbs.
- Better:
 - ❖ Energy
 - ❖ Focus
 - ❖ Creativity
 - ❖ Sleep
 - ❖ Mood
- Reductions in:
 - ❖ Stress
 - ❖ Blood pressure
 - ❖ Blood sugar
 - ❖ Sexual dysfunction
 - ❖ Many medications



Make no mistake...

**You are in a WAR for the health
of your brain and body**

Nearly everywhere you go someone is trying to make \$\$ by enticing you with bad food that will kill you early



The Real Weapons of Mass Destruction

- Food-like substances
- Highly processed
- Pesticide sprayed
- High glycemic
- Low fiber



Those same companies use neuroscience tricks to hook your pleasure centers!



**News channels pour toxic images into our minds
making us see fear and disaster around every corner**



Tech companies create addictive gadgets that hook our attention and distract us from our loved ones



Microsoft: Attention Span in Humans < Goldfish



8 Seconds



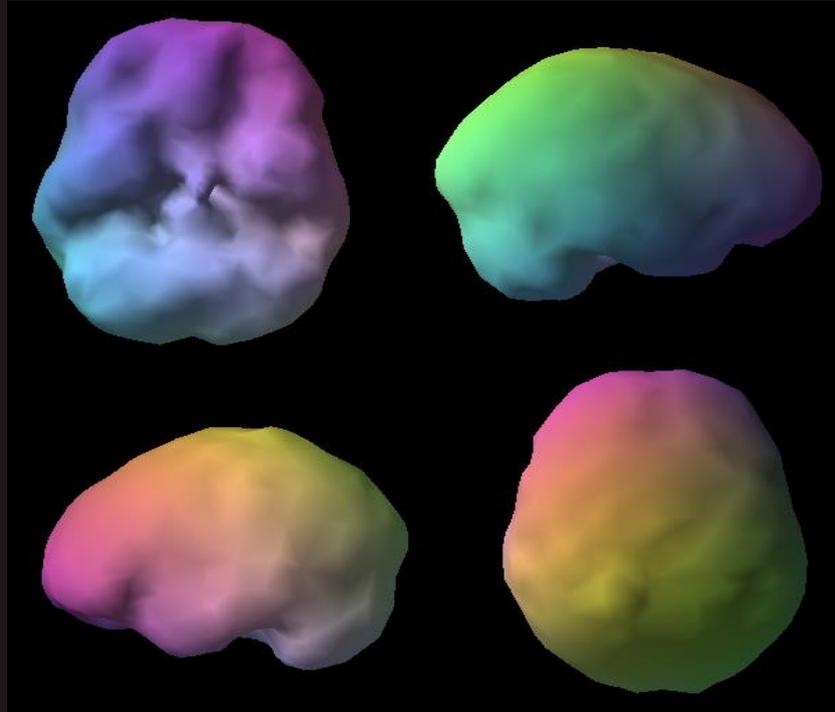
9 Seconds

**You are in a WAR for the health
of your brain and body**

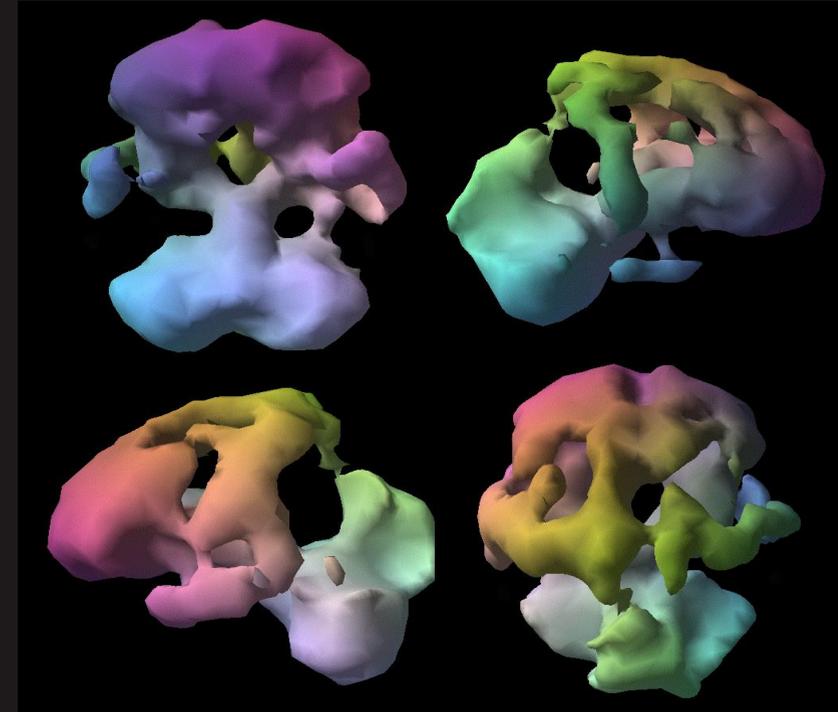
Alzheimer's Disease

- Expected to quadruple by 2050
- No cure on the horizon
- Affects 50% of people 85 and older
- Starts in the brain decades before any symptoms

Brain SPECT



Healthy



Alzheimer's

If you Knew a Train was Going to Hit you...?

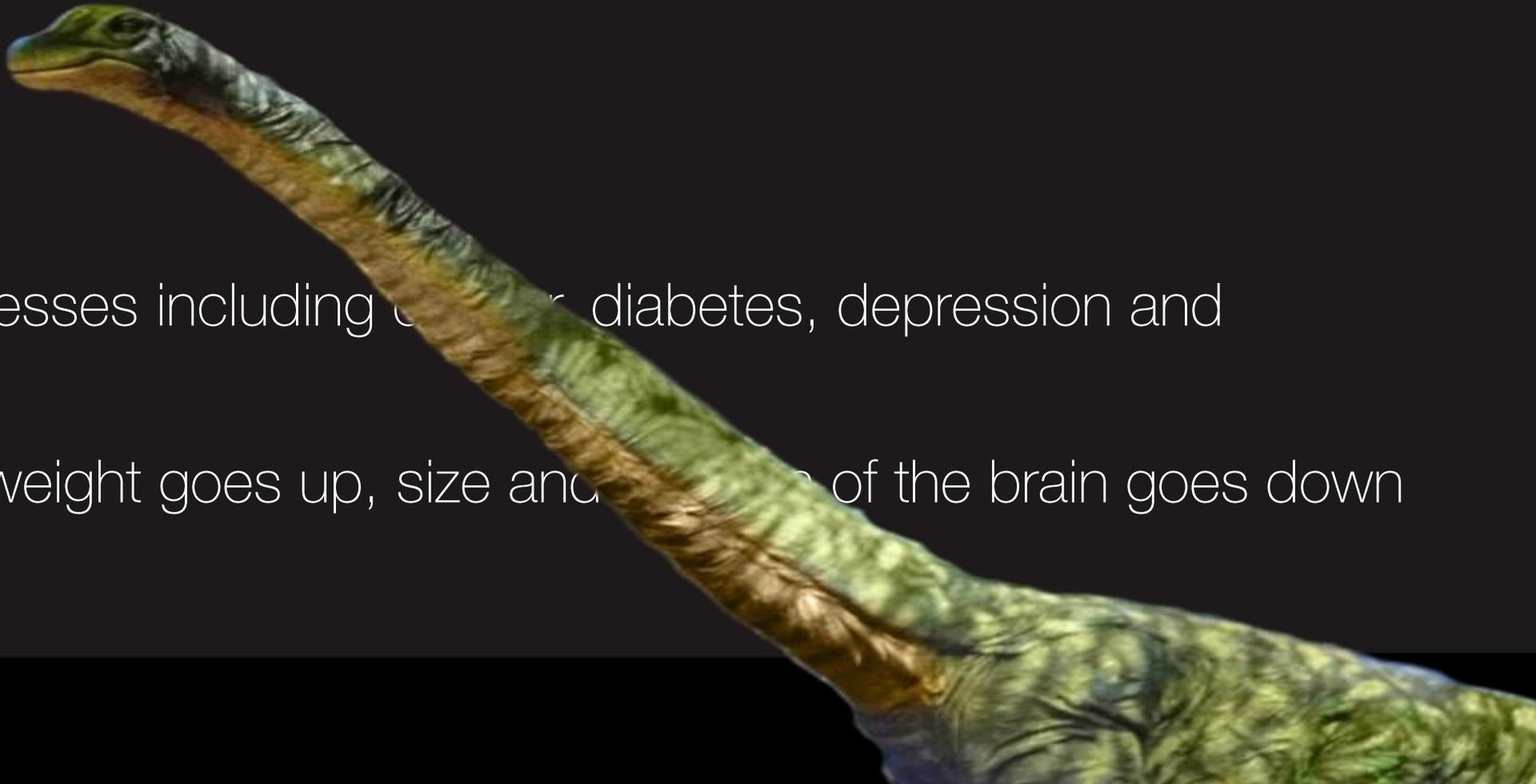


Depression

- One of the greatest killers of our time
- Affects 50 million Americans
- Increased 400% since 1987
- 23% of women taking antidepressants
- Doubles risk of Alzheimer's in women, 4X in men

Obesity is a Serious National Crisis

- 2/3 overweight, 1/3 obese
- Increases *in "flam"mation*
- Risk factor for 30 medical illnesses including cancer, diabetes, depression and dementia
- Dozens of studies report as weight goes up, size and function of the brain goes down



**Answer is NOT to see these as separate disorders, but
as different expressions of same unhealthy lifestyle**



That have exactly the same cure!

If you want to survive and thrive you MUST become a

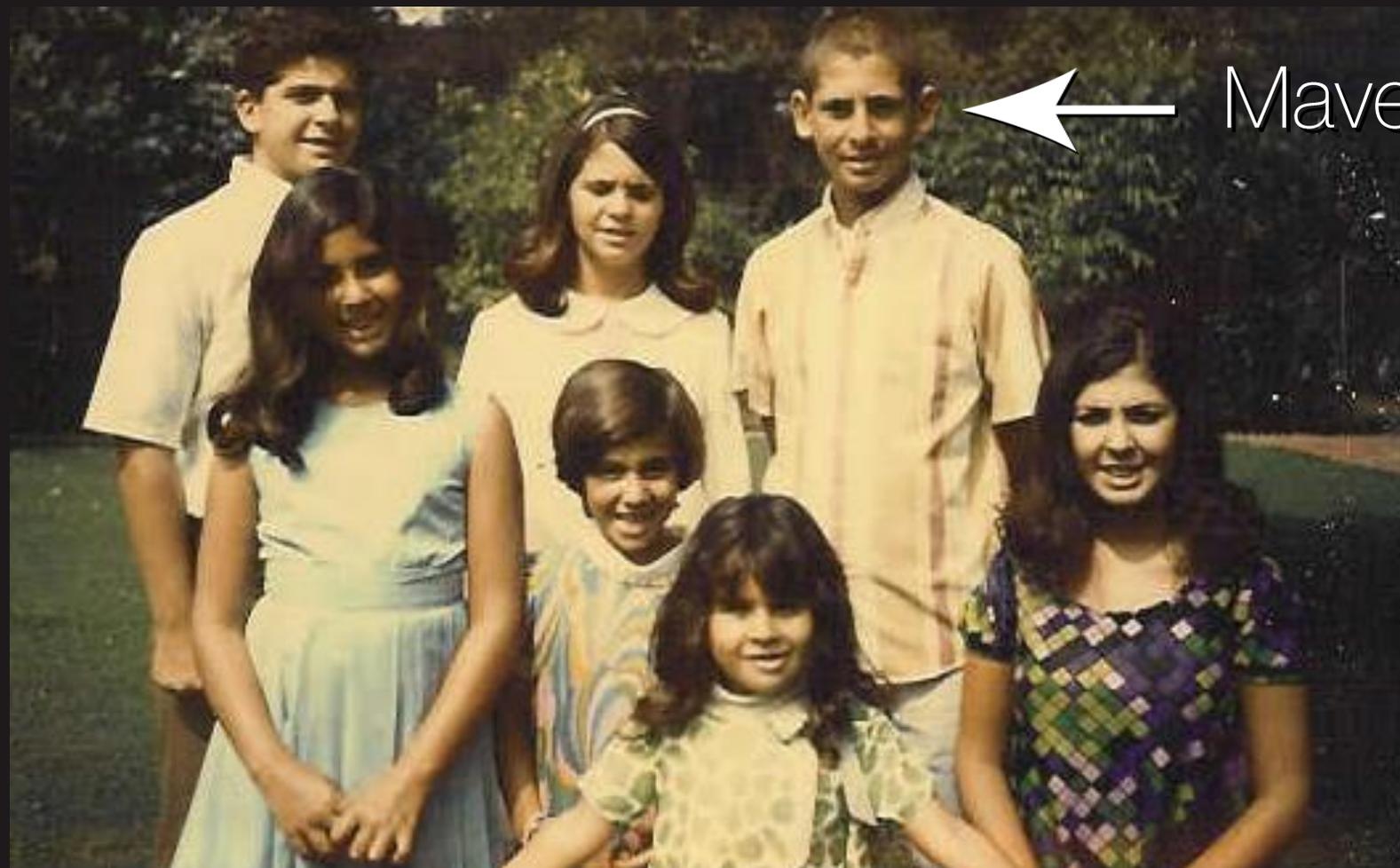
BRAIN WARRIOR



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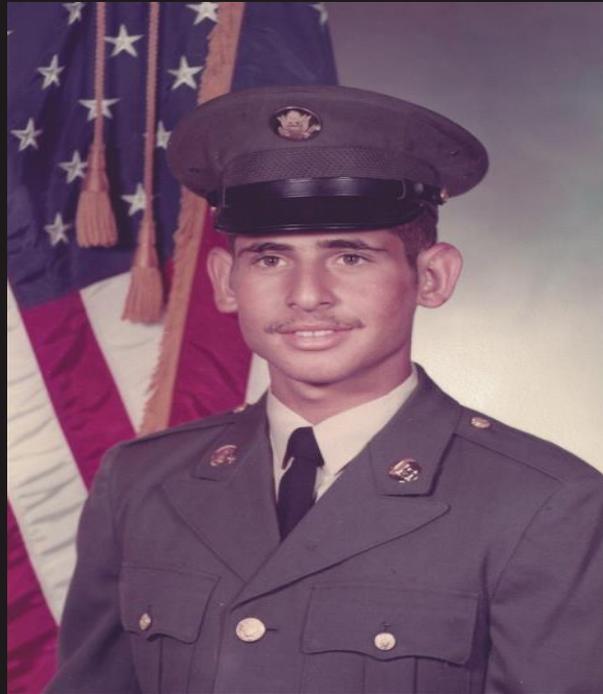
**My journey to becoming a
Brain Warrior**





← Maverick

1972....



