



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

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Alzheimer's and other dementia—a worldwide pandemic!

2013: estimated 44 million worldwide live with dementia

2015: estimated 47 million people were living with dementia

2017: estimated 50 million were living with dementia

2030: estimates are that 76 million will be affected

By 2050 this number is expected to reach 135 million



—Alzheimer's Disease International, WHO

Resources around the world are being overwhelming

- **USA - 1 person is diagnosed with diabetes every 20 seconds; Australia - 1 person every 5 minutes (type 1 or type 2, which has 4 subtypes)**
- **This is the first generation expected to have life a shorter lifespan than their parents (primarily lifestyle)**
- **Obesity is a worldwide pandemic now linked with more than 50 diseases including dementia—dieting doesn't work long term; within 3 years most gain back all they lost and often more**



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

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

14 researched components link back to the brain—everything starts there



How to stay healthier and younger for longer

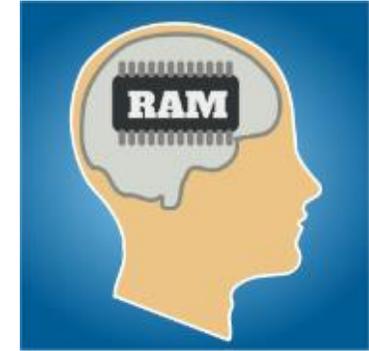


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Your mindset matters—it affects everything

—Peter Diamandis



1. Mindset: A Positive, Active, and Creative mindset provides the foundation and direction for a *Longevity Lifestyle Matters* program—because everything starts in the brain—optimism is associated with health, longevity, 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 and 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 using 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 words like don't, can't, and won't, or future tense)

Say: *'Jim/Joan, You are ...'*

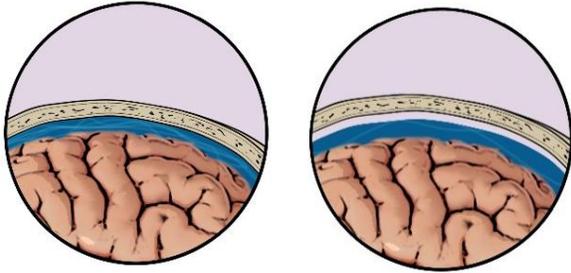
Effective communication begins with your own self-talk as you tend to communicate with others in that same style

Sleep is independently linked with longevity —INR

3. Sleep. Give your brain the sleep it needs—in as dark a room as possible to avoid interfering with melatonin production—so that the brain’s house-keeping tasks can be completed (consolidation, energy replacement, DNA repair, dream processing, waste removal, cellular repair, immune system flushing . . .)



Sleep deprivation can drain energy, trigger weight gain, accelerate aging, suppress both brain and immune system functions, shorten longevity, lead to dementia



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

4. Water. Water is your most essential nutrient—a 1% level of dehydration results in a 5% reduction in cognitive function—dehydration is now linked with dementia . . .

Unless medically contraindicated, drink enough water to have 1-2 pale urines per day; drink a glass of water 15-30 minutes before you eat; learn to differentiate physiological hunger from thirst (thirst sensation diminishes over age 50)

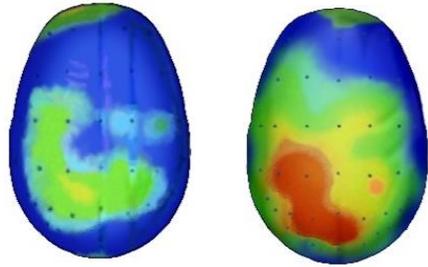


Safety ... happens between your ears —Jeff Cooper

5. Safety. Protect the brain and body that have been leased to you for use on this planet—you're not taking them off this planet as far as we know

Brain injuries as mild as a concussion can increase your risk of brain decline and dementia —Alzheimer's Association, USA

Avoid pugilistic sports and games that 'head the ball,' arrange your environment to prevent falls, buckle up, wear a helmet when bike-riding and for other sports activities

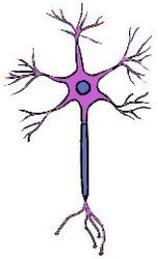


Movement is medicine for creating change in your physical, emotional, and mental states

—Carol Welch

6. Exercise. Physical activity and exercise flush the brain, help tone your body and promote balance (homeostasis)—and is the single best thing you can do for your brain.

