

YOUR QUICKSTART GUIDE TO BRAIN SUPPORT

The Bredesen Seven

with



NeuroQ™

TAKE ACTION TODAY!

Advice from the Research of Dr. Dale Bredesen
Strategies to Enhance Cognition and Reverse Decline
Simple Steps to Get Started and More!

APOLLO™
HEALTH

Welcome to Your Cognitive Health Journey



Whether you're focused on prevention or actual reversal of cognitive decline, we have groundbreaking guidance to enhance your cognition while improving your overall health. The PreCODE program is most effective when used as prevention or in early stages of cognitive decline, but we have seen dramatic improvements even in later stages of the disease process through our more intensive program called ReCODE. If you're already experiencing symptoms of cognitive decline, we recognize that you are in the fight of your life and we have revolutionary, science-based, accessible instructions to help you succeed.

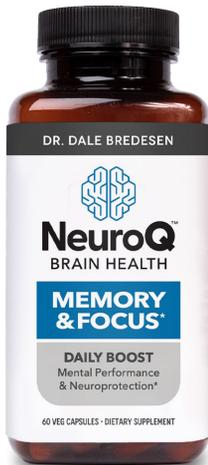
Dr. Dale Bredeesen is a renowned neurologist and author of the NYT bestselling books, "The End of Alzheimer's" and "The End of Alzheimer's Program." Dr. Bredeesen and his laboratory colleagues have spent 30+ years researching the fundamental nature of neurodegeneration. His research has identified various interventions to prevent cognitive decline and improve overall cognition.

Dr. Bredeesen has found that Alzheimer's results from an imbalance in the neuroplasticity signaling in the brain. As we age and are exposed to multiple toxic assaults, over time, the damaging forces overtake the repair forces and our brains begin to downsize and function poorly. The goal is to change your biochemistry to provide optimal conditions for your brain to thrive. This is accomplished by identifying and addressing the main drivers that could negatively impact your cognition such as inflammation, insulin resistance, toxins, specific pathogens in our environment, genetic, and many other factors.

PRE·CODE™

PreCODE, (PREvention of COgnitive DEcline), based on Dr. Bredesen's groundbreaking protocol for cognitive decline, is an online subscription program that provides a community and information service for anyone interested in the prevention of cognitive decline.

The subscription service provides personalized reports and recommendations based on your lab results (see a sample report here: <https://www.apollohealthco.com/sample-precode>). It is designed for participants who are asymptomatic. Those with mild cognitive impairment may benefit from a more intensive program from Apollo Health called ReCODE™.

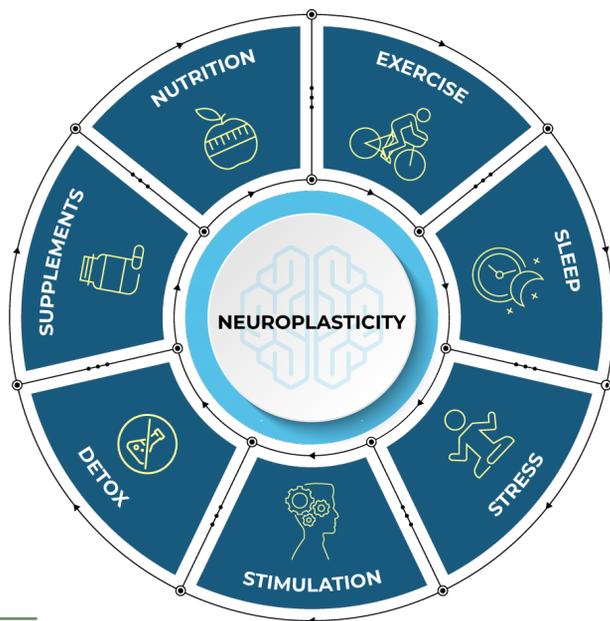


The NeuroQ Memory & Focus Supplement is a key part in the PreCODE Protocol. Developed by Dr. Bredesen and the scientists at LifeSeasons®, NeuroQ contains the highest quality ingredients backed by scientific research that have provided amazing results.

You can find out more about NeuroQ at www.neuroq.com.