Imaging Professors... How do you know unless you look?

1979...

Fell in love with psychiatry because it has
potential to change generations

1991...

Brain SPECT Imaging

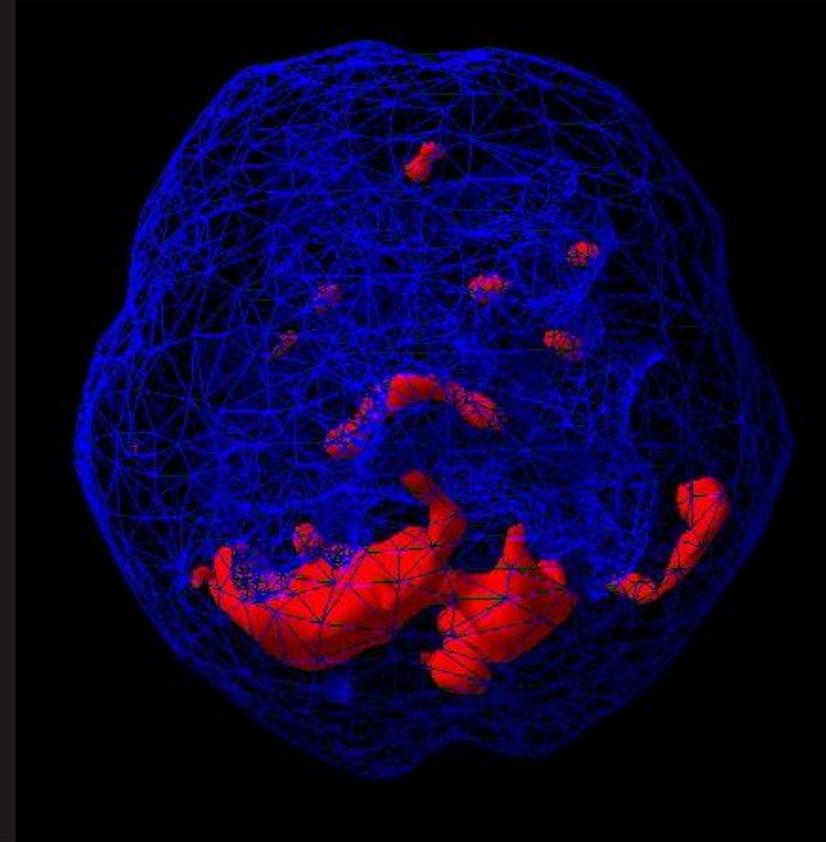
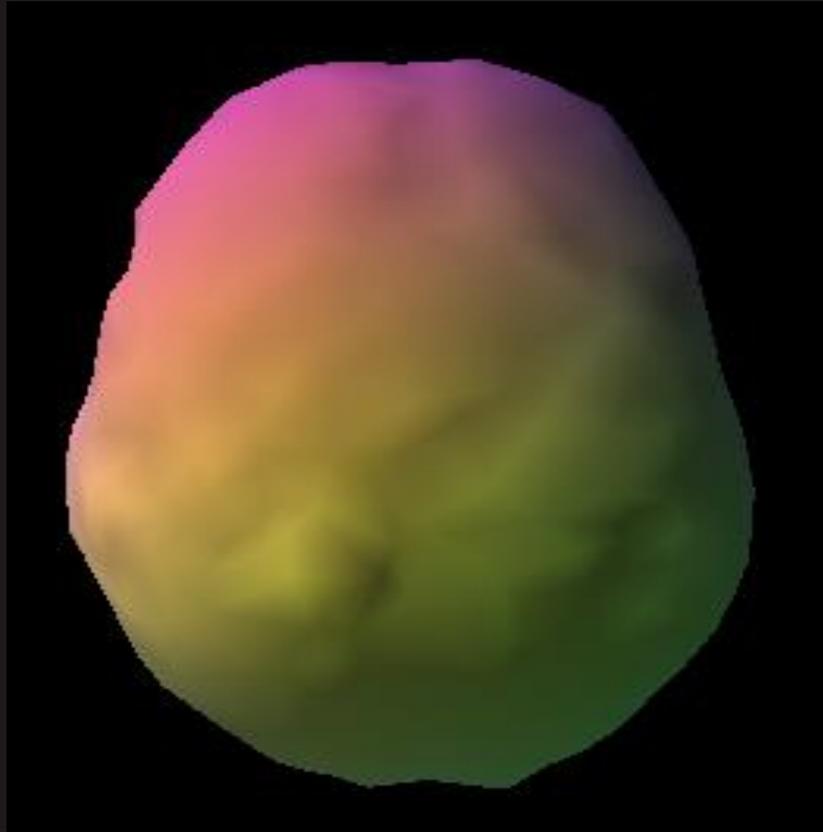
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Psychiatry

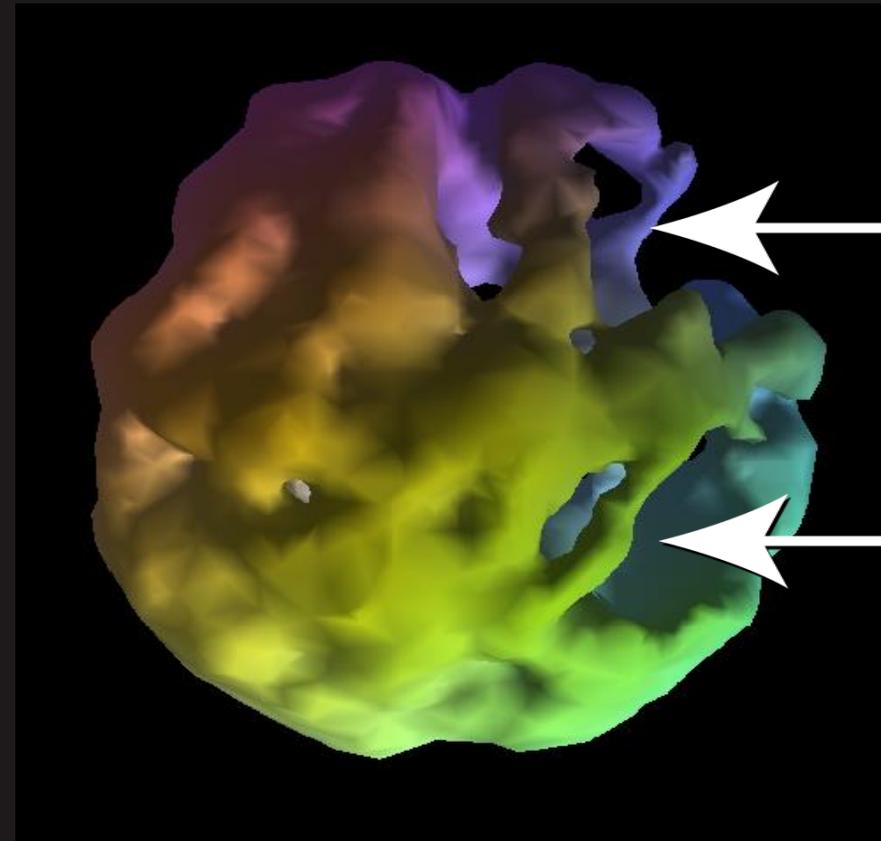
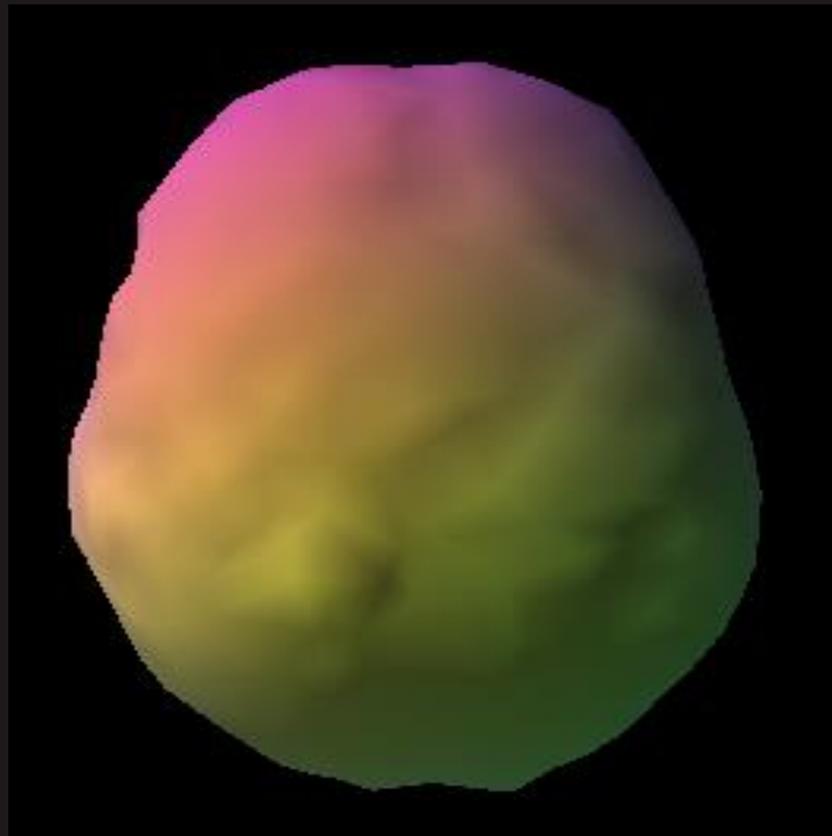
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Revolution

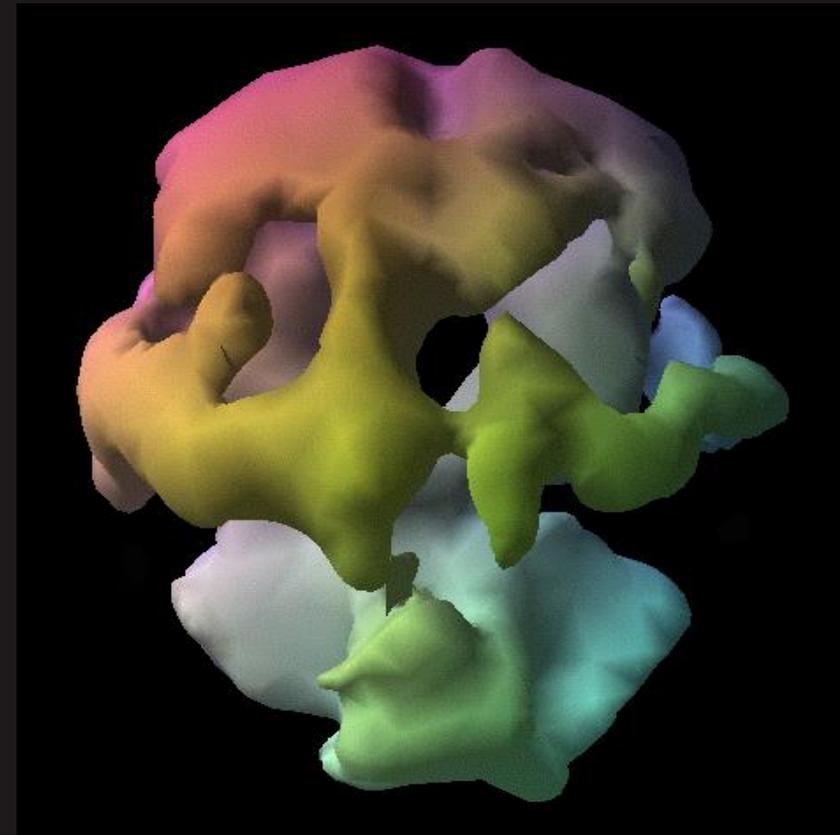
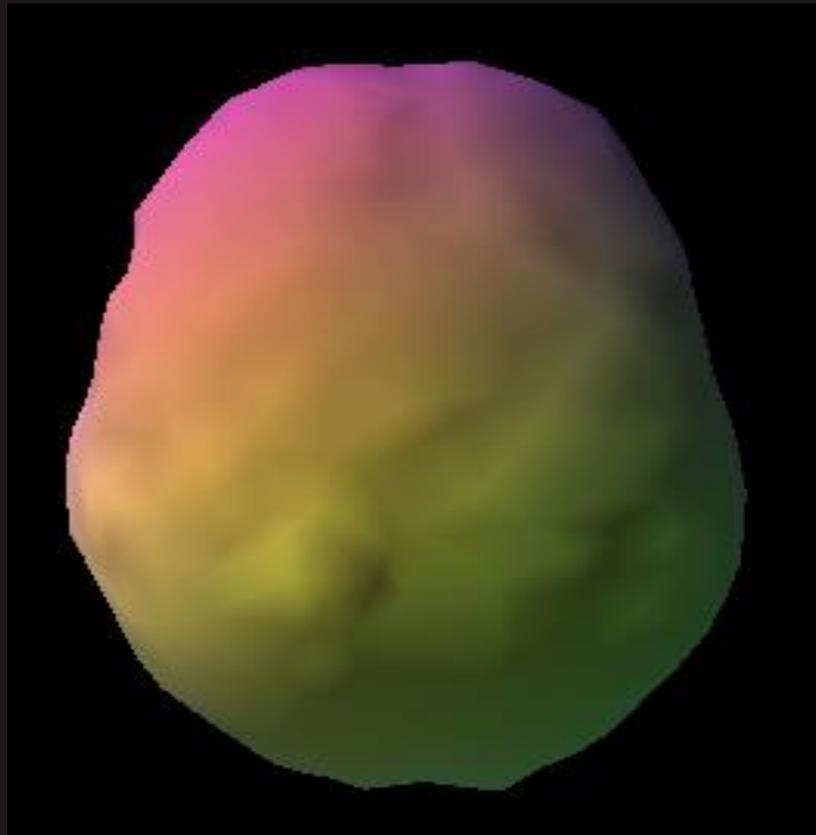
Healthy Brain SPECT Scans



