



A Longevity Lifestyle— It's a State of Mind and it Matters!

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You are valuable because you exist—not because of what you do or what you have done, but simply because you are

—Max Lucado

Gratitude for the opportunity to live on this planet starts with personal brain and body health



Gratitude for your body because it carries your brain around—and for your brain because there's little point in carrying around something that doesn't work well!

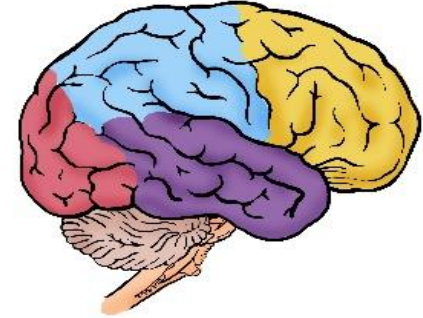
Unfortunately there is bad news all around:

- **Every 20 seconds a person is diagnosed with diabetes in the USA (five different types have been identified)**
- **This is the first generation expected to have a shorter lifespan than their parents**
- **Obesity is a worldwide pandemic now linked with more than 50 diseases—dieting doesn't work long term; within 3 years most gain back all they lost and often more**
- **Chronic illness is overwhelming resources**



Current strategies have not proven to be effective long-term

Studies showed that everything begins in the brain—and this is the “age of the brain!”



A brain-based program that embraces the exponential power of science working with brain and body can help individuals to pursue gradual and permanent lifestyle changes to:

- **Help prevent what is preventable**
- **Deal more effectively with what had not been prevented or could not be prevented**

Enter LLM — a **brain-based** 12-week program

- ✓ **Affordable** for the average person
- ✓ Aligned with **research** about what works
- ✓ **Available** for individuals or in social network groups
- ✓ Composed of **14 components**, each of which links back to the brain in some way as everything starts in the brain
- ✓ **Spiritual**—the spirit with which you live life—but not religious so it can include everyone (“The human mind may be ‘naturally calibrated to embrace spiritual perceptions’”)
—Newberg & Waldman



The *Longevity Lifestyle Matters (LLM)* Beta program was held in Bakersfield, CA, at Pacific Health Education Center in January of 2015

LLM Certified Facilitators are now located in seven countries and the program has been translated into Spanish

LLM can be used for anyone and any organization



How to stay healthier and younger for longer



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Your mindset matters—it affects everything

—Peter Diamandis

1. Mindset: A Positive, Active, and Creative mindset provides the foundation and direction for a *Longevity Lifestyle* and a full cup—because everything starts in the brain—optimism is associated with longevity, health, and retention of cognition



Maximize a ‘growth’ can-do attitude. If you have an *enemy outpost* of negativity inside your brain, get rid of it. Avoid worry / anxiety as they tend to trigger the stress response.



Self-talk is the channel of behavior change

—Gino Norris

2. Self-talk. Take responsibility for creating and living a positive self-talk style. Tell your brain what you are doing as if it's a done deal and stop talking about what you don't want to have happen (avoid don't and can't and won't)

Say: 'Jim/Joan, you can ... You are ...'

Effective communication begins with your self-talk as you tend to communicate with others in that same style

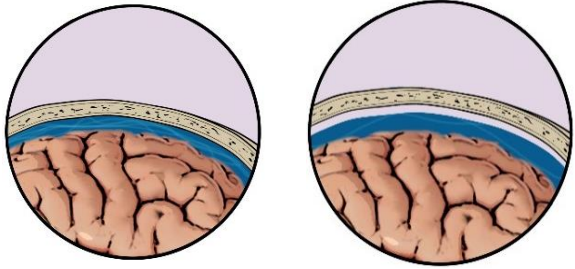
Sleep is that golden chain that ties health and our bodies together

—Thomas Dekker



3. Sleep. Sleep and longevity are linked—give your brain the sleep it needs in as dark a room as possible to avoid interfering with melatonin production

Sleep deprivation can drain your energy, trigger weight gain, accelerate aging, suppress both brain and immune system functions, and shorten your potential longevity (take a 15-minute nap if you missed sleep the night before)



Water deprivation kills faster than lack of any other nutrient —Boeckner & McKinzie

4. Water. Water is your most essential nutrient—unless medically contraindicated, drink enough pure water to have one or two pale urines per day; drink a glass of water 15-30 minutes before you eat; learn to differentiate physiological hunger from thirst

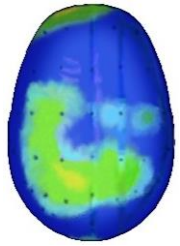
Dehydration can increase the production of free radicals, which can wrinkle you're your skin and internal organs, and shrink brain tissue



Safety ...happens between your ears —Jeff Cooper

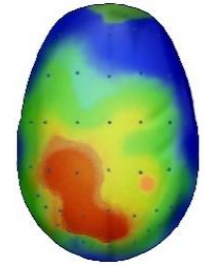
5. Safety. Protect the brain and body that have been leased to you for use on this planet; choose carefully what you expose them to

Avoid pugilistic sports and games that ‘head the ball,’ arrange your environment to prevent falls, wear a helmet when bike-riding and for other sports activities to protect your skull (currently no helmet really protects brain tissue inside the skull)



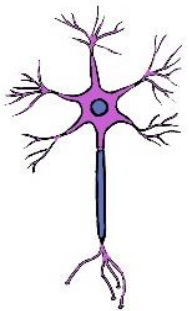
***Those who think they have no time for exercise ...
will have to find time for illness*** —Edward Stanley