BREAKING DOWN THE BREDESEN SEVEN

We've put together the Bredesen Seven as part of the foundation of PreCODE to simplify the seven broad strategies to prevent and reverse cognitive decline. Each alone has the potential to create neuroplasticity – the ability of the brain to establish, maintain, prune, and modify synaptic connections. A powerful synergy occurs when we put all of these strategies together. Therefore, those who mindfully incorporate all of these strategies into their everyday lives tend to have the most successful outcomes. PreCODE subscribers have access to in-depth information and step-by-step instructions for all seven strategies. The NeuroQ supplements were formulated by Dr. Bredesen and LifeSeasons as part of the B7 to help maintain healthy brain function. Here's a brief synopsis of each of the seven aspects of the protocol that will help you get started:





NUTRITION The most effective nutrition for support of brain health and prevention of cognitive decline includes a mildly ketogenic, plant-rich, highly nutritive diet combined with nightly fasting of a minimum of 12 hours with at least three before bed. This approach is summarized as the KetoFLEX 12/3 diet – a heavily plant-based, nutrient-dense, whole foods diet, that emphasizes local, organic, and seasonal non-starchy vegetables from every color of the rainbow, combined with an adequate amount of protein, and generous amounts of healthy fat – and utilizes multiple mechanisms to support brain health, such as increased energy (via ketosis), insulin sensitivity, reduced inflammation, improved vascular health, and detoxification.



EXERCISE Increase your movement throughout the day. Avoid sitting for extended periods. Incorporate a daily walk, preferably outdoors, work up to a minimum of 30 minutes. Walk with a purpose, as if you were late to an appointment. Vary your speed and add periods of running as you're able.

Additionally, adopt a strength training program 3 to 4 times per week. Exercise increases cerebral blood flow and brain-derived-neurotrophic factor (BDNF), which has important cognitive support effects. Exercise also helps to improve oxygenation, improve sleep, reduce overall stress, optimize BMI (body mass index), improve insulin sensitivity, and improve overall brain and body physiology in numerous ways. Exercise is one of the best ways to protect cognition and is also an essential part of the protocol to reverse cognitive decline.



SLEEP Adopt a sleep hygiene program that allows you to get 7 to 8 hours of quality restorative sleep every night – without noise, lights, or Wi-Fi. Sleep is vital for memory consolidation and the optimal functioning of the glymphatic system to clear cerebral toxins, including beta-amyloid. Additionally, sleep promotes metabolic health, reduces inflammation, and upregulates the immune system. Obstructive sleep apnea, and other causes of reduced oxygenation, are emerging as significant risk factors for poor cognitive health. Rule these out by checking your nighttime oxygen saturation, which can be done with a continuous pulse oximeter. If you are found to have sleep apnea, continue periodic monitoring to ensure that your treatment is effective.



STRESS especially chronic, unresolved, or severe stress, may be a key contributor to cognitive decline. While stress is unavoidable, you can learn to control your reaction to it. We encourage you to adopt a daily stress management practice that could include any of these: mindfulness, meditation, Neural Agility, Dynamic Neural Retraining System, HeartMath, prayer, tai chi, qigong, or yoga. Additionally, you can build daily stress management habits that include time for self-care, not over-scheduling, using lists, unplugging from technology, avoiding multi-tasking, exercising, and getting adequate quality sleep.



BRAIN STIMULATION It's important to stay mentally active, to "upsized" our brains. Our brains continue to develop new neurons throughout our lives in response to social and mental stimuli, as well as healing from trauma or injury. You can upregulate this by staying socially active, building a support system, having a strong purpose in life, and engaging in lifelong learning opportunities. Additionally, even simple pleasures like listening to music and dancing can help to promote new neural pathways. Consider daily brain training to keep your brain challenged. Use Brain HQ or any similar program. Keep it fun and challenging with sessions lasting no longer than 20 to 30 minutes, three times per week.



DETOX Avoidance of "dementogens," chemical agents that impact our cognition, is a vital part of optimizing brain health. Ensure that the air you breathe, the water you drink, the home you live in, the food you eat, and the toiletries, cosmetics, and cleaning supplies you use are as toxin-free as possible. It's especially important to avoid exposure to mold, which is turning out to be a major contributor to cognitive decline, especially in genetically susceptible individuals. Additionally, practice good hygiene to reduce inflammation and maintain intact internal barriers (gut lining, blood-brain barrier, oral, nasal) as well as external (skin, nails, hair). Oral health, of your teeth, mouth, and lips is emerging as an important opportunity to intervene to protect cognitive health if mercury is high from dental amalgams, you experience frequent cold sores, or have any sign of gum disease.