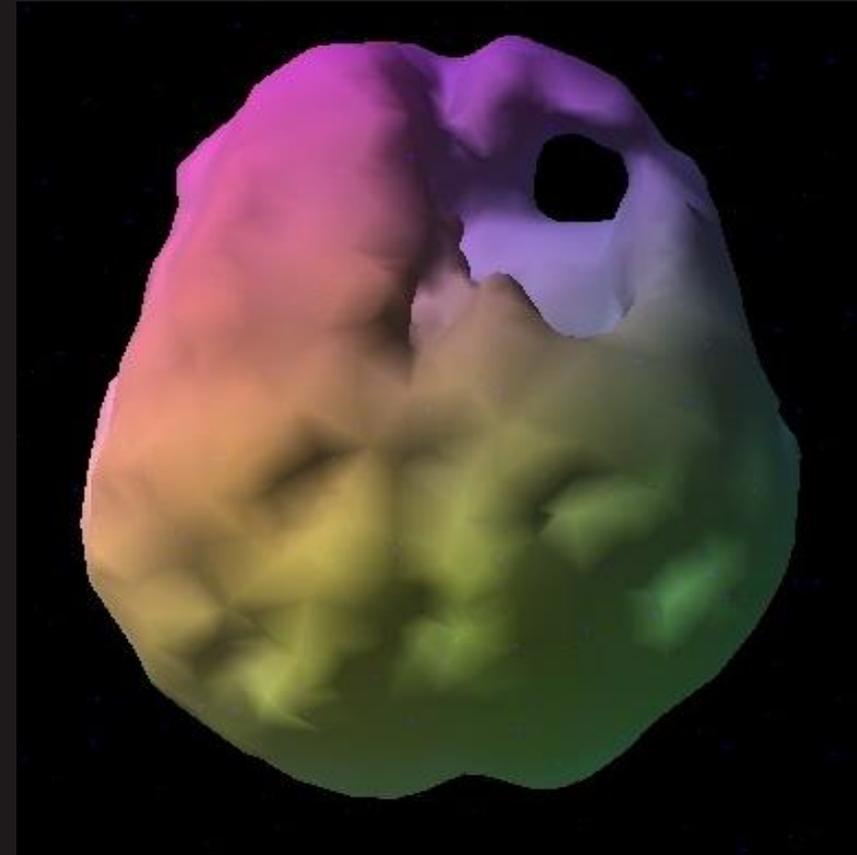
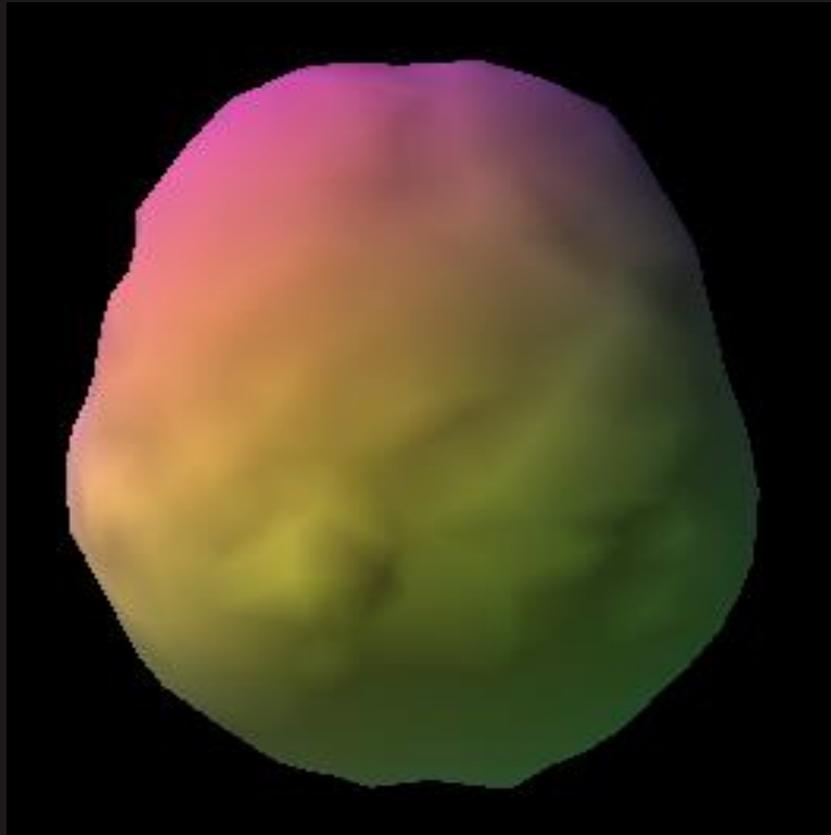
Healthy vs. Two Strokes



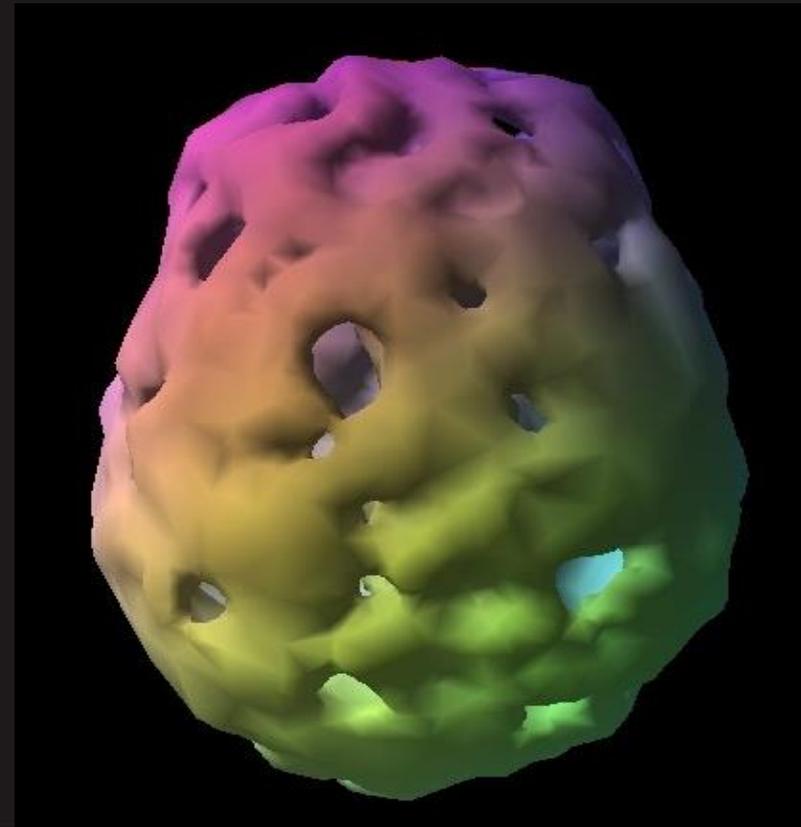
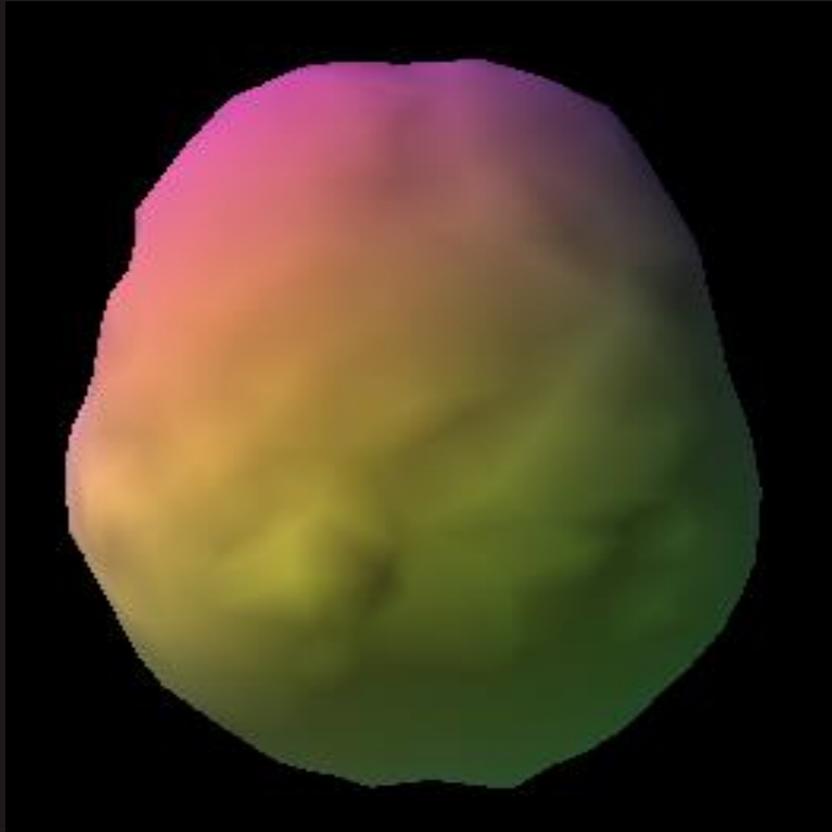
Healthy vs. Alzheimer's Disease



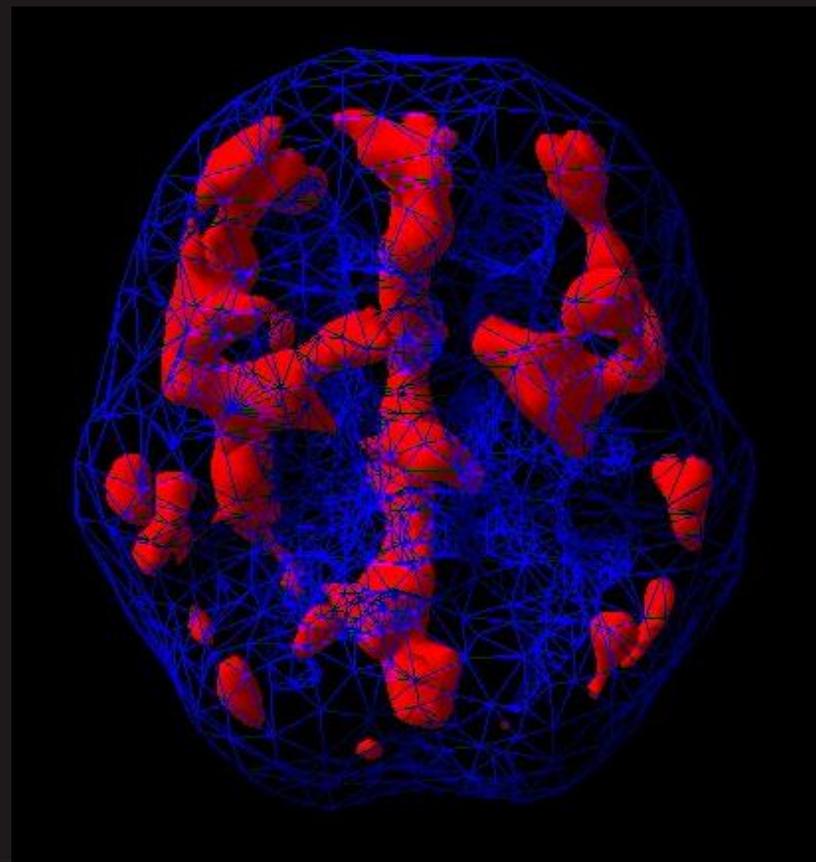
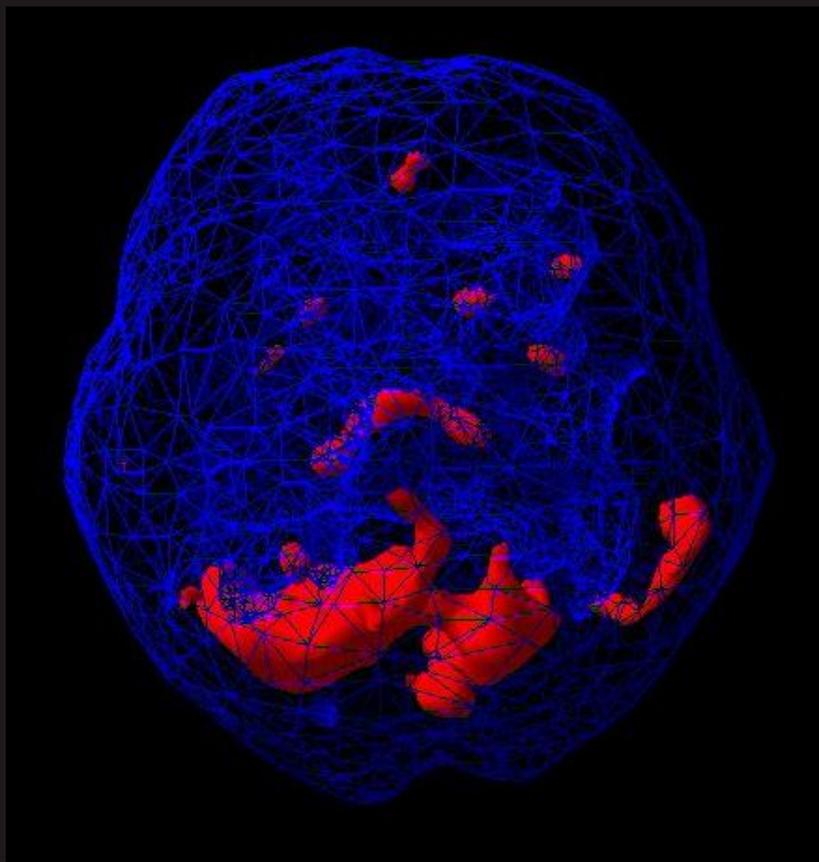
Healthy vs. Traumatic Brain Injury



