

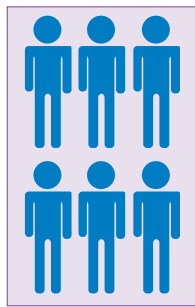
IN 2021, AN ESTIMATED **6.2 MILLION** AMERICANS AGE 65 AND OLDER WERE LIVING WITH **DEMENTIA**, GROWING TO **13.8 MILLION** BY 2060, BARRING THE DEVELOPMENT OF MEDICAL BREAKTHROUGHS...<sup>[1]</sup>

## DID YOU KNOW?

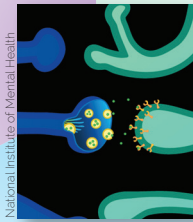
For those older than 60 years, the risk of dementia is closely related to the severity of hearing loss.<sup>[2]</sup>

## RESEARCH INDICATES

Hearing difficulty, social isolation and shared brain function pathways may require more cognitive resources be applied for hearing, reducing those available for working memory.



Social Isolation



Brain Pathways



Sensory Overload

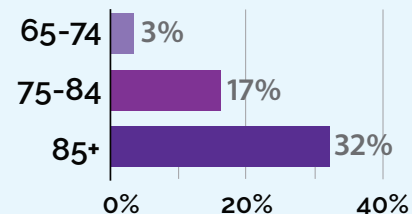
**TALK TO YOUR CARING DOCTORS:** Learn how a family history of dementia or hearing loss may pose increased risk for you or your loved ones. **OUR EXPERT ADVICE CAN HELP!**

### GET ANNUAL EVALUATIONS TO DISCOVER:

- If you have hearing loss or are at risk.
- The type of hearing loss you may have.
- How your hearing health and quality of life can be improved.

To learn more, please visit: [www.alz.org](http://www.alz.org)

BY AGE GROUP, PERCENTAGE OF AMERICANS LIVING WITH ALZHEIMER'S DISEASE<sup>[3]</sup>



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[1] <https://www.alz.org/alzheimers-dementia/facts-figures> [2] Lin, *et al*: Hearing Loss and Incident Dementia. JAMA Neurology 2011 [3] <https://alz-journals.onlinelibrary.wiley.com/doi/full/10.1002/alz.12068#alz12068-bib-0062>. 2020.

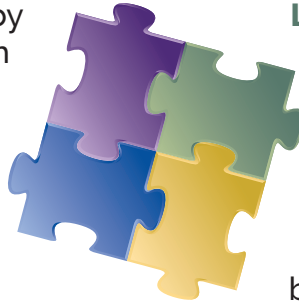
# WHAT IS DEMENTIA?

While Alzheimer's is a degenerative brain disease, dementia describes a group of symptoms such as memory decline and loss of language, communication skills, emotion or problem solving ability.

## PRIMARY TYPES

**Alzheimer's Disease:** caused by plaque build-ups and tangles which disrupt nerve impulses between brain cells.

**Vascular Dementia:** when damaged blood vessels reduce circulation, depriving brain of vital oxygen and nutrients.



**Lewy Body Dementia:** protein deposits (Lewy bodies) develop in brain's cortex impacting thinking, memory and motor control

**Frontotemporal Dementia:** shrinkage of frontal and temporal brain lobes, affecting personality, behavior and language.

Mixed dementia is a combination of Alzheimer's Disease and Vascular Dementia.

## Other types and related conditions

Young Onset Dementia | Mild Cognitive Impairment | Stroke-Related | Creutzfeldt-Jakob Disease  
*Those with Parkinson's Disease also have dementia symptoms.*

## 10 Early Signs & Symptoms

- ❖ Memory loss that disrupts daily life
- ❖ Challenges in planning or solving problems
- ❖ Difficulty completing familiar tasks
- ❖ Confusion with time or place
- ❖ Trouble understanding visual images and spatial relationships



- ❖ Problems with words in speaking or writing
- ❖ Misplacing things and losing the ability to retrace steps
- ❖ Decreasing or poor judgement
- ❖ Withdrawal from work or social activities
- ❖ Changes in mood and personality

## Dementia Awareness Matters

Know types, learn signs.



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