6. Exercise. Move it and use it or lose it. The single best thing you can do for your brain, physical activity and exercise help tone your body and promote balance (homeostasis). Variety is key to keeping your brain interested and motivated; select activities you enjoy and have fun doing them — Minimize *sitting* and maximize physical activity; aim to exercise for 30 minutes each a day in sections of 10 or 15 minutes, if you prefer

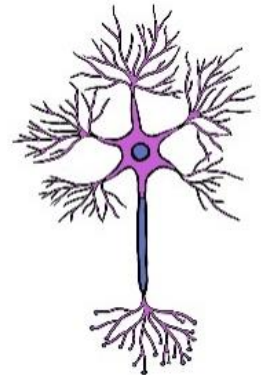


Movement is a medicine for creating change in a person's physical, emotional, and mental states. —Carol Welch

7. Mental Stimulation. Engage in challenging mental activities for at least 30 minutes a day to keep your brain active—read aloud for 10 minutes a day, learn to play an instrument, play brain games, develop a hobby



Minimize *passive* mental picturing (e.g., TV) and maximize active mental picturing that grows dendrites on your neurons



Sunlight is the best disinfectant

—Steve Kazee

8. Sunlight. You need sunlight to live so flood your home with sunlight but minimize direct exposure to bright sun as this can: damage DNA; increase your risk for macular degeneration and cataracts; damage collagen; and accelerate aging of the skin



Avoid sunburn, tanning parlors, and ultraviolet light as they may increase your risk for skin cancer and suppress immune system function, as well.



Plant protein ... is the healthiest type of protein

—T. Colin Campbell, PhD

9. Nutrition. Lean toward a Mediterranean-style cuisine using plant-based unrefined and unprocessed foods; eat when you are physiologically hungry; minimize snacking, especially of empty calories

Practice appropriate portion-control—eat like a king at breakfast, a prince at lunch, and a pauper at dinner

Laughter is the best medicine —Dr. Madan Kataria

10. Laughter. Humor and laughter are beneficial to both brain and the immune system—laugh mirthfully a minimum of 30 times per day.



Very happy people reportedly laugh between 100 and 400 times a day—and they tend to be healthier and often very long lived

Schedule regular opportunities for play, relaxation, fun, and variety. Remember: *a change is as good as a rest.*



Always make an effort to be around people who
will help you grow

—Joyce Rachelle

11. Support Network. Be the person you want for your best friend. Choose your close friends carefully because within three years you are at risk for picking up their habits—especially for happiness, smoking, health, and obesity (and you also influence them)

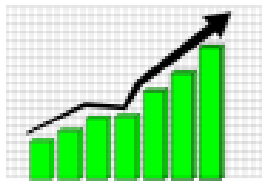
Select friends who are smart, affirming, upbeat, reciprocal, and on a *Longevity Lifestyle*; be brave enough to let go of those who are abusive or who drag you down



***Under stress, the brain automatically ‘downshifts’
to a lower functioning level*** —Renate & Geoffrey Caine

12. Stress management. Only 20% of the negative impact to your brain and body is due to the event or situation itself; 80% percent is due to your perception of the event and the weight you give to it—learn to manage the 80%

Unmanaged stress releases hormones that can kill brain cells, accelerate aging, suppress immune system and brain functions, and trigger eating outside of nutritional balance



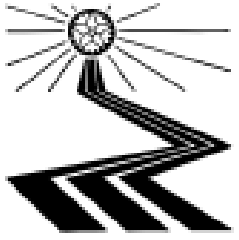
Out-of-control emotions can make smart people stupid

—Daniel J. Goleman PhD

13. Raise Your EQ (Emotional Intelligence). Learn to identify emotions quickly and accurately, and manage them effectively; feelings follow thoughts—change your thoughts to change the way you feel—avoid JOT behaviors

- Jumping to conclusions
- Overreacting
- Taking things personally

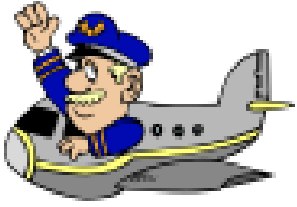
**IQ (20%) + EQ (80%) =
SQ or success quotient**



**Life satisfaction is one of the most decisive factors
for healthy aging and longevity** —David Schnaiter

14. Life satisfaction. Healthy and long-lived adults exhibit ‘life satisfaction’; craft a personal life vision and move toward it, contribute to life on this planet, and make what you contribute count.

Hone spirit in which you live life—your spirituality; make time for experiences that give your brain a sense of awe



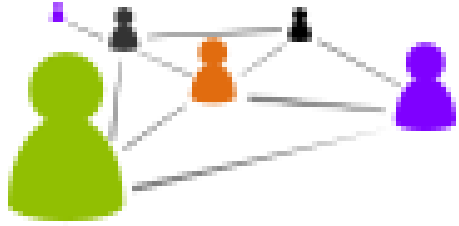
Put on your oxygen mask first —Airline Instruction

Practice *healthy selfishness!*

An empty cup has nothing of value to share; true caring service comes from a full cup that simply overflows to others

Live the 14 LLM brain-based components in balance to keep your cup full and help you stay healthier and younger for longer

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Service to others is the rent you pay for your room here on earth
—Muhammad Ali

Age of Networking. LLM is a brain-based cost effective program that can be used by anyone regardless of religious affiliation (or none)—live it and share it because you care!

- ✓ LLM Facilitators can become certified on line
- ✓ CA USA BRN CE credit is available for nurses
- ✓ Six Steps and Application forms are available