



Media Alert

Memory Rescue

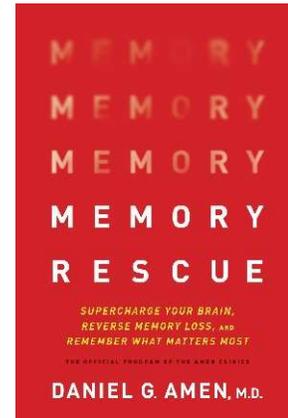
Supercharge Your Brain, Reverse Memory Loss, and Remember What Matters Most

A proven program from #1 *New York Times* bestselling author and brain researcher Dr. Daniel Amen to help you change your brain and improve your memory today.

Brain imaging research demonstrates that memory loss actually starts in the brain decades before you have any symptoms. Learn the actions you can take to help not just prevent memory loss later in life . . . but to begin restoring the memory you may have already lost.

Expert physician Dr. Amen reveals how a multipronged strategy—including dietary changes, physical and mental exercises, and spiritual practices—can improve your brain health, enhance your memory, and reduce the likelihood that you'll develop Alzheimer's and other memory loss-related conditions.

Keeping your brain healthy isn't just a medical issue; it's a God-given capacity and an essential building block for physical, emotional, and spiritual health. Take action against the fast-increasing memory crisis that threatens this crucial part of who you are—and help your brain, body, and soul stay strong for the rest of your life.



***Memory Rescue* is available for review, and Dr. Amen is available for interviews to discuss:**

- Preventing and even reversing memory loss and brain fog
- The BRIGHT MINDS guide for eliminating or moderating risk factors for Alzheimer's disease, dementia and memory problems
- Help and hope for loved ones struggling with Alzheimer's disease and other forms of dementia.
- Habits that can improve life by enhancing and retaining memory function
- Becoming the best person you can be in mind, body, and soul



About the Author The *Washington Post* has called **Dr. Daniel G. Amen** the most popular psychiatrist in America, and Sharecare, a digital health company designed to help people manage their health in one place, named him the web’s most influential expert and advocate on mental health.

Dr. Amen is a physician, double board–certified psychiatrist, 10-time *New York Times* bestselling author, and international speaker. He is the founder of Amen Clinics in Costa Mesa and San Francisco, California; Bellevue, Washington; Reston, Virginia; Atlanta; New York; and Chicago. Amen Clinics have one of the highest published success rates treating complex psychiatric issues, and they have built the world’s largest database of functional brain scans, totaling more than 135,000 scans on patients from 111 countries.

Dr. Amen is the lead researcher on the world’s largest brain imaging and rehabilitation study of professional football players. His research has not only demonstrated high levels of brain damage in players, it has also shown the possibility of significant recovery for many with the principles that underlie his work.

Together with Pastor Rick Warren and Mark Hyman, MD, Dr. Amen is also one of the chief architects of Saddleback Church’s Daniel Plan, a program to get the world healthy through religious organizations.

Dr. Amen is the author or coauthor of more than 70 professional articles, seven book chapters, and more than 30 books, including the #1 *New York Times* bestsellers *The Daniel Plan* and *Change Your Brain, Change Your Life*; as well as *Magnificent Mind at Any Age*; *Change Your Brain, Change Your Body*; *Use Your Brain to Change Your Age*; *Healing ADD*; *The Brain Warrior’s Way*; and *The Brain Warrior’s Way Cookbook*.

Dr. Amen’s published scientific articles have appeared in the prestigious journals *Brain Imaging and Behavior*, *Nature’s Molecular Psychiatry*, *PLOS ONE*, *Nature’s Translational Psychiatry*, *Nature’s Obesity*, the *Journal of Neuropsychiatry and Clinical Neurosciences*, *Minerva Psichiatrica*, *Journal of Neurotrauma*, the *American Journal of Psychiatry*, *Nuclear Medicine Communications*, *Neurological Research*, *Journal of the American Academy of Child & Adolescent Psychiatry*, *Primary Psychiatry*, *Military Medicine*, and *General Hospital Psychiatry*. His research on post-traumatic stress disorder and traumatic brain injury was recognized by *Discover* magazine in its Year in Science issue as one of the “100 Top Stories of 2015.”

