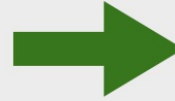


Brain Health Matters

Adults care about brain health

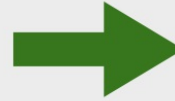


83%



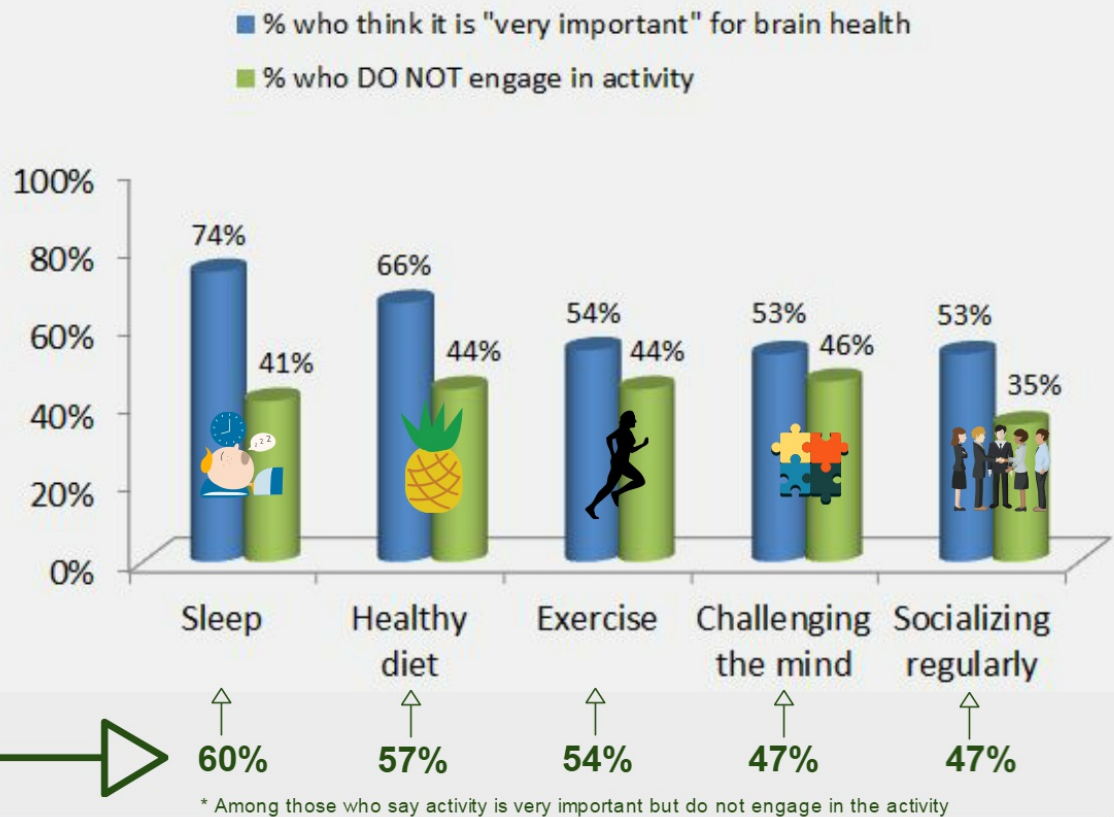
Say it is very important to maintain or improve brain health

73%



Are concerned about declining brain health in the future

Knowledge can encourage brain-healthy behavior



Key motivators to engage in brain-healthy activities

A personal crisis is a potential game changer



94% would be motivated by a decline in their own memory or focus



92% would be motivated by a major illness or chronic disease related to brain health