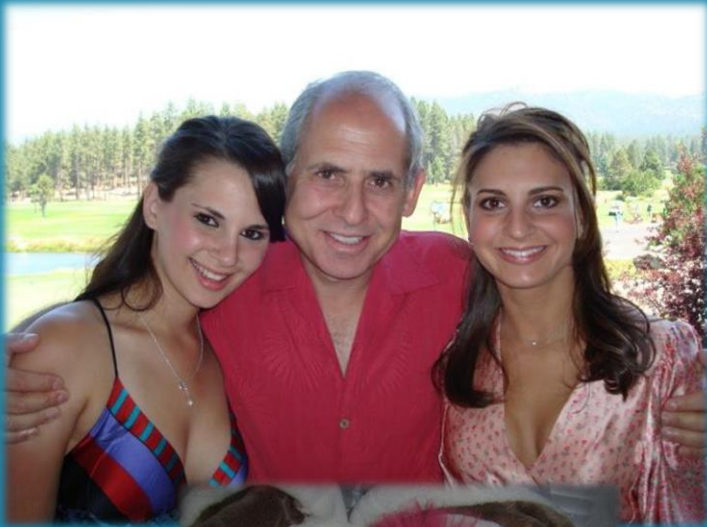


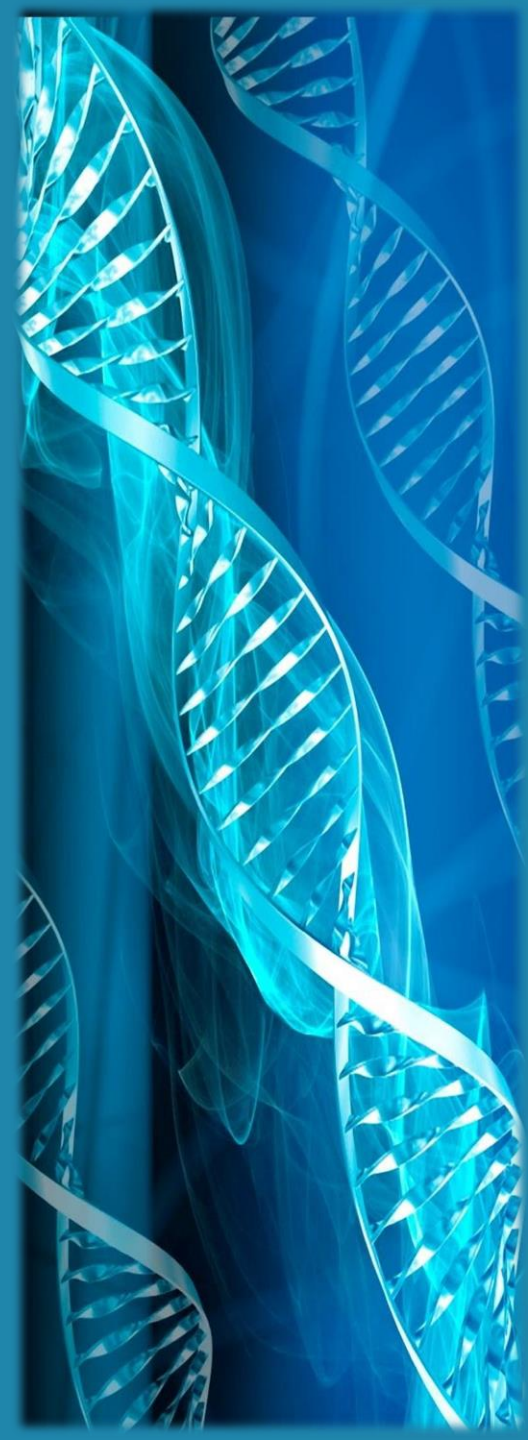
Creating Brain-Healthy Communities

**It's not just about you.
It's about generations of you.**



Epigenetics

- **Habits turn on and off genes**
- **Make illnesses more or less likely**
- **Choices affect generations**







Courtesy Amen Clinics, Inc. www.AmenClinics.com

*“Your body is a temple of the Holy Spirit, who is in you, whom you have received from God? You are not your own; you were bought at a price.”
(1 Cor. 6:19-20)*

THE **DANIEL** PLAN

GOD'S PRESCRIPTION FOR YOUR HEALTH

- Church healthcare initiative
- 52 week program
- Content delivered weekly through web
- Meet in small groups
- 15,000 people in project
- *Results are spectacular!*



At Saddleback Everything Is Changing

- After 12 months church has lost 260,000 lbs.
- People report improved energy, focus, creativity, sleep, and mood.
- Reductions in stress, blood pressure, blood sugar, sexual dysfunction and many medications!