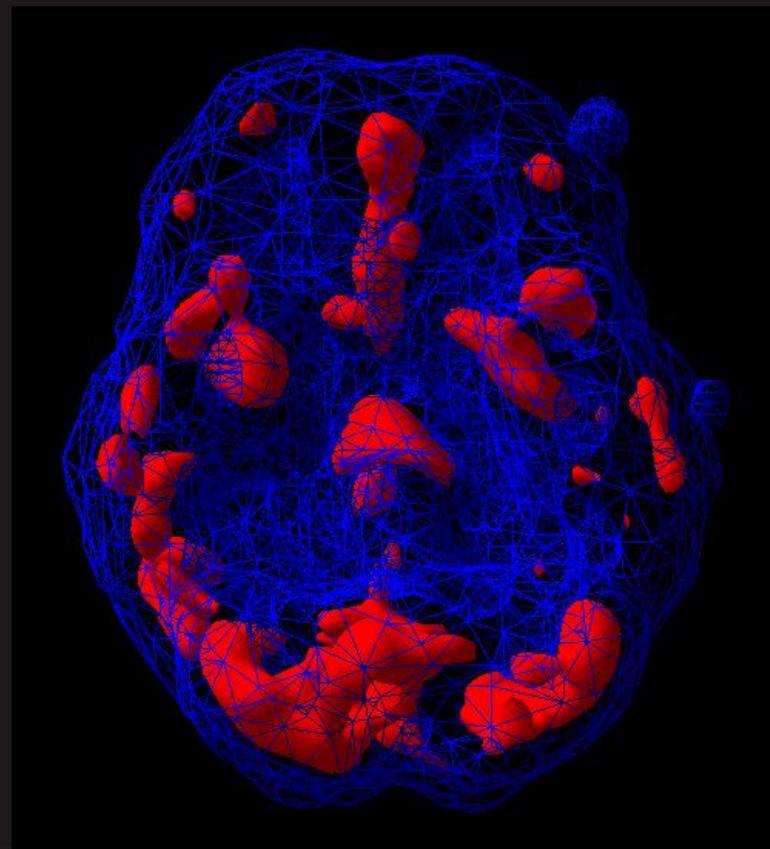
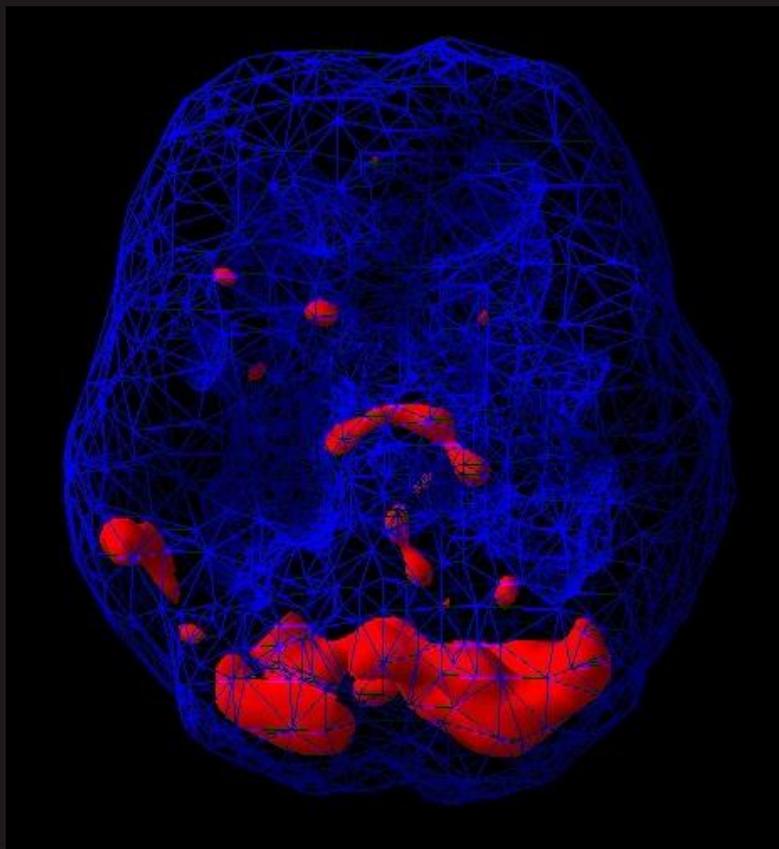
Healthy vs. Drug Abuse



Healthy vs. OCD



Healthy vs. PTSD

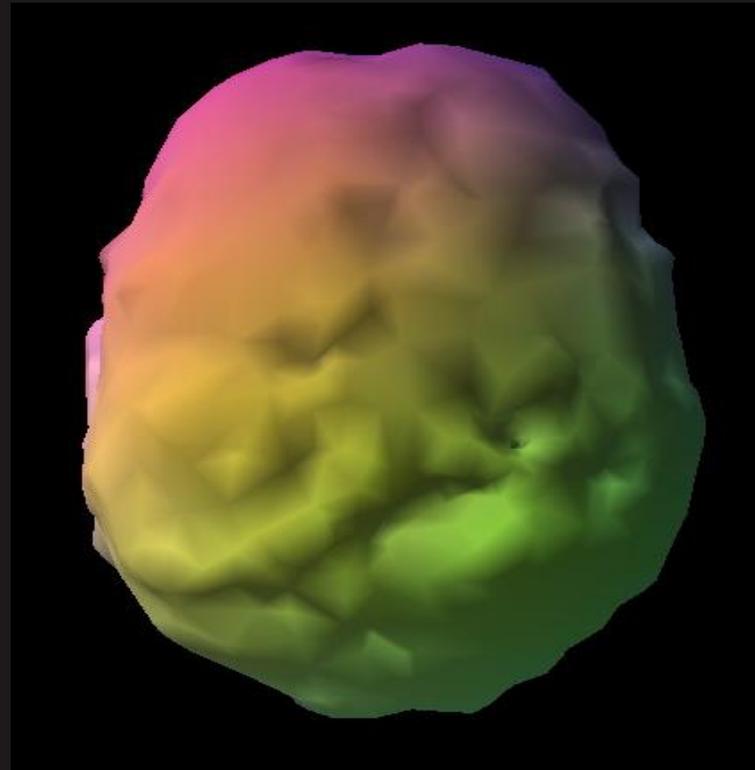


SPECT

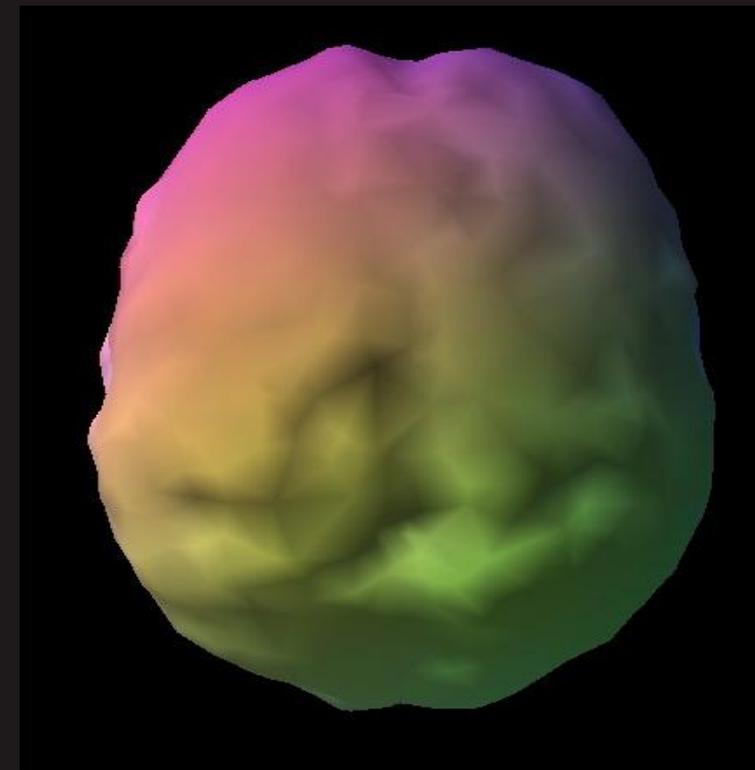
- Picture worth 1,000 words
- But a Map:
 - ❖ Is worth 1,000 pictures
 - ❖ Tells you where you are
 - ❖ And how to get to where you want to go



SPECT Changed Everything in My Life



Age 37

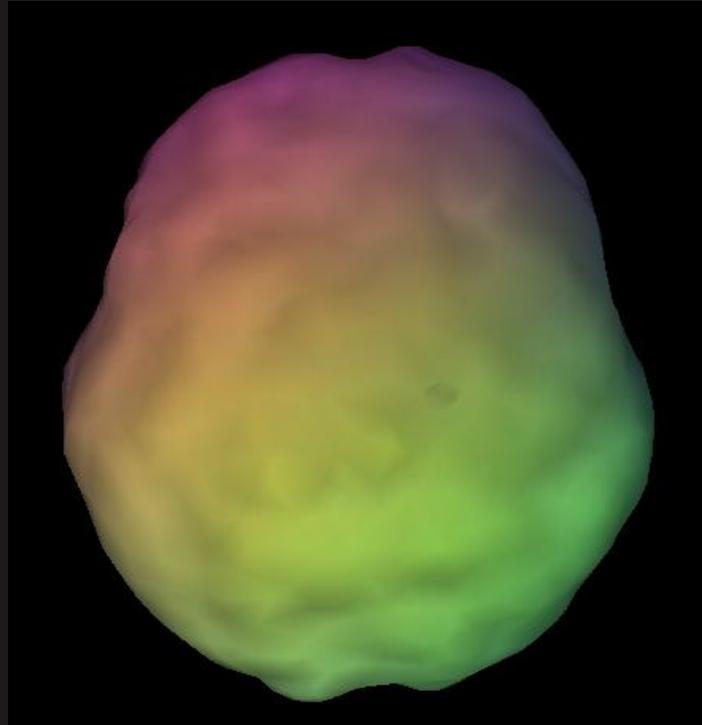


Age 57

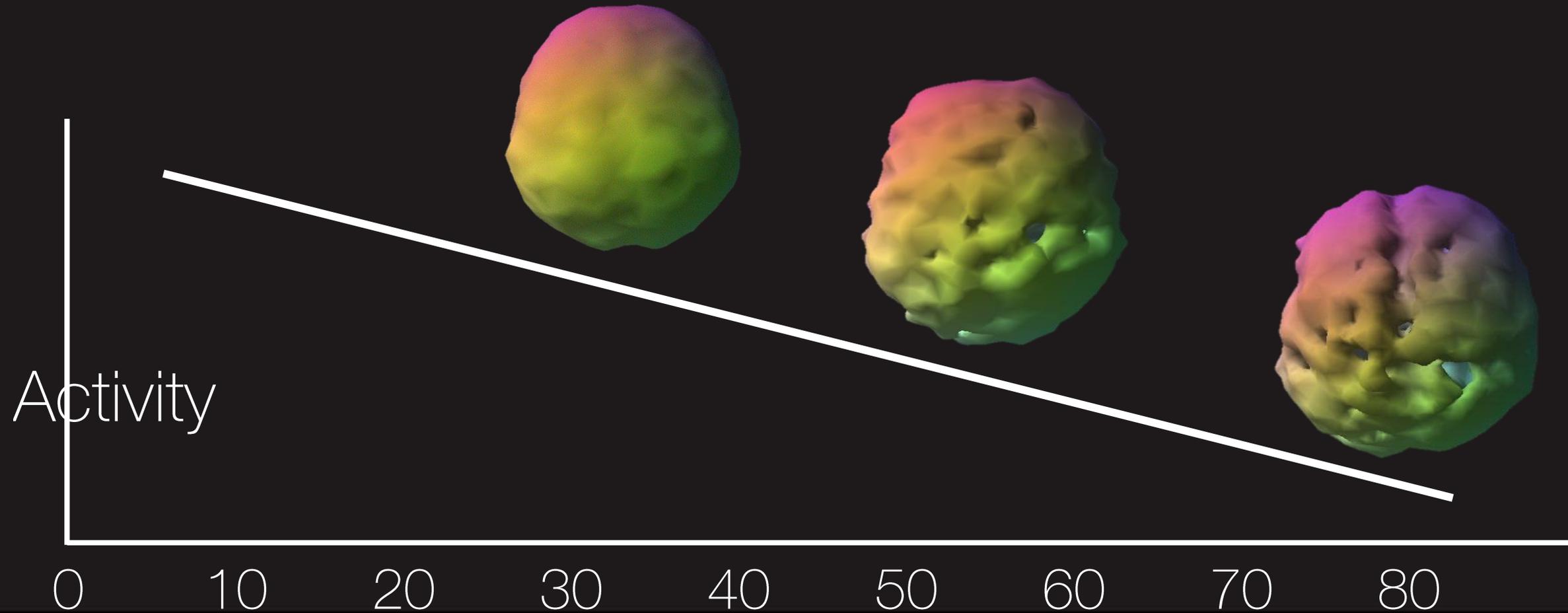
SPECT Changed Everything in Kids' Lives



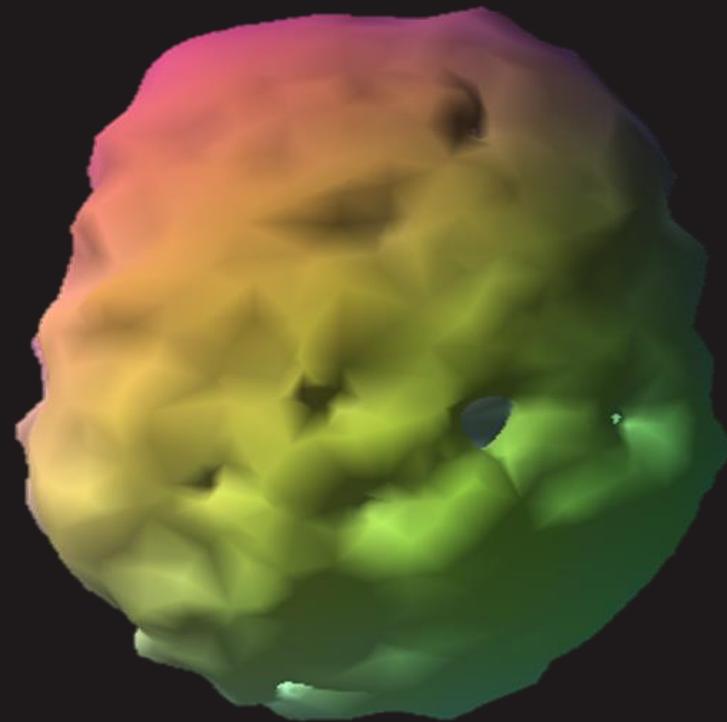
Changed Everything in My Love Life



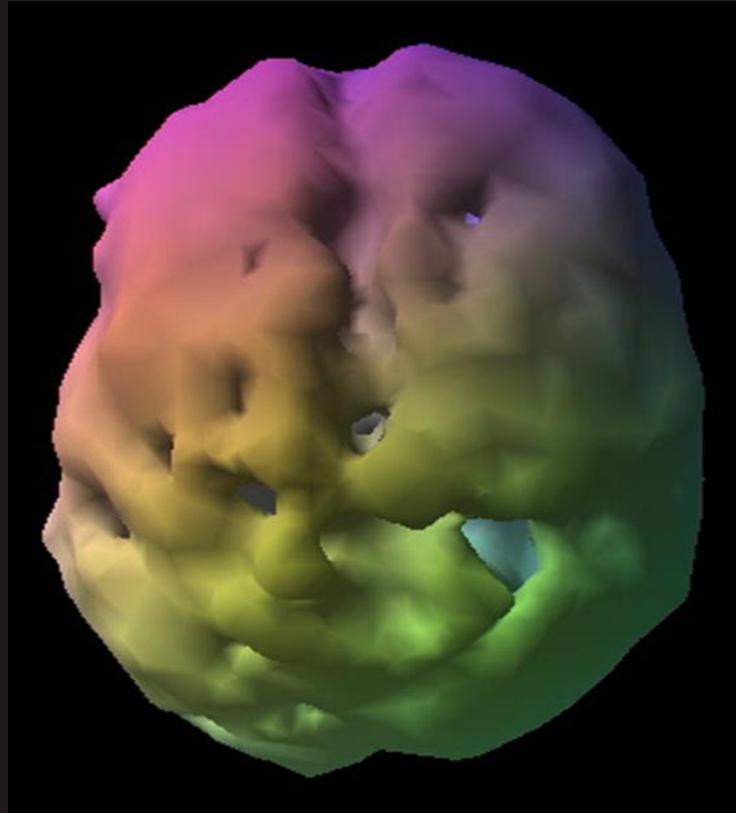
Turning 60 was Different...Brain Activity Over Time



