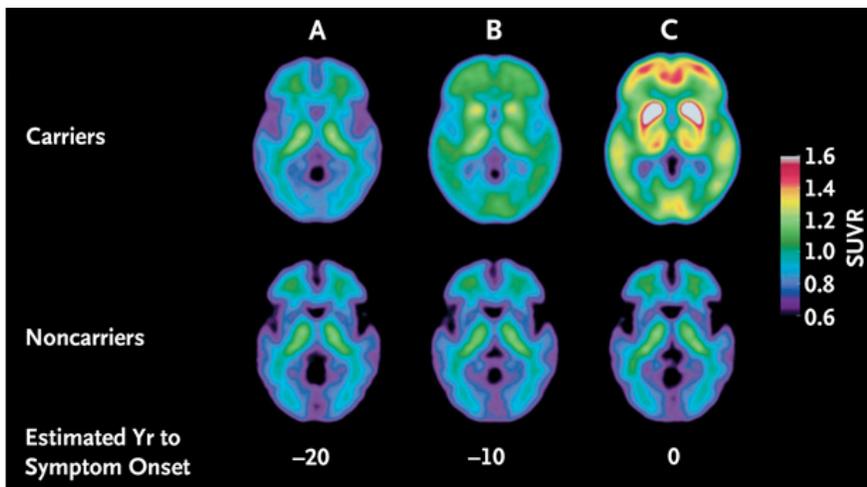


Alzheimer's Starts Early

Treatments Effective When Used Early

"MRI Study Shows Brain Atrophy in Middle-Aged, Healthy People."



A host of information allows us to conclude that Alzheimer's disease incubates over a long period of time. MRI studies of those with early stages of disease show significant brain atrophy. Thus, people with the disease but not yet with symptoms have some degree of atrophy.

Cost becomes an issue when considering MRI for population screening as the test can cost \$5000. OCT that measures the nerves of the eye attached to the brain costs \$50 and also shows if the brain has early atrophy.

Inexpensive screening tests like OCT are critical for the early detection and prevention of AD.

Ounce or Pound?

Many diseases that impact us when we are elderly actually incubate when we are young. For example, people in their thirties (who died in auto accidents), when autopsied, showed plaques and lesions attributable to cardiovascular and Alzheimer's diseases.

What is the value of knowing disease is developing? Simple. Young people have strong immune systems and respond better to treatment.

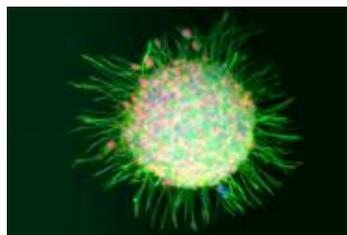
The challenge is lack of awareness and insurance coverage restrictions. Prevention is not covered by insurance

except for a routine physical. Doctors are overwhelmed with paperwork and don't have the time to search for latent or possible disease.



Eye Is Diagnostic for Major Chronic Diseases.

The first detectable signs of Alzheimer's disease occur a quarter century before symptoms like memory loss become noticeable, according to a detailed chronology of molecular changes to the brain and spinal fluid of people who later developed the brain disease.



Journal of Medicine, provides a timeline of the subtle changes that begin in victims' brains and, importantly, can be detected years ahead of time by MRI exams, blood analyses, or other tests.

Early detection is critical to both prevention and effective treatments.

The research, published in the New England

Journal of Medicine, shows that people detected early respond well to treatments.