SUPPLEMENTATION

Supplements are supplemental, but if you're suffering from a specific nutritional deficiency that affects your cognitive health, they can be a very important contributor to healing. In fact, Dr. Bredesen has specific biomarker goals for the necessary nutrients to optimize brain health. Given your unique genetics, level of stress, and other environmental impactors, your need for supplementation may change over time. In general, we find that the longer people practice the protocol – combining a nutrient-dense diet with a healing lifestyle – their need for supplementation decreases.

GETTING STARTED

STEP
1

Get your NeuroQ Score!
www.mynqscore.com

STEP
2

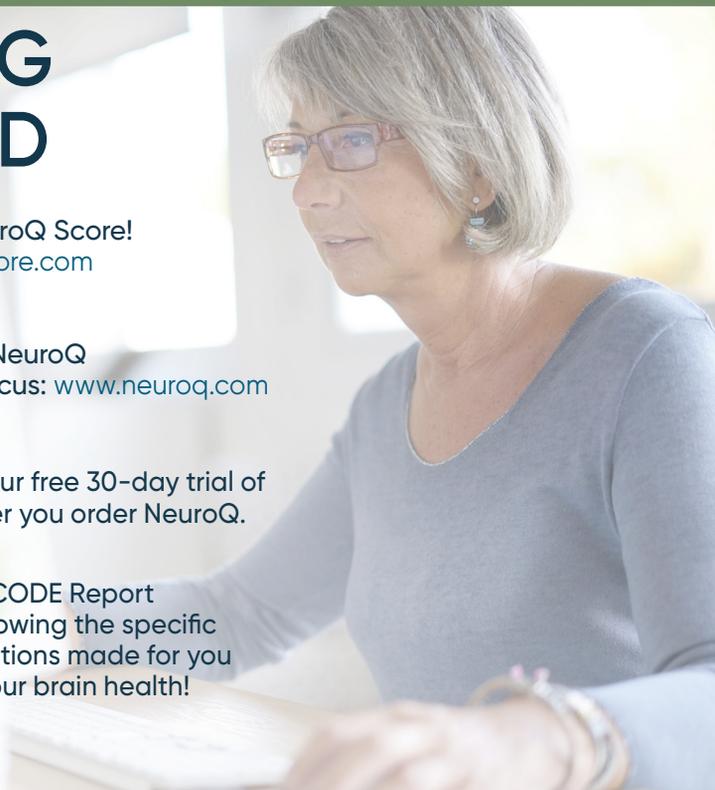
Start taking NeuroQ
Memory & Focus: www.neuroq.com

STEP
3

Sign up for your free 30-day trial of
PreCODE after you order NeuroQ.

STEP
4

Get your PreCODE Report
and start following the specific
recommendations made for you
to improve your brain health!



PRE·CODE[™]

& Benefits of the Membership

Apollo Health has several ways to evaluate the current state of your brain health, and the first is the NeuroQ Cognitive Evaluation. This cognitive assessment, divided into two parts, provides a “snapshot” or insight into your brain health. Dr. Bredesen derived the first part of the NeuroQ Cognitive Evaluation, an AQ-6 questionnaire, from the AQ-21 assessment. The AQ-6 is comprised of six four point scaled questions that screen for things such as your memory retention, functional ability, visual-spatial skills, and command of language. The second part of the NeuroQ Cognitive Evaluation was developed by Apollo Health’s partner, CNS Vital Signs, a market leader in developing neurocognitive and behavioral evaluations. Individuals can take their free NeuroQ Cognitive Evaluation here:

www.mynqscore.com

The assessment will provide you with a NeuroQ score and Apollo Health’s recommendation on which solution, PreCODE or ReCODE, is best matched with you to optimize and improve your brain health.



PreCODE Report provides you with a personalized set of information that identifies your specific contributors to potential cognitive decline. In addition, it provides a detailed plan derived from the B7.



