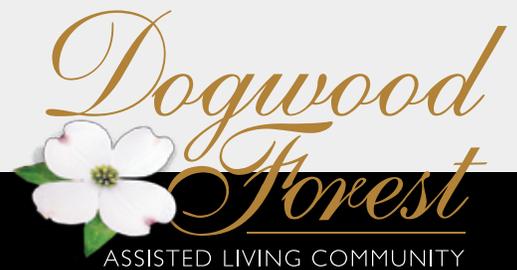


I discovered a place where Mom remembers things better. I discovered Dogwood Forest™.

When Mom was diagnosed with Alzheimer's disease, I knew that she may need a great deal of care. I searched for a community with a caring staff to help her with daily living activities and keep her happy and safe. What I discovered was so much more. Dogwood Forest™, an industry leader in Alzheimer's disease and dementia care, designed its Memory Care program around the most promising clinically proven non-drug therapies in the fight against the progression of dementia. I know Mom will continue to live with the disease¹, but at Dogwood Forest, I also know that she will live to her highest potential.



Dogwood Forest™ Memory Care
Because a better living environment leads to a better memory.

Dogwood Forest™ Embraces What Science Has Proven Effective

The medical community has discovered that the onset and progression of Alzheimer's disease can be delayed by an average of six years through the incorporation of clinically proven non-drug therapies, even after the disease has begun.² That's why our Memory Care program and living environment centers around the most promising medical science, including:

Diet. People with dementia or in early to moderate stages of Alzheimer's could have their cognitive impairment slowed or even reversed by switching to a healthier diet.³

Cognitive Stimulation. People with memory impairment, including those with Alzheimer's disease, still benefit from learning and mental activities to improve their quality of life and functioning.⁴

Stress-Free Environment. Stress hormones appear to rapidly exacerbate the formation of brain lesions that are the hallmarks of Alzheimer's disease; therefore, stress management is an important factor in treating the disease.⁵

Physical Exercise & Healthy Lifestyle. Scientific evidence points to a relationship between brain health and cardiovascular system health.⁶

Memory Through the Five Senses. A positive correlation exists between sensory-based therapies and improved memory, mood, and quality of life, even among those with Alzheimer's disease.⁷

Socialization. Socialization is an important component of treatment because people with dementia can recognize and appreciate attention.⁸

Dogwood Forest™ Memory Care Therapies & Programs

Our Memory Care residents live life to their highest potential, regardless of dementia stage, by living in our stress-free environments and utilizing our clinically proven non-drug therapies, which include:

Reminiscence Therapy - activities designed to target long-term memories that are more resistant to aging.

SELF™ Program - cognitive stimulation & brain exercises.

FiveSense™ Therapies - activities designed to enhance long-term memory and improve life quality through the five senses.

Eat to Remember™ Therapeutic Diet - our delicious meals are prepared with the foods and nutrients proven to aid memory and slow down the progression of dementia.

SimpleC™ Companion Therapy - delivers personalized therapies to help address the challenges of aging.

Inspirations Neighborhood™ - a secure, comfortable and home-like community filled with familiar sights, sounds and scents from the past.

Orientation Therapy - provides cues to reassure and inform in order to increase autonomy and confidence.

Physical & Wellness Programs

Social & Spiritual Program



Alpharetta (North Main) • 770-410-9169
Alpharetta (North Point) • 678-366-7700
Buckhead • 404-531-0145

Dunwoody • 770-350-7833
Eagles Landing • 770-507-5440
Fayetteville • 770-719-9010

Gainesville • 770-531-7800
Marietta • 770-971-0307
www.dogwoodforest.com

Detailed Findings:

¹I know Mom will continue to live with the disease (Alzheimer's disease).

- Alzheimer's disease is an irreversible, progressive brain disease that currently has no cure.

