

INVEST IN YOUR MIRACULOUS BRAIN!



A 12-week course to learn the underlying causes of cognitive decline . . .
and the practical lifestyle steps to ensure optimal brain health at any age

You are invited to join me on an exciting journey of discovery. We will get together once a week for 12 weeks in a group session where you will come to understand the causes of memory decline. More importantly, you will also learn the practical steps you can take every day to gain and maintain optimal brain health no matter your age.

The human brain is a miracle. Our remarkable brains play a fundamental role in our well-being. They are responsible for our ability to think, to direct our behaviors in the present, and to imagine our futures. They influence our moods. They are the treasure house of our memories. Regardless of how old we are, we all want to think clearly, remain energetic and productive, and enjoy life on our own terms — without becoming dependent on others. A brain that is healthy and working optimally is essential to an enjoyable and meaningful life.

I will be your guide throughout this series of 12 audio presentations hosted by the world-renowned expert in cognitive health, David Perlmutter, MD. Dr. Perlmutter is

a board-certified neurologist, a Fellow of the American College of Nutrition, and a recipient of the Linus Pauling Award. He is the author of numerous books, including *Brain Maker*, *Grain Brain*, and *The Better Brain Book*. You will also learn from other leading experts in brain health such as Dr. Dale Bredesen, Dr. Lisa Mosconi, Dr. Sarah Gottfried, Dr. Mark Hyman, and more.

Each presentation is filled with groundbreaking, cutting-edge education. By incorporating the lessons you will learn in this series, you truly will have the ability to improve and maintain your brain function. You will come away with powerful resources that will help you sustain a brain-healthy lifestyle. You will have the tools you need to decrease your risk for cognitive decline, optimize your brain function, and live a long, healthy, and fulfilling life.

I am looking forward to the opportunity to share this life-changing information with you! The time to take control of your brain health is NOW!

“Food is medicine. We can actually change our gene expression with the foods we eat.”

- David Perlmutter, MD

12 WEEKS TO YOUR BETTER BRAIN

WEEK 1: THE ALZHEIMER'S EPIDEMIC

In our first session together, we will cover the essential background of this devastating condition. We will discuss the following topics, and so much more.

- What Alzheimer's is and what is happening in the brain
- The one thing that is at the root of Alzheimer's and all chronic degenerative conditions
- Why Alzheimer's has reached epidemic proportions
- What makes a good brain go bad

WEEK 2: UNTANGLING ALZHEIMER'S

This session presents key information on how Alzheimer's develops. You will learn:

- The signs and symptoms of Alzheimer's
- The mechanisms that lead to the development of Alzheimer's
- Why conventional pharmaceutical treatments for this condition have failed

WEEK 3: THE ALZHEIMER'S PREVENTION TOOLKIT

This week we will cover a wide range of tools that you can use every day to help prevent Alzheimer's and improve your brain's health, including:

- Nourishing your brain with a healthy diet and the right supplements
- Removing some of the most common toxins from your environment
- How to get the right amount and type of exercise to create a healthier brain

WEEK 4: HOW TO CHANGE YOUR BRAIN FOR THE BETTER

This week you will learn how to harness some of the most exciting discoveries in neuroscience. The key topics we will cover include how to:

- Change your genetic destiny

- Rewire your brain's connections
- Help your brain grow new neurons

WEEK 5: DIABETES AND ALZHEIMER'S – A NOT SO SWEET CONNECTION

This week we will reveal why maintaining healthy blood sugar levels is critical for brain health. You will learn about:

- The effects of elevated blood sugar on the body and brain
- Why having Type 2 diabetes or high blood sugar substantially increases the risk of developing Alzheimer's
- Why Alzheimer's is now being called Type 3 diabetes

WEEK 6: EATING FOR PREVENTION

In this session, will uncover why proper diet is so critical for brain health. You will learn about:

- The best and worst foods for your brain health
- How to choose a diet that decreases your risk of developing Alzheimer's
- The science behind low carb diets, whole food, plant-based diets, ketosis, fasting, and caloric restriction



“Throughout our lifetimes, we are constantly regenerating new brain cells in the hippocampus, a process called neurogenesis.” - David Perlmutter, MD

WEEK 7: THE GUT-BRAIN CONNECTION

In this session, you will learn how microbes influence your brain and how nurturing your microbiome supports healthy cognition. We will discuss:

- How to nurture the microbiome using food, probiotics, and prebiotics
- What it means to have a leaky gut and how this impacts the brain
- The importance of fiber in the diet, and how inflammation is linked to the gut