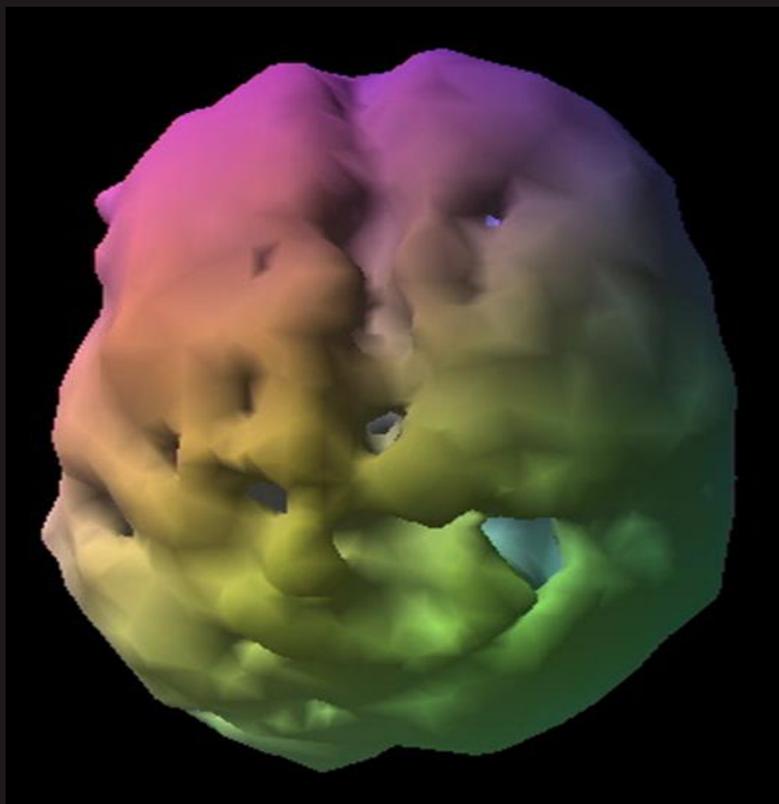
55-Year-Old



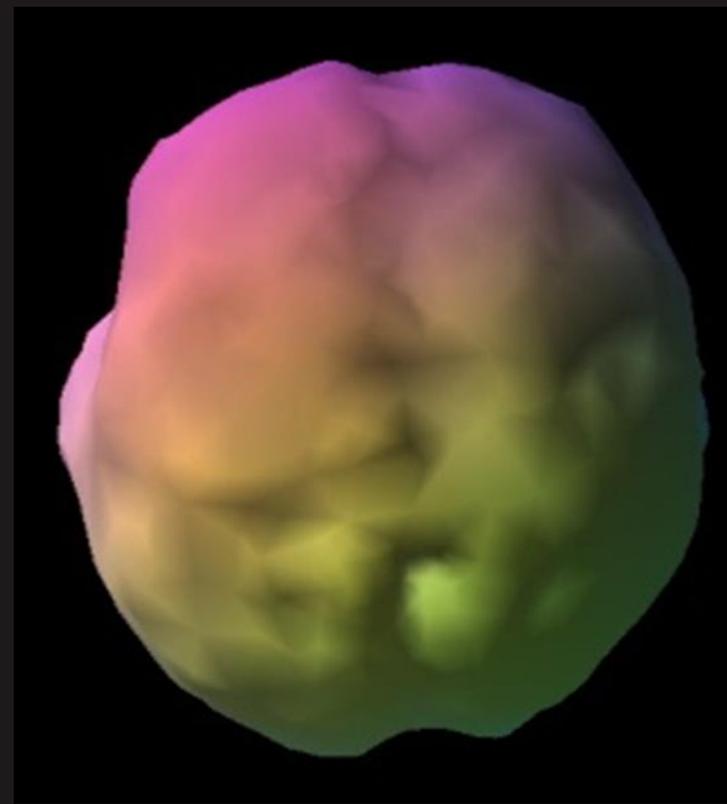
Typical 82-Year-Old Brain



Typical 82



Doris Rapp 82



With the right decisions, brain aging is optional!

SPECT Decreases Stigma

- See problems as **MEDICAL, NOT MORAL**
- Decreases shame and guilt
- Increases forgiveness and compassion from families
- *Nothing else in psychiatry that is this powerful or immediate!*



SPECT Completely Changes the Discussion Around Mental Health

- No one wants to see a psychiatrist
- No one wants to be labeled as abnormal or defective
- But, all of us want better brains

What If Mental Health Was Really Brain Health?

Most Exciting Lesson from Imaging

- You are not stuck with the brain you have
- You can make it better *even if you have been bad to it* and
- We can prove it!

Amen Clinics NFL Study

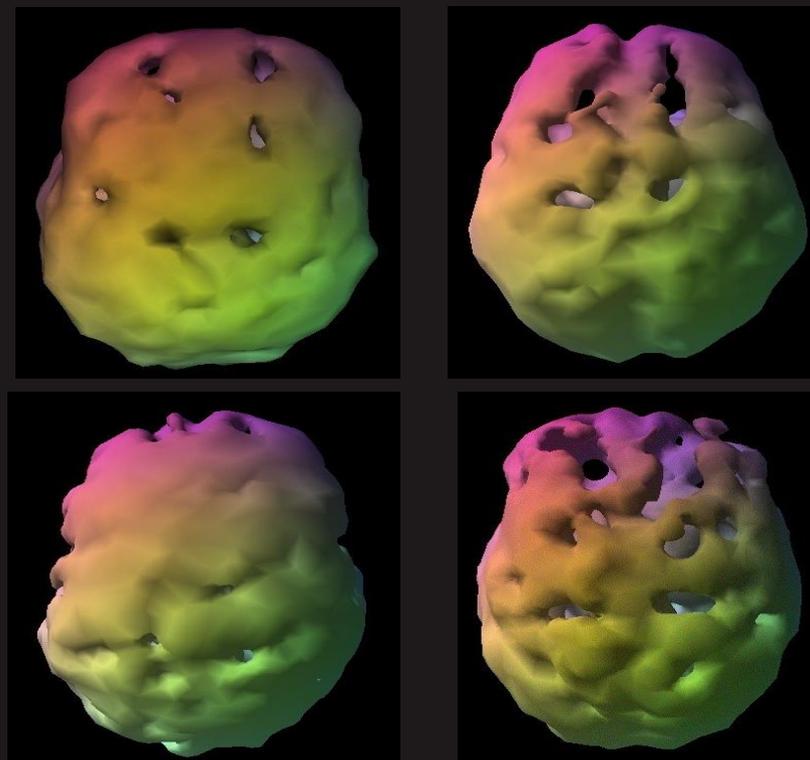
- 1994 NFL concussion committee
- Yet, never sponsored a brain imaging study on players
- ...instead they studied rats
- Goodell (2009) to Congress, “NFL didn’t know if playing football caused long term brain damage. *They were still studying the issue.*”



Problem with NFL Position

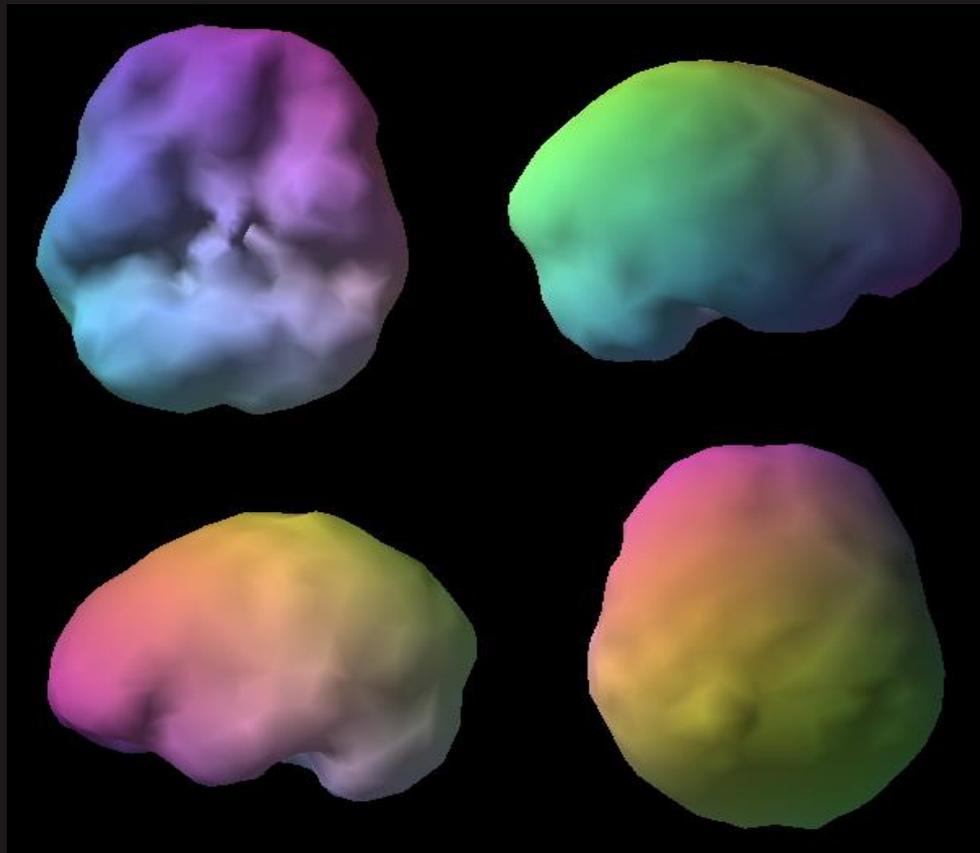
- If you don't admit you have a problem, you cannot do anything to solve it!
- Brain damaged players left without help or hope
- 2009 Amen Clinics & NFL Players Association did first and largest imaging study on players
- SPECT helped to change everything!