²The onset and progression of Alzheimer's disease can be delayed by an average of six years through the incorporation of clinically proven non-drug therapies, even after the disease has begun. (7 Ways to Reduce Your Risk for Alzheimer's, Dr. Amen's Brain Health Report, May 2010)

- "Current methods of prevention and treatment can significantly delay both the onset of symptoms and the progression of Alzheimer's disease (AD). Through a combination of family education, drug and antioxidant therapy and lifestyle changes, the effects of this disease can be delayed for three to six years, without extending life expectancy. The result is improved quality of life, reduced costs and a lower need for both formal and informal care for victims of this disease (Medical Care Corporation© 2004)."
- "Non-drug treatments are emerging as the best proven medicine for Alzheimer's disease, according to many of the latest studies (Non-medical Therapies for Alzheimer's Disease Get Scientific Backing, AARP Bulletin, March 2010)."
- "A nutritious diet, physical activity, social engagement, and mentally stimulating pursuits can all help people stay healthy. New research suggests the possibility that these factors also might help to reduce the risk of cognitive decline and Alzheimer's disease (Alzheimer's Disease FACT SHEET NIH Publication No. 08-6423, November 2008)."

³People with dementia or in early to moderate stages of Alzheimer's disease could have their cognitive impairment slowed or even reversed by switching to a healthier diet that incorporates specific foods and nutrients.

- "Patients in the early to moderate stages of Alzheimer's disease could have their cognitive impairment slowed or even reversed by switching to a healthier diet, according to researchers at Temple University. At the end of the study, what we found was that switching to a more healthy diet reversed the cognitive impairment that had built up over the first three months of eating the methionine-rich diet. This improvement was associated with less amyloid plaques -- another sign of the disease -- in their brains." (J.-M. Zhuo, D. Pratico. Normalization of hyperhomocysteinemia improves cognitive deficits and ameliorates brain amyloidosis of a transgenic mouse model of Alzheimer's disease. The FASEB Journal, 2010; DOI: 10.1096/fj.10-161828)
- "Eating your spinach, is not only good for your body, it's good for your memory, too. A recent Harvard study found that people who ate more vegetables had a slower decline of brain function as they aged. "A published in Pharmacology shows that essential brain-boosting nutrients found in certain produce, such as quercetin and anthocyanin, may reverse memory loss." (10 Tricks for Improving Your Memory, Sarah Jio, Woman's Day, Aug 30, 2010)
- "A recent study conducted by researchers at Columbia University in New York has found that people who eat a diet rich in olive oil, fish, nuts, poultry, and fruits and vegetables, lower their risk of developing Alzheimer's disease by 40 percent." (A healthy diet cuts Alzheimer's risk by 40 percent, Natural News, June 29, 2010, Ethan A. Huff)
- "The best evidence for nutritional prevention of Alzheimer's disease is through foods rather than vitamin supplements. Many of the foods that are good sources of vitamin E are also rich in n-3 fatty acids and unhydrogenated, unsaturated fats, the dietary components with the most convincing evidence of neuroprotection to date. Among these foods are oil-based salad dressings, nuts, seeds, fish, mayonnaise, and eggs. Patients should limit their intake of foods that are high in saturated and transunsaturated fats, such as red meats, butter, ice cream, commercially baked products, and some margarines." (Diet & Alzheimer's Disease: What the Evidence Shows, Jan 16, 2004, Martha Clare Morris, ScD)
- "Certain antioxidants, including ginkgo biloba, vitamin E, and possibly alpha-lipoic acid, have significant disease-delaying effects. A review in 2000 of placebo-controlled studies longer than six months for a special ginkgo biloba extract called EGB 761 produced surprising results. Compared to the AD prescription treatment drugs Cognex, Aricept, and Exelon, EGB 761 showed similar benefits for mild-to-moderate AD patients. In one study, vitamin E in doses of 400 IU per day or higher reduced the rate of cognitive decline by 36 percent compared to subjects taking the lowest amount of vitamin E." (7 Ways to Reduce Your Risk for Alzheimer's, Dr. Amen's Brain Health Report, May 2010)

⁴People with memory impairment, including those with Alzheimer's disease, still benefit from different types of learning and mental activities to improve their quality of life and functioning.