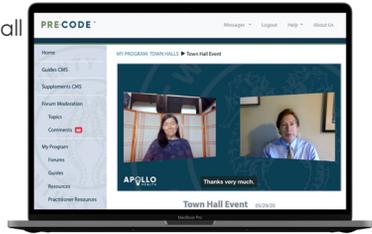
Practitioner Locator Tool The Bredesen Protocol and the PreCODE program work best when administered by an Apollo Health–certified trained practitioner who can aid you in embracing all aspects of the program. Apollo’s practitioner locator tool can connect you to a vast network of providers. Your membership allows you to choose, connect, and integrate your brain health optimization with any coach, physician, nutritionist, and health coach of your choosing.



Guides PreCODE subscribers have access to curated written guides created by Apollo Health’s subject matter experts. Subjects include nutrition, sleep, stress management, exercise, and more.

Cognitive Assessments Routine cognitive assessments are important to establish baseline results and track improvement. PreCODE subscribers can take the routine cognitive assessment for the Montreal Cognitive Assessment (MoCA) every six-months, and monthly NeuroQ Cognitive Evaluation to track your progress over time on the PreCODE program.

Town Halls View quarterly town hall meetings hosted by Dr. Bredesen and a visiting subject matter expert where the latest in science and the Bredesen Protocol are shared with ReCODE and PreCODE participants.



Forums Online community forums that provide access, information, and engagement with experts in The Bredesen Protocol and other community members on PreCODE and ReCODE.



ReCODE Mobile App provides a convenient way to access all of the available resources via your subscription. The mobile app is designed to keep track of your daily brain health interventions. In addition, you can access your PreCODE Reports, view assessment data, post and read forum messages, access all guides, and view recent and past quarterly Town Halls.

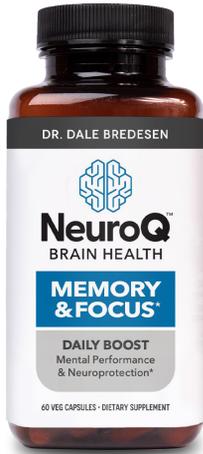
Complimentary BrainHQ Account Apollo Health's partner, BrainHQ, is a leader in brain stimulation exercises. A complimentary account is available to all PreCODE subscribers.

NeuroQ supplement subscribers are offered a limited time PreCODE one-month free trial. Start your FREE trial after you receive your NeuroQ score!

More information about all of the available PreCODE plans and the program can be viewed at <https://www.apollohealthco.com/precode/>.

NeuroQ Memory & Focus

A powerful formula memory, focus, and mental sharpness.



Fuel. Ginkgo leaf extract gets the blood pumping to your brain so you can think on your toes.*

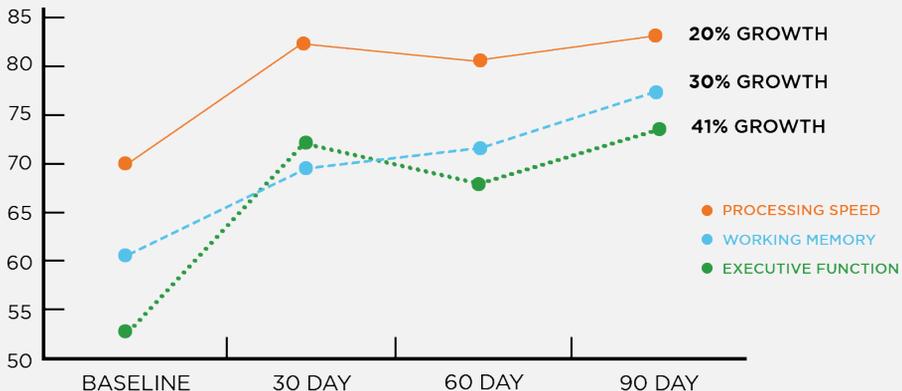
Boost. Coffee fruit extract stimulates brain function by 143% in 2 hours!*

Protect. Yamada Bee Farm propolis defends the brain against toxins and disease-causing inflammation*

Detox. Turmeric helps remove toxins and damaging free radicals to slow aging.*

Get yours at [NeuroQ.com!](https://NeuroQ.com)

NeuroQ™ Study: Improvement in Key Brain Dimensions†



†Average increase in percentile domain scores in a company-sponsored 90-day clinical study.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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