THE DANIEL PLAN MENU

Please order these items at the Refinery Grill outside

All these menu items are gluten free, dairy free, with no processed sugars. Organic-raw honey and organic agave nectar has been substituted for sugar and healthy alternatives such as extra virgin olive oil and avocado has been put in place of mayonnaise and spreads higher in saturated fat. Items are high in omega 3. All items rank well on the glycemic scale.

★ A GAVE GLAZED SALMON TACOS \$7.95 with Napa cabbage slaw and vine ripe tomatoes served on natural blue corn tortillas and topped with house-made poblano-lime avocado sauce. 370 CALORIES	★ MAMA K'S LETTUCE WRAPS* \$5.95 a selection of the season's best vegetables braised in a light South Indian style curry with a little bit of mild heat. 178 CALORIES
★ LEMON & HERB CHICKEN WRAP ...\$5.95 with shaved red onion, shredded lettuce, tomato, Persian cucumber and Greek yogurt sauce served on a zucchini flax Omega wrap. 266 CALORIES	★ ZUCCHINI "PASTA"* \$7.95 firm fresh zucchini thinly shaved into noodle shapes with lemon-basil pistachio pesto, served with cherry tomatoes and roasted portabella mushrooms. 201 CALORIES

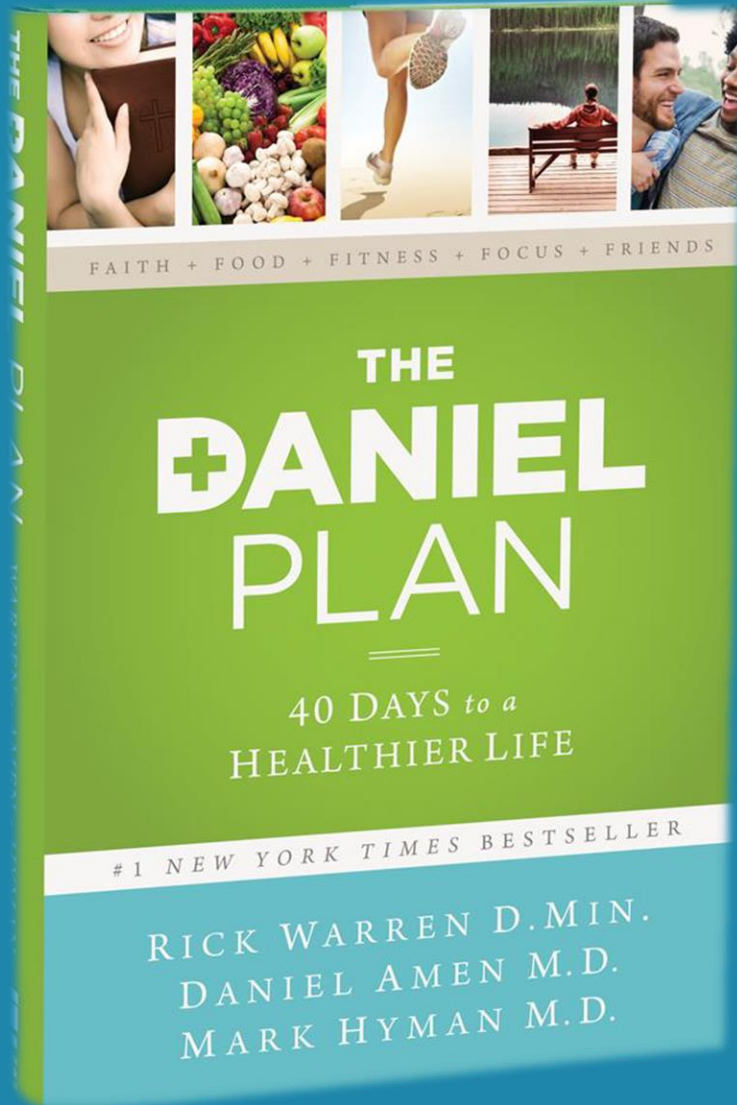


★ Daniel Plan Approved ★ Modifications Needed to be Daniel Plan Approved ★ Not Daniel Plan Friendly (Eat at your own risk)

Pastor Warren

- Down 50 pounds
- Stronger than ever
- No junk food since 1/2011
- Dramatically improved his own cognitive function
- Goal is to export program globally to 1 billion people!