- "Studies found that cognitive stimulation groups can actually improve a person's scores on tests of memory, language and thinking—similar to the changes seen with the currently available medications for Alzheimer's disease (Non-medical Therapies for Alzheimer's Disease Get Scientific Backing, AARP Bulletin, March 2010)."
- "Neurons in the adult brain can still grow (a process known as neurogenesis) and that by thinking, learning, and acting, the brain can restructure both its anatomy and physiology (a concept called neuroplasticity)." (Your Brain at 40, Carl Zimmer, Best Life, Monday, December 15, 2008)
- "Learning appears to slow the development of two brain lesions that are the hallmarks of Alzheimer's disease, scientists at UC Irvine have discovered. The finding suggests that the elderly, by keeping their minds active, can help delay the onset of this degenerative disease." (University of California - Irvine, January, 2007, Learning Slows Physical Progression Of Alzheimer's Disease. ScienceDaily)
- "Older adults with pre-existing mild memory impairment benefit as much as those with normal memory function from certain forms of cognitive training that don't rely on memorization, according to a study published in the Journal of the International Neuropsychological Society. In the study supported by the National Institutes of Health (NIH), older adults who were otherwise healthy and living independently received training focused on targeted cognitive skills. A small number of participants in the study were found to have a decline in their ability to form new memories of experiences or facts, an ability called declarative memory. These individuals were unable to improve their memorization skills, but were able to improve their reasoning skills and become faster at processing visual information." (Unverzagt FW, Kasten L, Johnson KE, Rebok GW, Marsiske M, Mann Koepke K, Elias JW, Morris KN, Willis SL, Ball K, Rexroth DF, Smith DM, Wolinsky FD, Tennstedt SL. Effect of memory impairment on training outcomes in ACTIVE. Journal of the International Neuropsychological Society 2007;13:953-960)

⁵Stress hormones appear to rapidly exacerbate the formation of brain lesions that are the hallmarks of Alzheimer's disease, therefore, stress management is an important factor in treating the disease (LaFerla, 2006).

- "A calm, structured environment may help the person with Alzheimer's disease to continue functioning as long as possible." (Non-pharmacological Treatment for Alzheimer's Disease: A mind-brain approach John Zeisel, Ph.D., President, Hearthstone Alzheimer Care, Lexington, MA & Paul Raia, Ph.D., Director, Family Support & Patient Care, Alzheimer's Association of Eastern Massachusetts, Cambridge, MA, March 1999).
- "Studies have shown that older men with elevated levels of epinephrine (a stress hormone) are more likely to suffer from mild cognitive impairment than are their peers with normal levels (Karamangla AS et al 2005). It has also been shown that everyday stresses combined with major stressful events may exert a cumulative effect over a lifetime that exacerbates cognitive decline (VonDras DD et al 2005).
- "Research shows that when people experience chronic stress, their hippocampus—the part of your brain that is responsible for some memories—literally shrinks in size. A 2007 study at Rush University Medical School found that people who are easily distressed and had more negative emotions were more likely to develop memory problems than more easygoing people (10 Tricks for Improving Your Memory, Sarah Jio, Woman's Day, Aug 30, 2010)."
- "Much research has shown that people who feel they have some control over situations cope better with stress, are less stressed, and have better health than people who feel they lack control (Evans and Cohen, 1987; Ulrich, 1999)."

⁶Scientific evidence points to a relationship between brain health and cardiovascular system health.

- "Research shows that exercise increases the blood flow to all areas of your body, including the brain and specifically areas involved in memory. One study found that mice who exercised grew new brain cells in the dentate gyrus, a part of the hippocampus which can be affected by declines in memory as we get older (10 Tricks for Improving Your Memory, Sarah Jio, Woman's Day, Aug 30, 2010)."
- "Framingham study shows physical activity lowers risk of dementia with results suggesting that lowering the risk for dementia may be one additional benefit of maintaining at least moderate physical activity, even into the eighth decade of life." (Zalody S. Tan, et al. Physical Activity and the Risk of Dementia: The Framingham Study)
- "Exercise training improved physical health and depression in patients with Alzheimer disease." (Exercise Plus Behavioral Management in Patients With Alzheimer Disease A Randomized Controlled Trial, Linda Teri, PhD; Laura E. Gibbons, PhD; Susan M. McCurry, PhD; Rebecca G. Logsdon, PhD; David M. Buchner, MD; William E. Barlow, PhD; Walter A. Kukull, PhD; Andrea Z. LaCroix, PhD; Wayne McCormick, MD, MPH; Eric B. Larson, MD, MPH, JAMA. 2003;290:2015-2022)

