



**"The habits we form from childhood make no small difference, but rather they make all the difference."**

—Aristotle

## The Vision of Brain Health

### The Problem:

In the United States alone, over **7 million people are currently living with Alzheimer's** disease — a number projected to reach **13 million by 2050**. The economic cost is expected to soar from \$360 billion to \$1 trillion by that time. Yet few know that Alzheimer's is a **midlife** disease where symptoms are finally seen in old age.

On the other side of the lifespan, our children's mental and brain health is plummeting at the same time and will add to the overall dementia crisis. The time is **NOW** to build healthy brains and develop creative thinking at the beginning of life for children. The **children can influence the whole family**, including their midlife aged parents and local grandparents.

### The Solution

- There is no cure so **PREVENTION** is the cure
- Teach children **brain healthy habits** which **extends to family**
- Family-centered experiences can **lower dementia risk** for parents
- **No cost** or **low cost** Brainolicious products and services to families in need
- Supported by **large sponsorships** or low cost purchases by customers

### The Investment

- **2 Inner Child Books:** Writing, Illustration and Publishing
- **2 Musical Albums:** Production, Studio Time, Distribution
- **Online Courses:** Video Productions for Children and Parents
- **2 Full Curriculums:** Creation, Illustrations and Design
- **Marketing and Social Media**
- **Production and Operation Personnel**
- **Brainolicious Adventures® Board Game:** Building Brain Capital One Move at a Time!
- **Brainolicious Adventure App:** An interactive App Supporting Activities, Info and Community for families
- **Brain Capital Cookbook**
- **Brain Capital Family Conferences**

### The Brainolicious Need

**Two New 'Inner Child' Books that educate BOTH children and adults:**

- *The Brain's Rainbow Symphony: 7 Pillars for Building Brain Capital and Creativity*
- *'Oh Baby Oh Baby': Building Brain Capital In Our Littlest Leaders*

**Brainolicious Creativity Boxes: Creative items for exercises in the Inner Child Books**

- Items: LEGO, Play-Do, Canvases, Markers, Wooden Blocks, Tanograms, etc

**Two Musical Albums that Complement the Inner Child Books:**

- *Brainolicious Beats: Songs for the 7 Pillars of Building Brain Capital*
- *Lingering Lullabies: Songs for Parents and Infants/Toddlers for Brain Capital*

**Video Classes:**

- *Productions on the 7 Pillars of Building Brain Health and Brain Capital*

**Curriculum:**

- *Inner Child Book: Parent/Teacher and Child/Student Workbooks*

**Join the Brainolicious Movement!**

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