Tuesday, October 30, 2018
San Francisco, CA

HOLIDAY INN GOLDEN GATEWAY
1500 Van Ness Ave, 94109
(415) 441-4000
Parking: $30

Remembering, Forgetting and Protecting the Aging Brain

A New 6-Hour Program, Fall, 2018: $84

Topics Include:

• Short-Term Memory
• Working Memory
• Long-Term Memory

Name (please print):

Home Address ____________________________
City/State Zip ____________________________
Work Phone (___) ________________________ Home Phone (___) ________________________
Email ________________________________

Profession(s)

Tuition

q $84 Individual Rate
q $79 Group Rate (5 or More Persons Registering Together)
q $94 On-Site Registration (if space is available)

q $29 $20 Training Your Brain To Adopt Healthful Habits (2016) (280 pages) — a
text that explains how the part of the brain that forms new habits can
be trained to improve health-related habits. Preorder the book to receive
it onsite at this discounted rate.

Four Ways To Register

1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635 (make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

Card #: ____________________________ Exp Date ________/______

Signature

Unable To Attend?

You have three options: 1) Transfer to an alternate location, space permitting,
2) Receive a full-value voucher for any live or recorded program for up to
a year, or 3) Request a tuition refund minus a $15 fee. Refund requests should be made
in writing or by e-mail at refunds@ibpceu.com.

Rescheduling: In the rare event (less than 1%) a seminar cannot be held (e.g., inclement
weather), it will be rescheduled. No IBP seminar has ever been canceled as the result
of low attendance!

Certificates and Confirmations: Certificates of completion are provided at the time of
adjournment; successful completion includes full attendance and submission of the
evaluation form. No partial credit is given. Confirmation notices are emailed or mailed.

Recorded Programs

CDs and DVDs: Delivered to you within 5-7 workdays.
Online: Play or download on all devices. Need help? Call (866) 652-7414.

CE Credit: National/state boards approved CE is available for most health professions
including nursing, psychology, social work, counseling, MFT, dental, and pharmacy.
View CE approvals and additional information for this home study program at:

Dedicated Customer Service

Call (888) 202-2938 to inquire about course content or instructors, request disability
accommodations, or submit a formal grievance. To register, call (866) 652-7414.

The IBP Experience

Our non-profit organization (tax ID 77-0026830) has presented informative and practical
seminars by great speakers since 1984. IBP is the leading provider of accredited programs
concerning the brain and behavioral sciences.
Short-Term Memory: remembering what happened recently

- **Brains At Risk:** alcohol blackout, seizure, concussion, benign neglect, and post-traumatic stress disorder

- **Protecting Short-Term Memory:** recoding, rehearsal, neurogenesis of hippocampal neurons through lifestyle, e.g., exercise.

Working Memory: remembering what to do next

- **Brains At Risk:** normal aging after age 49, frontal lobe pathology, neurodegenerative disorders including Alzheimer’s disease.

- **Protecting Working Memory:** activities that improve concentration and reduce distractibility, e.g., mindful training, task reminders, how to improve cognitive reserve by activating new areas of prefrontal cortex.

Long-Term Memory: the memories of our lives

- **Brains At Risk:** damage to association cortex due to brain injury, stroke, or dementia (Alzheimer’s disease, multi-infarct and frontotemporal dementia).

- **Protecting Long-Term Memory:**

  - **Caffeine and Glucose:** caffeine can aid retrieval but go light on sugar due to adverse effects on brain glucose.
  - **Physical Activity:** moderately intense physical activity protects the brain’s vascular system, improves glucose regulation, and stimulates nerve growth factors.
  - **Restorative Sleep:** a key function of slow wave sleep is the removal of toxins such as amyloid; REM sleep aids long-term memory.
  - **Neuroprotective Nutrition:** activities that inhibit the fear-based amyloid plaques; extracellular amyloid and intracellular tangles are inflammatory and endanger the aging brain; an anti-inflammatory lifestyle is attainable and sustainable.

- **Neuroprotective Nutrients:** curcumin (curcuminoids), cocoa (epicatechin) and resveratrol (stilbenoids), long-chain omega 3 fatty acids, low glycemic starches and fibers, vitamins A, B12, C, D3, and E, copper, iron and zinc; the Dietary Inflammatory Index.

- **Neuroprotective Exercise:** a review of 35 studies regarding exercise and cognitive functions.

- **Neuroprotective Sleep:** a review of 52 trials linking cognitive impairment to sleep duration; too little can impair amyloid clearance; too much sleep increases risk of metabolic disorders.

- **Neuroprotective Aphasia Activities:** activities that enhance the mental activity identified with a person’s social network; what cognitive challenges are most beneficial?

ABOUT THE INSTRUCTOR

Mark B. Moss, Ph.D., is Chair of Neurobiology at Boston University School of Medicine and co-directs the Laboratory for Cognitive Neurobiology. His research, supported in part by the NIH, includes the study of ways to protect the brain from the ravages of Alzheimer’s disease. He is currently studying the anti-inflammatory effects of nutrients including curcumin and resveratrol to protect the aging brain.

Dr. Moss has received multiple awards for excellence in teaching. In his inspiring and practical presentations, he distills key findings, presenting them in non-technical terms and making them memorable through the use of fascinating case histories.

In addition to Q & A in class and during breaks, Dr. Moss will be available to personally answer your questions during the second half of the lunch break and by e-mail after adjournment.