Active and Retired NFL Players Damage Seen Across Whole Brain

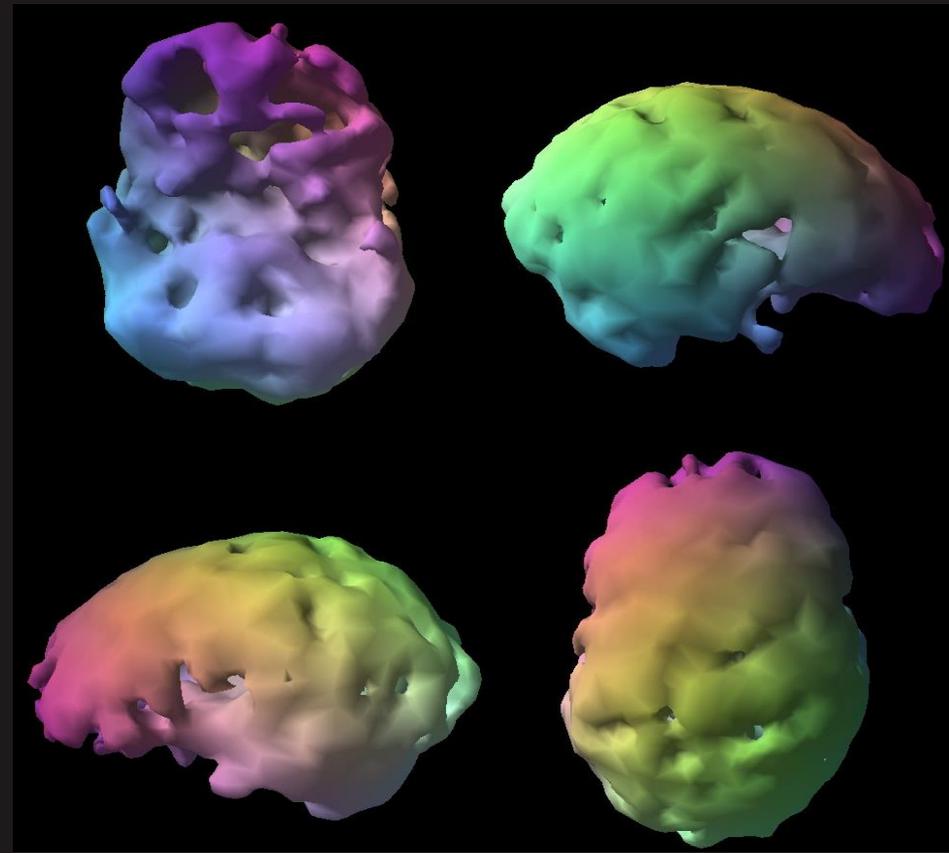


Duval Love



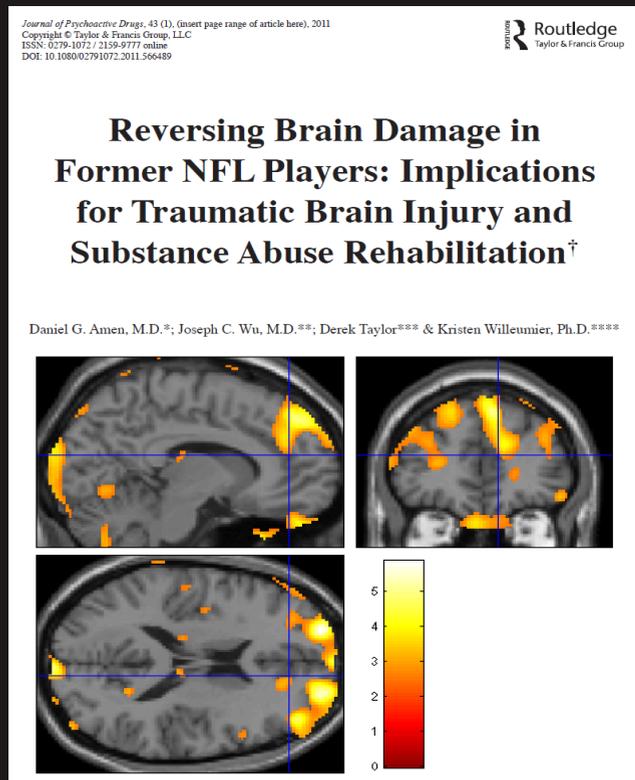


Healthy



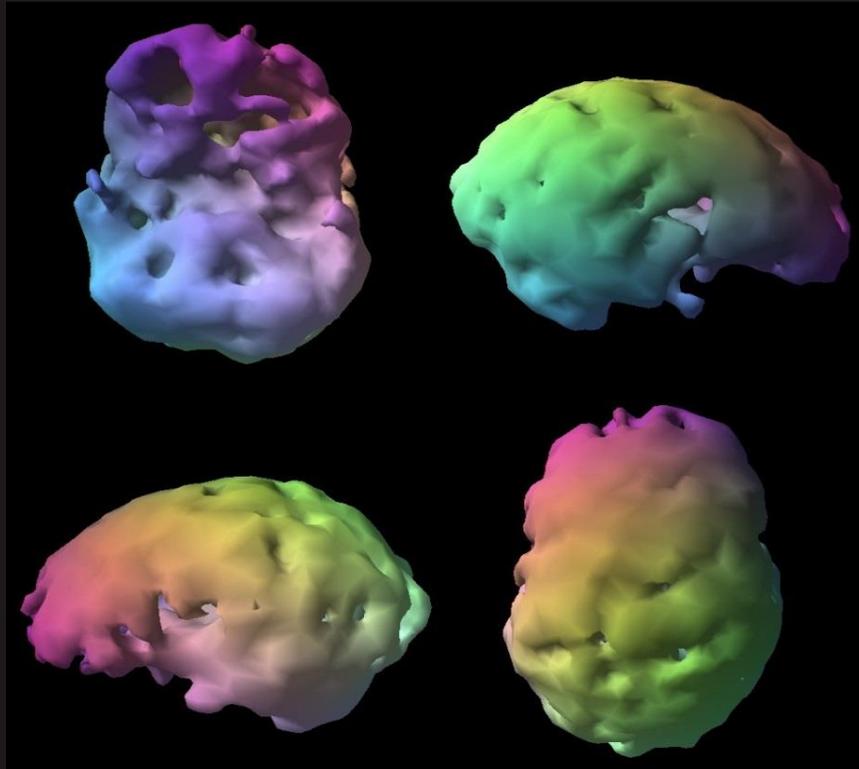
16 Year Guard

Prove Brain Rehabilitation Possible with Amen Clinics Method

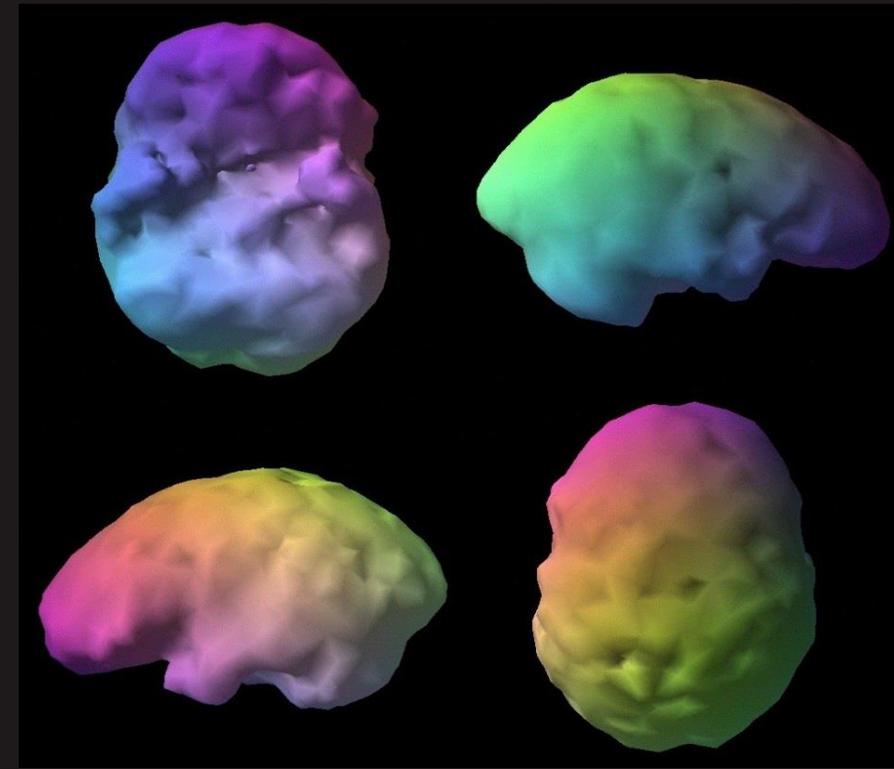


- 80% improvement!
- Especially in:
 - ❖ Memory
 - ❖ Attention
 - ❖ Mood
 - ❖ Sleep

Duval Became a Brain Warrior



Before



After 12 Months

Duval



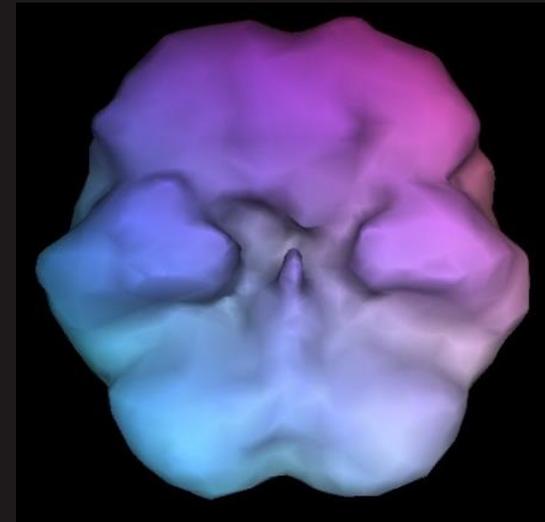
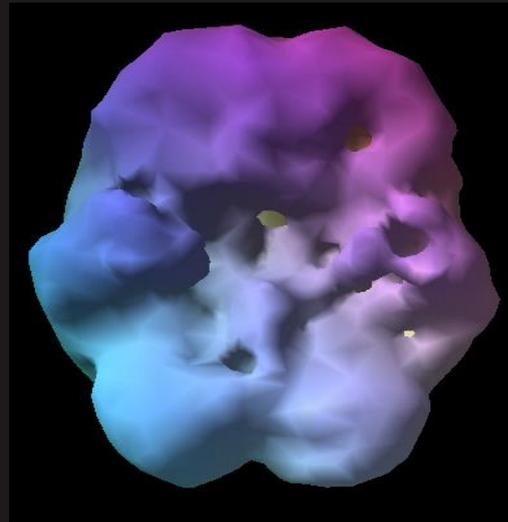
Before



After 12 months

Fred Dryer, LA Rams, Actor, Age 64

- “With the treatments I replaced a part of me that had slipped away.”
- “Going through the program, I noticed mental energy and ‘thinking speed’ I had lost!”



Reversing Cognitive Decline

www.impactaging.com

AGING, September 2014, Vol 6 N 9

Research Paper

Reversal of cognitive decline: A novel therapeutic program

Dale E. Bredezen^{1,2}

¹ *Mary S. Easton Center for Alzheimer's Disease Research, Department of Neurology, University of California, Los Angeles, CA 90095;*

² *Buck Institute for Research on Aging, Novato, CA 94945.*

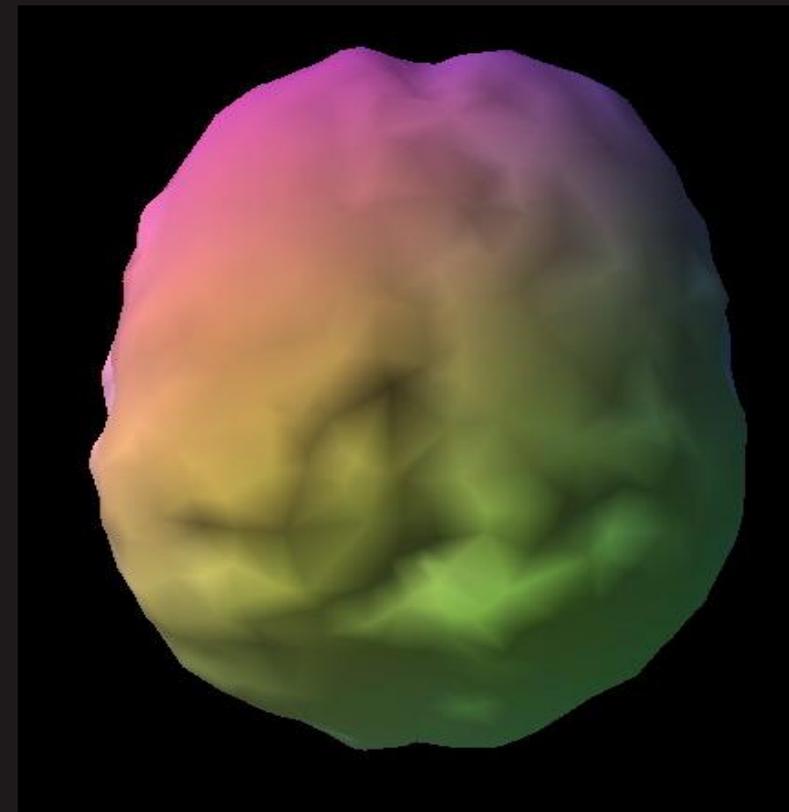
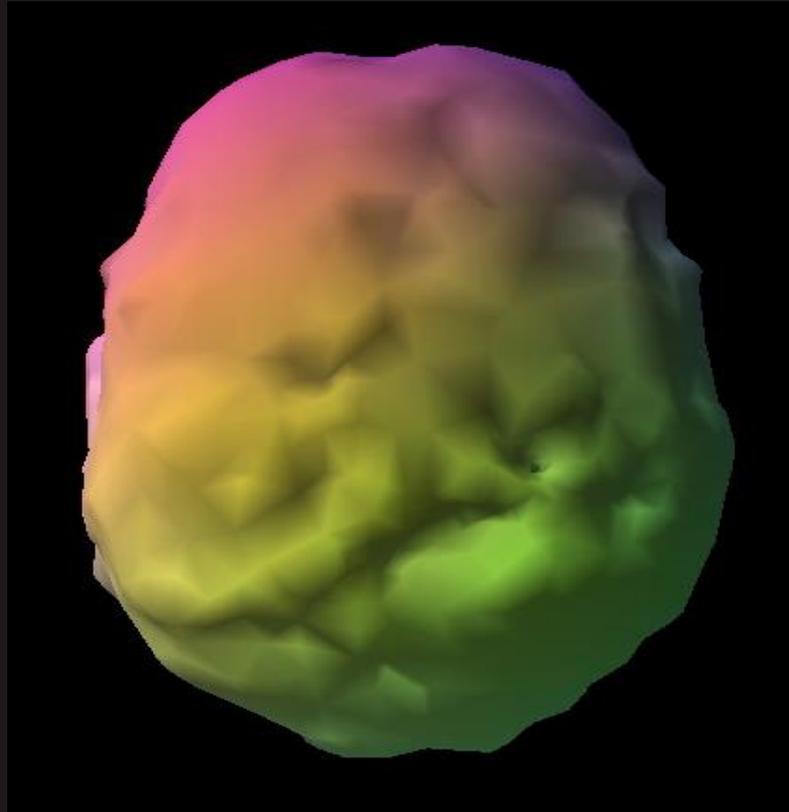
Amen Clinics Brain Optimization Program

Boost Your Mood, Focus, Energy and Memory

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1. Baseline Brain Health Assessments

SPECT

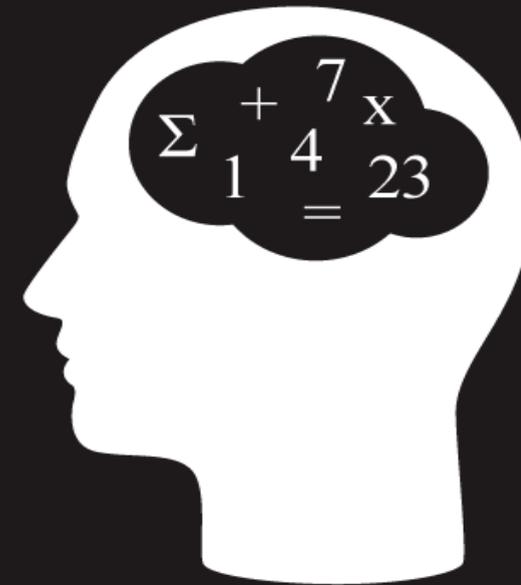


Baseline Screening – www.mybrainfitlife.com

Overall Brain Health Score 4.4

Thinking 4.9			
CAPACITY		SCALE	SCORE
 Motor Coordination		expected range	7
 Processing Speed		above	7.5
 Sustained Attention		expected range	4.5
 Controlled Attention		expected range	4.5
 Flexibility		below	3
 Inhibition		expected range	4
 Working Memory		below	3
 Recall Memory		expected range	6
 Executive Function		expected range	5

Emotion 3.5			
CAPACITY		SCALE	SCORE
 Identifying Emotions		expected range	4.5



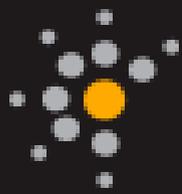
2. Optimize Important Health Numbers

- BMI
- Fasting blood glucose
- C-reactive Protein
- Vitamin D
- Ferritin



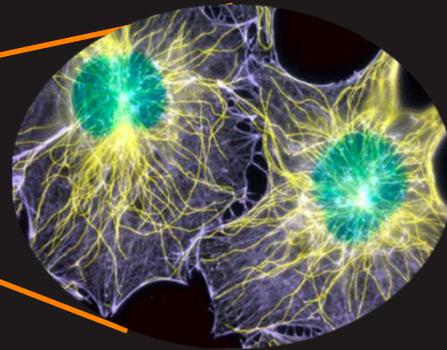
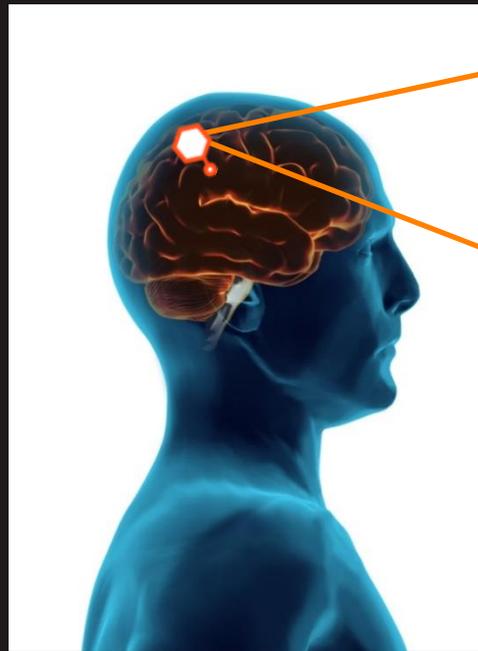
3. Heal Your Brain in Multiple Ways

- Omega 3 fatty acids – decrease inflammation, improve mood
- Ginkgo and vinpocetine – increase blood flow, memory
- Probiotics – support gut health
- B vitamins & phosphatidylserine – nutrient loading and energy
- Huperzine A – boost acetylcholine
- EHT for tau protein and brain cell structure support



Nerium EHT[®] - How Does It Work

Targets critical TAU proteins in brain cells



- Coffee extract
- Optimizes PP2A, regulates tau
- Keeps connections stay strong
- Supports memory and focus
- Energy and immune response