Dr. Amen has written, produced, and hosted 12 popular shows about the brain on public television. He has appeared in movies, including *After the Last Round* and *The Crash Reel*, and in Emmy Award–winning television shows, such as *The Truth about Drinking* and *The Dr. Oz Show*. He was a consultant on the movie *Concussion*, starring Will Smith. He has also spoken for the National Security Agency (NSA), the National Science Foundation (NSF), Harvard’s Learning & the Brain Conference, the Department of the Interior, the National Council of Juvenile and Family Court Judges, and the Supreme Courts of Delaware, Ohio, and Wyoming. Dr. Amen’s work has been featured in *Newsweek*, *Time* magazine, the *Huffington Post*, the BBC, the *Guardian*, *Parade* magazine, the *New York Times*, the *New York Times Magazine*, the *Washington Post*, *Los Angeles Times*, *Men’s Health*, and *Cosmopolitan*.

Dr. Amen is married to Tana. He is the father of four children and grandfather to Elias, Emmy, Liam, and Louie. He is also an avid table tennis player.



Suggested Media Interview Questions

- ***Memory Rescue* is about far more than just Alzheimer's and dementia prevention—it really has something relevant for everyone. What led to you want to bring this broader message about brain health to the public?**
- What events in your life led you to study psychiatry and dedicate your life to mental health?
- Who, in particular, is *Memory Rescue* written for?
- ***Memory Rescue* is organized around your mnemonic device, “BRIGHT MINDS”—could you briefly walk us through the brain health risk factors represented in it?**
- In your experience, which of these risk factors are people least aware of? Why?
- Brain SPECT imaging is a central part of your practice and research. Can you explain what is unique about this type of scanning compared to MRI or CT scans?
- You discuss the lack of brain health screening (SPECT scans in particular) in the larger medical community and share a number of case histories in which patients were not sufficiently treated or even misdiagnosed by previous physicians. How can the average patient advocate for his or her brain health in interactions with medical personnel?
- **What do you most want the public to know about the diagnosis and treatment of dementia and Alzheimer's disease?**
- *Memory Rescue* is firmly grounded in research, and you include ample explanation of the science behind your ideas. What advice would you give to any who want to improve their brain health but are wary of wading through medical concepts they may not fully understand?
- **Your book hits on a number of current hot topics in health (eating organic, leaky gut and probiotics, GMO's, and gluten intolerance) but few of us have heard these topics discussed in relation to brain health. What are some key brain health steps that are also key to overall health?**
- Your chapter on head trauma has the subtitle “The Silent Epidemic.” Your research on this topic began in relation to professional football players' injuries, but widened to far more. Could you talk about demographics who most often experience head trauma and the symptoms that often go unnoticed?
- You discuss toxins as a brain health risk factor—from toxins in cosmetics to those in mold. What are the most common toxin sources that contribute to memory loss?
- Few are aware of the link between brain health and “diabesity” that you discuss—could you walk us through the basics of how weight and diet affect memory and overall brain function?
- The “Memory Rescue Diet” is no ordinary diet, it is more of a plan for an entirely new relationship with food. What might be a typical day of meals for someone on this eating plan and what is the motivation behind each food choice?
- ***Memory Rescue* is filled to the brim with proven ways to boost brain health-- from simple lifestyle changes to interventions that require the aid of a physician. What encouragement would you give to someone who is daunted by the changes they need to make in order to save their memory?**



- **What are some first steps toward brain health you would like to see all people take, regardless of age or other risk factors?**
- What are some changes you would most like to see take place in how the medical community treats memory disorders and brain health?
- **What first steps would you recommend for someone who is beginning to notice forgetfulness or memory loss in an aging parent or friend?**
- Do you have a favorite patient success story that you could share?
- **The subtitle to *Memory Rescue* is to “Supercharge Your Brain, Reverse Memory Loss, and Remember What Matters Most”—what, for you, matters most at the end of the day? What is your hope for your patients and for those who read this book?**

***Memory Rescue* by Daniel G. Amen, M.D.**
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