WEEK 8: STRESS AND ALZHEIMER'S

This week you will learn about the role of chronic stress in Alzheimer's, as well as practical tools to reduce stress in your life. We will cover:

- Why our stressful modern lives are compromising the health and function of our brains
- The stress-cortisol connection and why chronic stress increases your risk of Alzheimer's
- Easy to use stress reducing techniques to protect your brain and improve your quality of life

WEEK 9: MOVE FOR A BETTER BRAIN

This week we will talk about the incredible benefits of exercise for Alzheimer's prevention. We'll explore:

- The fundamental role of exercise in supporting healthy brain function
- The empowering connection between exercise and the growth of new brain cells
- Simple, practical ways to make brain-healthy exercise part of your life

WEEK 10: THE POWER OF SLEEP – NATURE'S BRAIN TONIC

This week you will learn why sleep is so essential for a high-functioning brain. We will cover:

- How exposure to specific types of light can either

energize or ruin our sleep and how to take advantage of this information

- The newly discovered, incredible system that cleans and refreshes our brains while we sleep
- The science behind the perfect night's sleep and how to achieve this each and every night

WEEK 11: AVOIDING BRAIN TOXINS – THE ROLE OF YOUR ENVIRONMENT

In this session, you will learn how to identify and avoid exposures in your environment that can harm your brain. We will cover in detail a variety of topics, including:

- The importance of organic and non-GMO foods
- How the air you breathe may be negatively impacting your brain
- How one over-the-counter drug is associated with an increased risk of developing Alzheimer's



WEEK 12: SUPPORT YOUR BRAIN WITH SUPPLEMENTS

In our final week, we will simplify the complicated world of supplements and show you the best ways to support your brain. We will explore:

- Supplements that can help improve sleep and optimize brain health
- How one common beverage may reduce your risk of Alzheimer's
- The supplements that may actually help you grow new brain cells

FORMAT FOR THE 12-WEEK SERIES OF PRESENTATIONS

Each week we will begin our one- and one-half hour session together by watching a video presentation hosted by David Perlmutter, MD. Dr. Perlmutter interviews a cast of 20 world-renowned experts in cognitive health. These diverse thought leaders include medical doctors, nutritionists, university professors, and authors. Together they synthesize the best scientific understanding of how we can protect the health of our brains.

Although there is no “cure”, the latest scientific research reveals that, to a significant extent, Alzheimer’s can be prevented. Drawing upon this research, these pioneering experts explain how lifestyle changes — by improving areas of our lives.

such as nutrition, sleep, and exercise — we can determine our brain’s destiny. At the same time, we can improve many other aspects of our health.

These video presentations are meant not only to educate you, but also to provoke discussion. An hour-long open forum will follow each presentation, wherein everyone will have the opportunity to have their questions answered. We will learn not only from the experts but also from each other.

All the trailblazing information presented in this series is distilled into actionable steps that provide a practical framework for making immediate and meaningful changes. You can dramatically improve your brain health by implementing the simple recommendations in this series. Your brain’s destiny is in your hands!

JUDITH OLESEN, CERTIFIED NUTRITION & MEMORY COACH



My commitment to supporting others in their health journeys originated in my early 20s when I was assistant editor of a nonprofit magazine that published articles on nutrition. Throughout my career as a consultant helping diverse nonprofit organizations raise more than \$50 million, my interest in nutrition grew as well as my appreciation of the necessity for participating actively in optimizing one’s own health. As the wife of an organic farmer in Palisade, Colorado, I became even more passionate

about the vital role of nutrition in supporting and sustaining health throughout life.

I was motivated to earn a Nurse Aide certificate when my mother died in a hospital from sepsis that was only diagnosed upon her death. As a Nurse Aide, I assisted families caring for loved ones with dementia in their homes. This experience became even more personal for me when my father developed Alzheimer’s. Until my Dad’s passing in 2018, my siblings and I took turns caring for him at home 24/7 for several years.

These experiences instilled in me both compassion for those facing cognitive challenges and a deep desire to be of assistance to others. Following my certification as a nutrition coach from the Institute for Integrative Nutrition, I chose to focus on the area of healthcare that matters most to me — helping people as they age prevent cognitive decline.

My certification in Dr. Dale Bredesen’s (Apollo Health) ReCODE 2.0 protocol provided me the tools to educate and empower others. I am grateful for the opportunity to help others to become advocates for their own health, to take control of their cognitive health, and to take advantage of our miraculous brain’s capacity to heal and serve us all our lives.

Please contact Judith Olesen if you are interested in participating in this 12-week course:

judith.integrativewellnesscoach@gmail.com; 970.361.7456

(Class size will be limited to 20 people on a first come, first served basis.)