4. Know, Reduce and Treat Your Risk Factors for Alzheimer's

Obesity, Diabetes, Hypertension and Heart Disease



Low Thyroid, Testosterone, Estrogen



Smoking, Alcohol and Drug Abuse

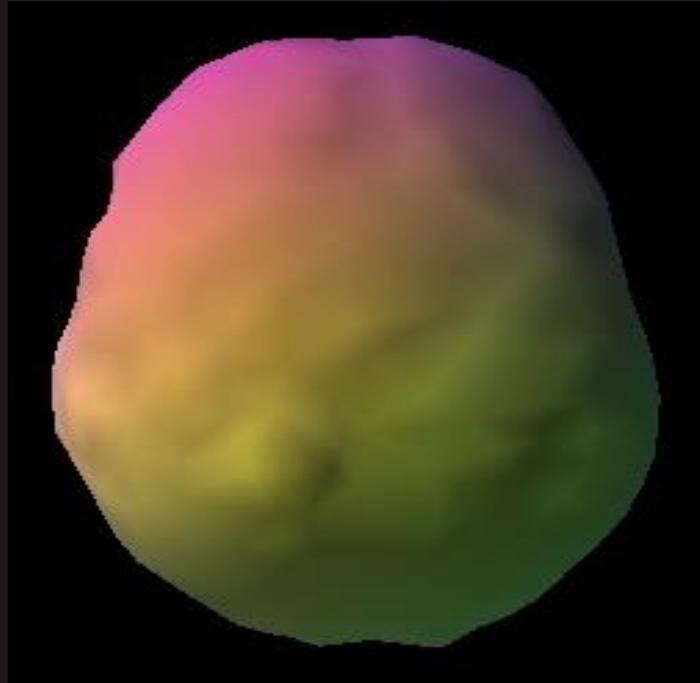




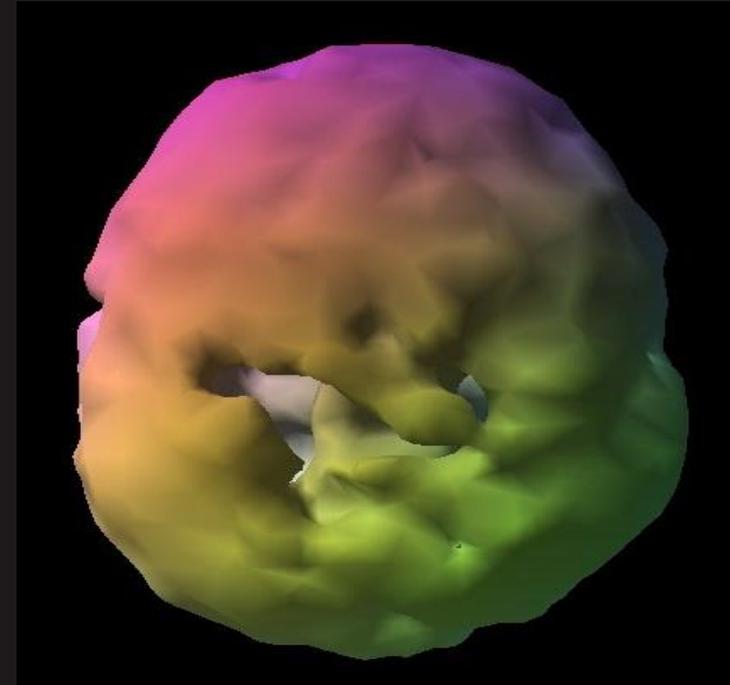
Sleep Apnea



Healthy vs. Sleep Apnea



Healthy



Like early Alzheimer's

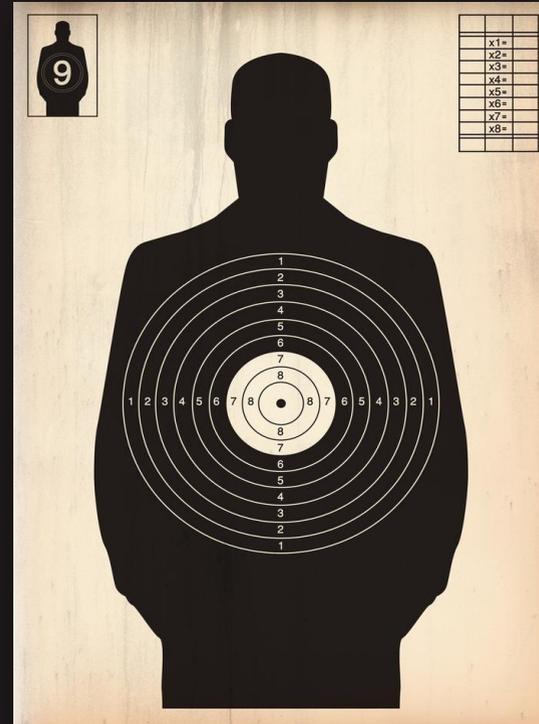
Insomnia



Warriors

7 hours = 98% accurate

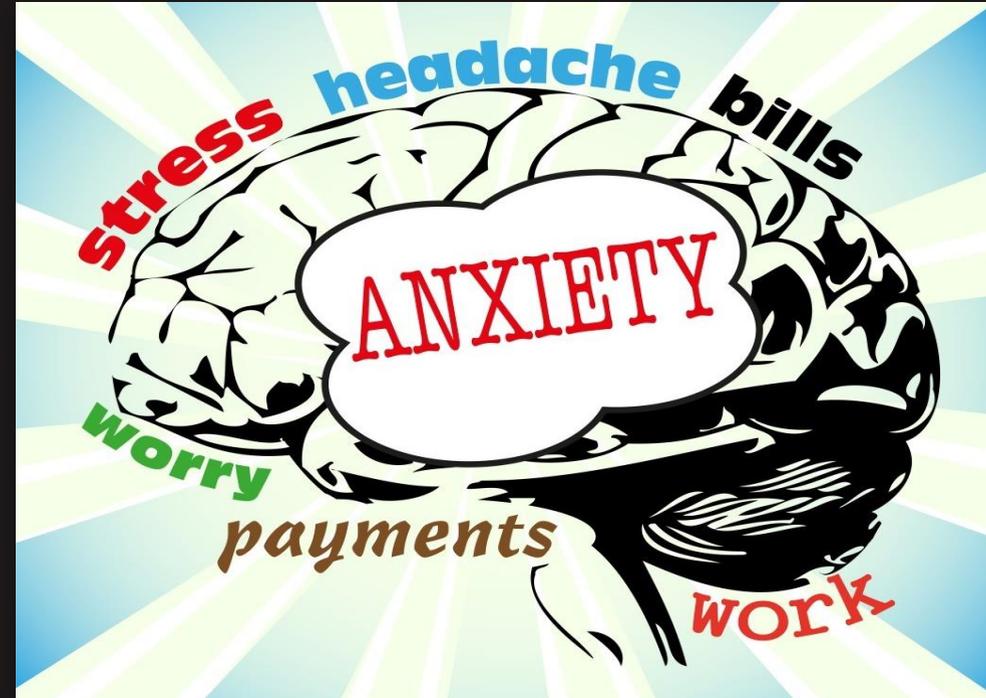
5 hours = 28% accurate



6 hours = 50% accurate

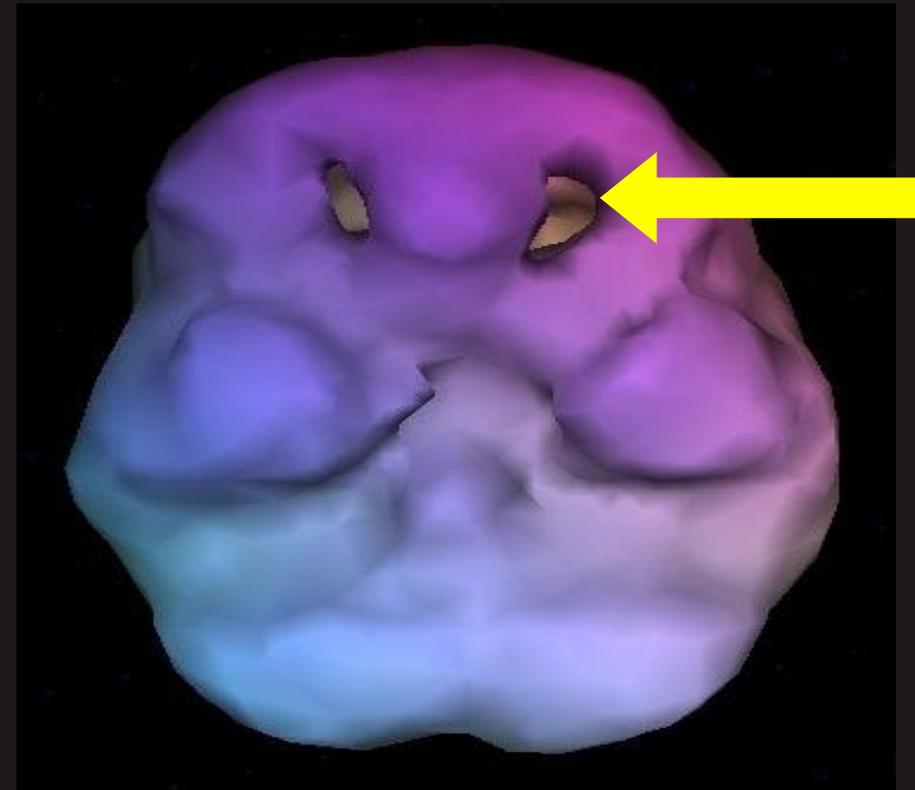
4 hours = 15% accurate

Excessive Stress



Untreated Depression or ADD/ADHD

- Short attention span
- Easily distracted
- Disorganized
- Procrastination
- Impulsive



Exercise Less than Twice a Week



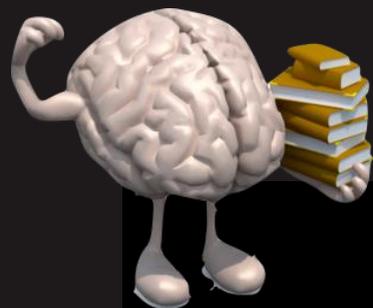




No New Learning; Being Addicted to Gadgets

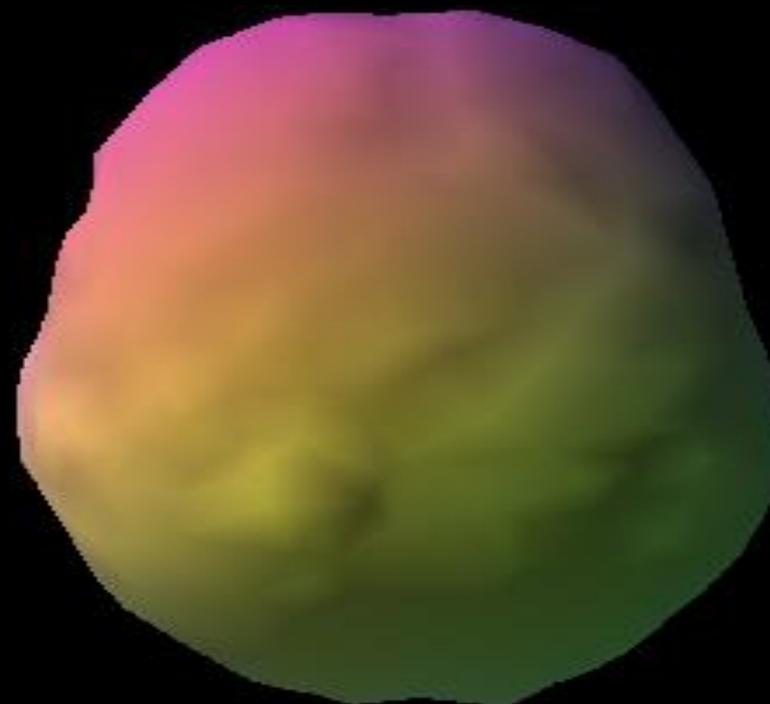


Brain Workouts



Word games or
language

New dance steps
and table tennis



Laughter

Learn a musical
instrument

SAD: Standard American Diet



Brain Healthy Nutrition

- Calorie smart
- Whole, fresh, real food filled with colorful vegetables
- Protein and healthy fat at every meal