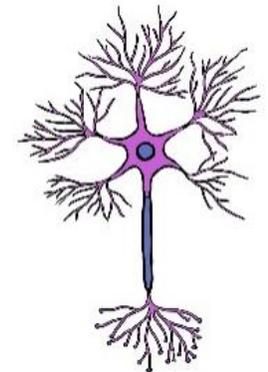
Use it or lose it. Variety is key to keeping your brain interested and motivated; select activities you enjoy and have fun doing them—Minimize *sitting*; aim to exercise for 30 min. each a day (in sections of 10 or 15 min . . .)



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

7. Mental Stimulation. Engage in challenging mental activities—brain exercise—for at least 30 minutes a day to keep it 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, movies) and maximize active mental picturing that can help to grow dendrites on your neurons



Sunlight is the best natural source for Vitamin D (acts like a hormone); likely plays a role in serotonin production —NIH

8. Sunlight. You need sunlight to live. Insufficient sunlight can lead to SAD, problems with calcium, serotonin, bones, possibly Multiple Sclerosis, etc.



Overexposure can damage DNA and collagen, impact macular degeneration and cataracts, accelerate skin aging

Avoid sunburn, tanning parlors, and ultraviolet light as they can suppress immune system function and increase risk for skin cancer

What you eat clearly impacts not only your risk of developing cognitive [brain] disturbances but also affects potential longevity (Mitochondria DNA mutations may link to dementia)

—Norman Relkin MD, neurologist, Cornell University

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



According to T. Colin Campbell, PhD, plant protein ... is the healthiest type of protein (minimize intake of red and processed meats and lean toward skinless turkey, fish, etc.)



Laughter is the best medicine —Dr. Madan Kataria

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

People judged to be very happy 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. For the brain, *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. Choose close friends carefully because within three years you are at risk for picking up their habits—especially for happiness, smoking, health, and obesity (and of course you also influence them)

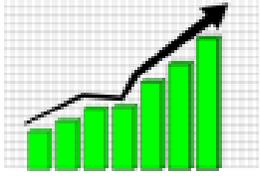
Rodent studies: unstressed mice showed the same brain changes after being around stressed mice; hang out with those who are smart, affirming, upbeat, reciprocal, and on a *Longevity Lifestyle* journey



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

12. Stress management. Only 20% of the negative impact to 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% [20:80 Rule)

Unmanaged stress releases hormones that can kill brain cells, accelerates aging, suppresses immune system and brain functions, triggers eating outside of nutritional balance, and increases one’s risk for dementia



Out-of-control emotions can make smart people stupid

—Daniel J. Goleman PhD

13. Raise Your EQ (Emotional Intelligence). Learn to identify core emotions quickly and accurately and manage them effectively; feelings follow thoughts, to change the way you feel, change the way you think—dump 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. Hone the spirit in which you live life—make time for things that bring you a sense of awe.

Practice *healthy selfishness*—don your oxygen mask first!

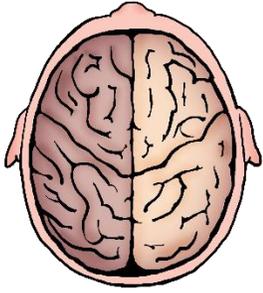
Craft a personal life vision and move toward it; role-model wellness, and longevity; pay forward what you received by giving back to life on this planet—and make it count!

You received a gift of 86,400 seconds today. Have you used even one to say "thank you?" —William A. Ward

Gratitude is the antidote for fear (joy and fear cannot coexist simultaneously in the brain)—pay forward what you have received by giving back to others



Give thanks for your brain because everything begins in the brain and for your body because it carries your body around—and thank yourself for doing everything in your power to keep them working as efficiently as possible for as long as possible



It is possible to stay healthier and younger for longer

If you want to know what your thoughts were like in the past, look at your body today

If you want to know what your body will be like in the future, look at your thoughts today...

70% of how well and how long you live is in your hands—and it begins in your brain . . .



—Tanzi and Chopra, Authors of *Super Brain*