⁷A positive correlation exists between sensory-based therapies and improved memory, mood, and quality of life, even among those with Alzheimer's disease.

- "Research has generally indicated that reminiscence therapy has a variety of effects on the health and well-being of older clients, such as decreasing depression and increasing self-esteem, self-health perception, mood status, sense of mastery, and transcendence, which has been negatively correlated with depression." (Chao, S., Chen, C., Liu, H., & Clark, M., 2008, Meet the real elders: reminiscence links past and present. Journal of Clinical Nursing, 17, 2647–2653.)
- "When background music was played, the patient seemed to communicate an increased understanding of what was going on, and this was reflected in verbal statements, including the ability to express his or her will and desires. In addition, the patient seemed to communicate enhanced cooperation in the performance of the caring activities." (Gotell, E., Brown, S., & Ekman, S. (2002). Caregiver singing and background music in dementia care, Western Journal of Nursing Research, 24(2), 195-216.)
- "In a study where aromatherapy (consisting of the use of rosemary and lemon essential oils in the morning, and lavender and orange in the evening) was utilized among patients with dementia, all patients showed significant improvement in personal orientation related to cognitive function. In particular, patients with AD showed significant improvement." (Effect of aromatherapy on patients with Alzheimer's disease. Daiki Jimbo1, Yuki Kimura1, Miyako Taniguchi1, Masashi Inoue2, Katsuya Urakami1, Mar 2010)
- "Petting and stroking a dog or cat can be very relaxing, slowing heart rate and lowering blood pressure. Studies at the University of Nebraska Medical Center College of Nursing show that even a short-term visit by a therapy dog to a nursing home can ease agitation in people with Alzheimer's." (M. Churchill, J. Safaoui, B.W. McCabe, and M.M. Baun: "Using a Therapy Dog to Alleviate the Agitation and Desocialization of People with Alzheimer's." Journal of Psychosocial Nursing and Mental Health Services, Volume 37, Number 4, April, 1999, pages 16-22.)

⁸Socialization is an important component of treatment because people with dementia can recognize and appreciate attention.

- "In a study conducted in Maryland to determine which stimuli are most engaging and most often refused by nursing home residents with dementia, it was discovered that the most engaging stimuli were one-on-one socializing with a research assistant, a real baby, personalized stimuli based on the person's self-identity, and a lifelike doll." (Can Persons With Dementia Be Engaged With Stimuli? Cohen-Mansfield, Jiska Ph.D.; Marx, Marcia S. Ph.D.; Dakheel-Ali, Maha M.D.; Regier, Natalie G. B.A.; Thein, Khin M.D., American Journal of Geriatric Psychiatry: April 2010)
- "People perceiving themselves as lonely (even if surrounded by family and friends) are twice as likely to be diagnosed with Alzheimer's disease as those who are not lonely (February 2007 issue of the Archives of General Psychiatry).
- "Alzheimer's patients were observed after a pet dog came to visit. Various social behaviors were recorded among the group, including smiles, laughs, looks, leans, touches, verbalizations, name-calling, and others. Observations took place when the dog was absent, when the dog came for a visit, and when the dog spent an extended period on the ward. Results showed that the long-term presence of the dog boosted positive social behaviors among people with Alzheimer's." (B.W. McCabe, M. M. Baun, D. Speich, and S. Agrawal: "A Resident Dog in the Alzheimer's Special Care Unit." Western Journal of Nursing Research. Volume 24, Number 6, October 2002, pages 684-696.)