Healthy Fat Based Diet

42% LESS RISK



Healthy Protein Based Diet

21% LESS RISK



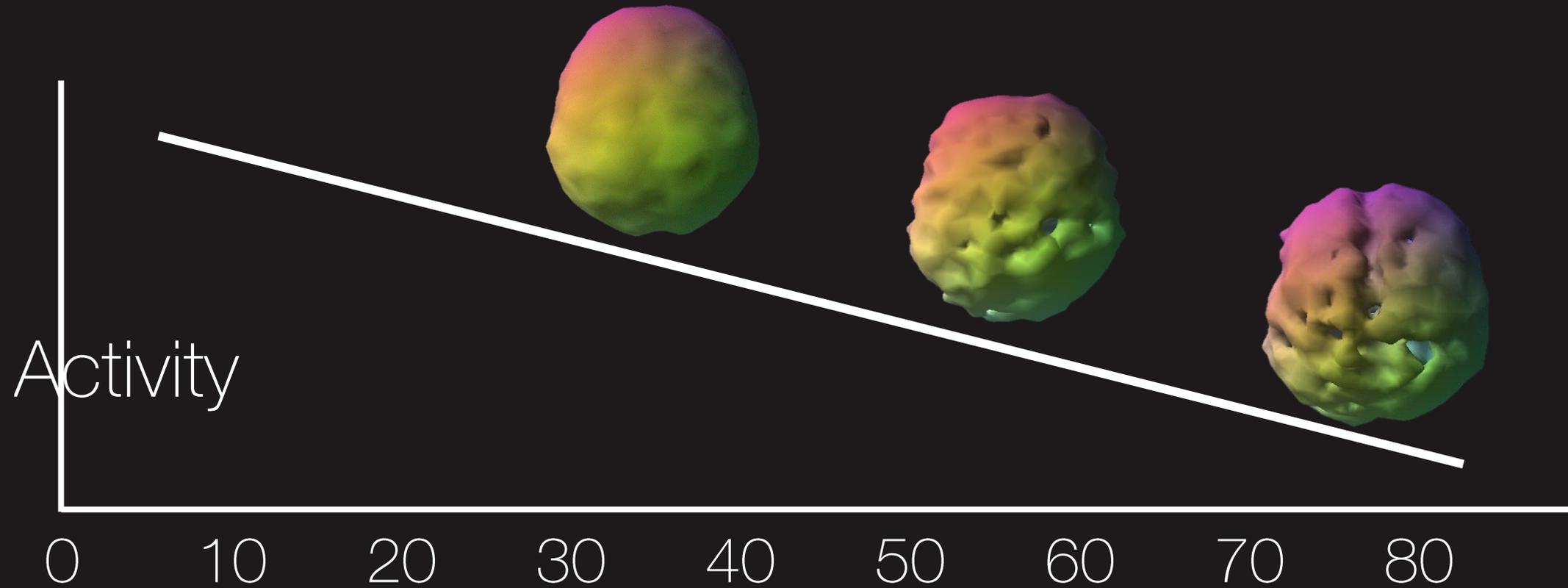
Simple Carbohydrate Based Diet

400% INCREASED RISK





Increasing Age Is Your Biggest Risk



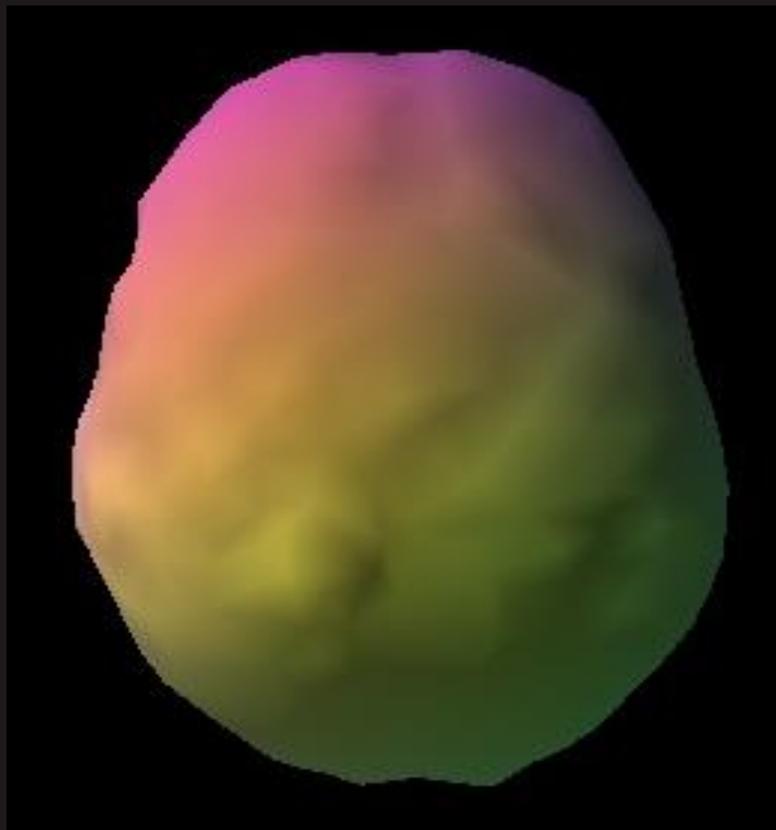
Know, Reduce and Treat Your Risk Factors

- Obesity, diabetes, heart disease and hypertension
- Low hormone levels
- Smoking
- Drug and alcohol abuse
- Sleep apnea, Insomnia
- Excessive stress
- Untreated ADD
- Exercise < 2X week
- No new learning
- Standard American Diet
- Increasing age

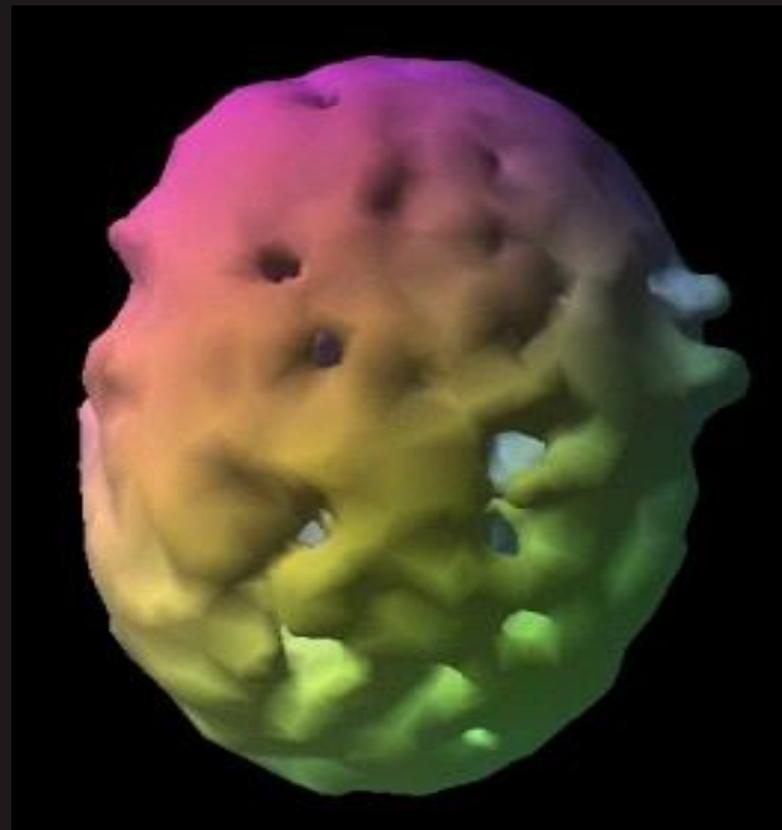
U of M Business Professor Andy McGill



Healthy



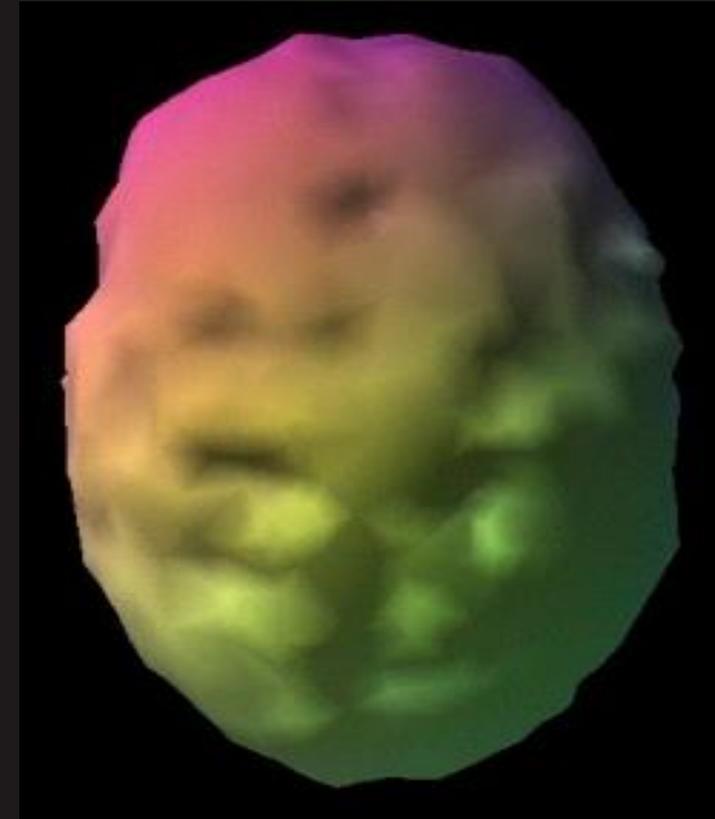
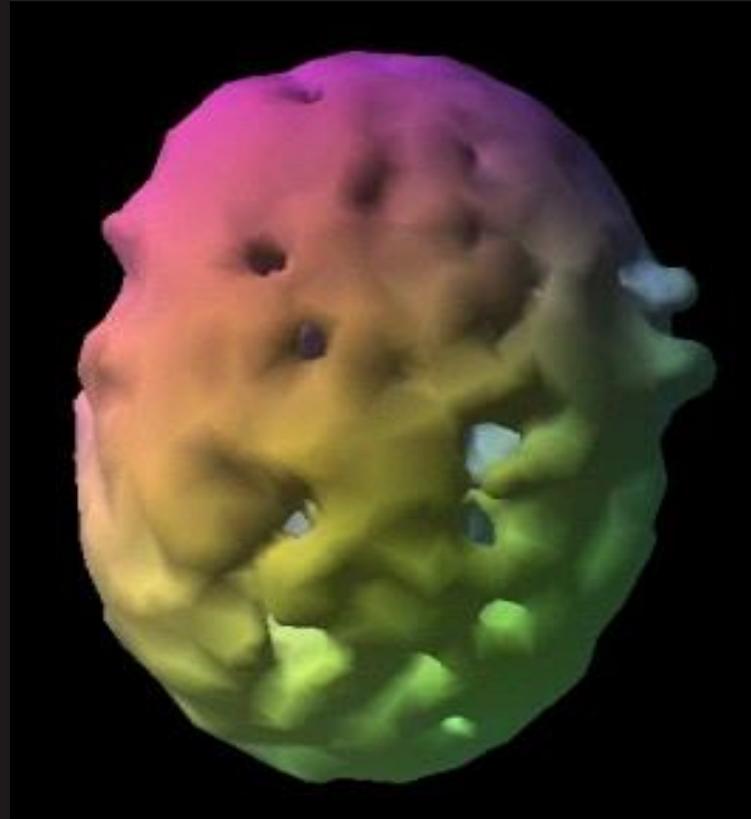
Andy



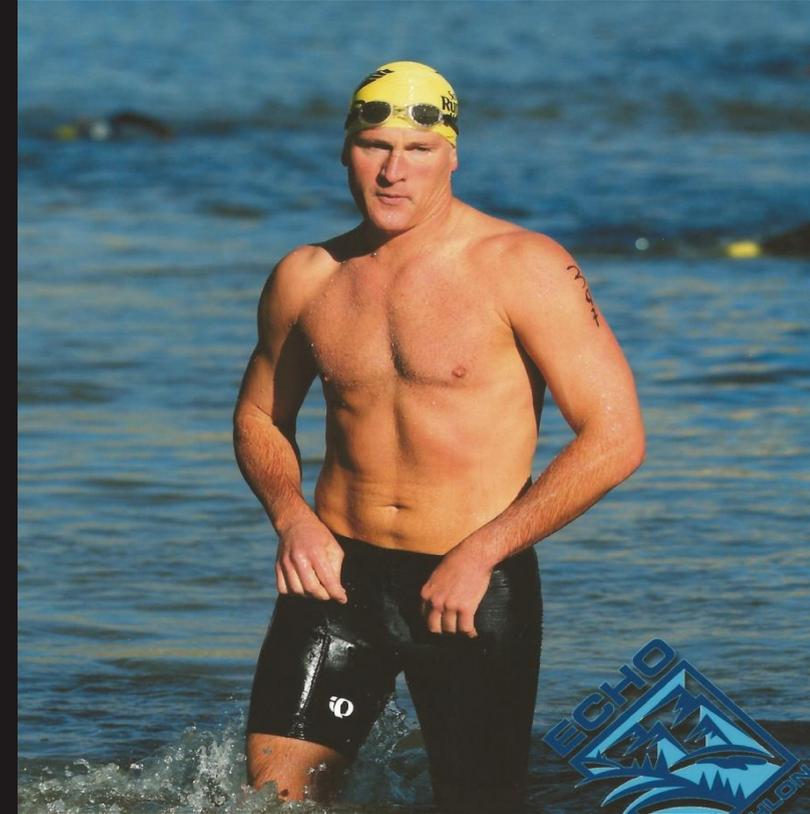
After Andy Became a Brain Warrior



After Andy Became a Brain Warrior



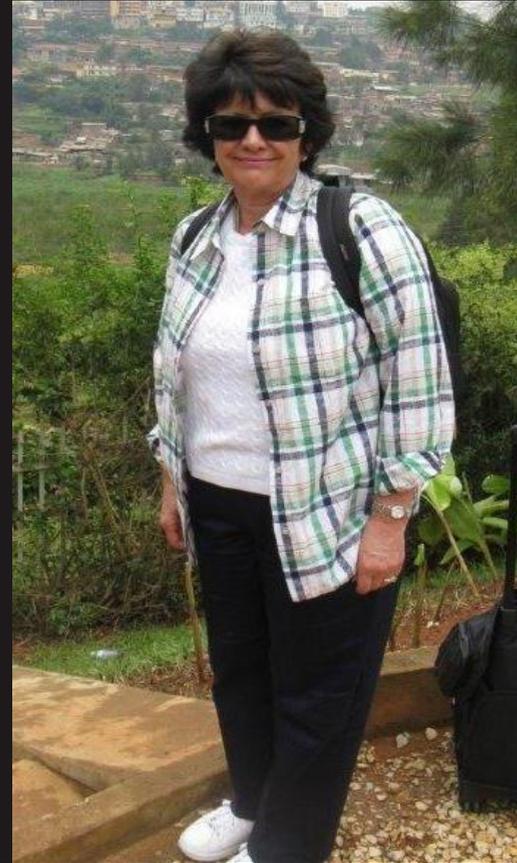
Rob



Marianne



Marianne Became a Brain Warrior



Who Wants to Be a Brain Warrior?





Steve Is A Brain Warrior

- My rental car confirmation # for Aruba was 63012078US2 and hotel was 55505510931.
- The reason I know... is that I'm supernaturally able to remember things that I would never have even tried before.
- And they don't go away!
- My productivity and creativity is off the chart.
- I am able to connect with my wife in ways I've never experienced.





Steve Is A Brain Warrior

- Here is what I'm doing:
- Exercising in bursts vs. 30 minutes of running
- No sodas vs. 4 a day... restricted grains and simple carbs
- Brain-directed supplements
- CPAP machine every night vs. never
- My Brain Fit Life games and exercises
- WOW! What a difference!
- And sexual intimacy is another area of peak performance!



Brain Warrior Nancy



- Started at 80
- Lost 5 stones (73 pounds) in a year
- Better energy
- Better mood
- Off the couch
- Drank water
- Walked
- Brain healthy nutrition
- Supplements
- New learning
- Changed her family



Are You a Sheep or a Sheepdog?

- Sheep go with the herd
- They live in denial
- They don't want to see problems
- They pretend all is OK and the wolf will never come



Are You a Sheep or a Sheepdog?

- Sheep don't like sheepdogs
- Remind them trouble may be near
- Sheepdogs have fangs, serious
- But sheepdogs love their sheep, even when the love is not returned
- They would give their lives for their flock



Who Are You?

➤ A sheep in denial?



➤ A sheepdog guarding your flock?



Laura is a Brain Warrior Sheepdog



Laura







Tomas Is a Brain Warrior



- My life was a mess, now it is a message!
- I have been tested, now I have a testimony!
- I was a victim, now I am victorious!
- I went through trials, now I am triumphant!



Know Your “Why?”

Emmy



Emmy



Emmy walking to preschool



What is your WHY?



THE BRAIN WARRIOR'S WAY

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