

BRAIN FITNESS

by POSIT SCIENCE

Now Available at Parent-Child Services Group, Inc.

What is Brain Fitness? **Brain Fitness** is a new scientifically-proven computer program that enhances healthy brain aging. As we age, the brain's natural ability to recall information declines due to a variety of factors. **Brain Fitness** exercises your brain to target the root of brain-function decline and sharpen these "fuzzy" images helping you to remember and process information more accurately in your daily environment.

How does Brain Fitness work? Through a series of graduated trainings using a computer-based program, **Brain Fitness** allows your brain to re-train those areas of the brain responsible for recall of auditory information and memory. The program is intensive and repetitive with progressive challenges that adjust automatically to your skill level. Based on scientific research, the program's design encourages the brain to boost levels of neuromodulators, brain chemicals that enable brain plasticity and vivify learning. For example, the neuromodulator acetylcholine is responsible for the brain's ability to pay attention, dopamine is responsible for processing rewards that encourage memory functions, and norepinephrine helps the brain process unique events worth remembering.

When does this decline in brain function start? The decline of brain volume and connectivity starts in our late 20's and early 30's such that by the time we are age 75 it can take us more than twice as long to process information in comparison with age 20. During the aging process, this decline can be further complicated by a) poor storage of information due to decreased levels of key neurochemicals (described above), b) decreased ability to recall information due to poor encoding (i.e., transforming neural code from the ear to the brain) and storage in the brain, c) "fuzzy" encoding due to slower and inaccurate processing of information, and d) high frequency hearing loss often associated with aging or noise damage from earlier years.

What research is available for Brain Fitness? Recent studies have shown statistically significant improvements in memory and cognition equivalent to 10+ years of gain on standardized measures. Additionally, participants have reported "heightened alertness, deeper engagement, a better ability to follow conversation, and a greater sense of control over their lives" after completing **Brain Fitness**. See www.positscience.com for more detailed description of current research.

How do I use the program? The **Brain Fitness** program is can be completed on your personal computer in the privacy of your own home. It requires that you commit one hour per day of computer time 5 days per week, but each day's session can be divided into 15 minute segments if needed. The recommended program is 5 days per week for 40 sessions or approximately 8 weeks. You must use headphones (provided) and be able to use a mouse to click and drag. See computer requirements at www.positscience.com.

How do I get the program? Call Lynne F. Harmon, M.A., CCC-SLP at 865-584-5558 for more information on purchasing. All programs are for you use ongoing and are not limited to any time-frame restrictions. For more information on Parent-Child Services Group, Inc., go to www.parent-childservices.com.