Faith
Food
Fitness
FOCUS
Friends

“God gave you a big brain for a reason.”

Power of Groups

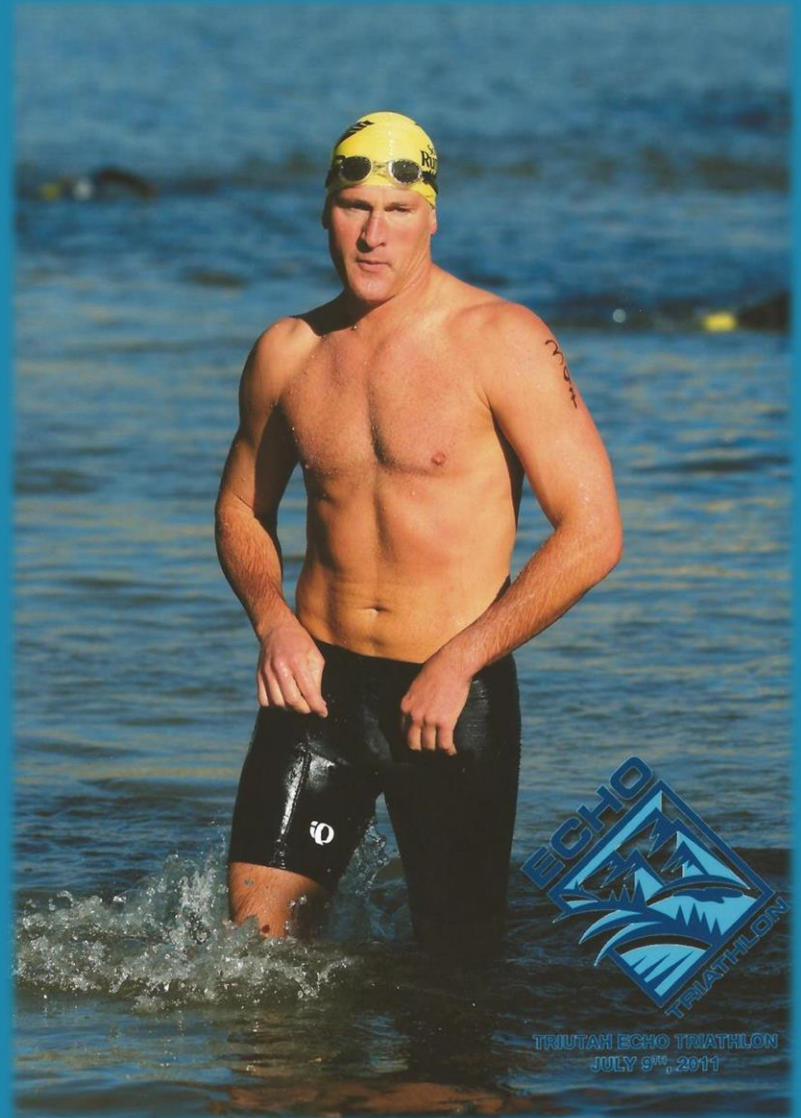
- **Aristotle – man is a social animal**
- **“Join the Club” – peer pressure leads to acts of great courage or great harm**
- **Peer pressure can be used as a social cure to smoking, AIDS prevention, etc.**
- **Peer relations are dominated by the search for status, identity and acceptance by others**
- **Most powerful of human motivations: our longing for connection with one another**

Rosenburg, T. *Join the Club: How Peer Pressure Can Transform the World*. W.W.Norton & Company, New York, 2008.

Do it as a Family!!



Rob



Fatima's Family

- *After watching your program, we all fell in love with our brains, especially Rob. He began following your brain healthy nutrition plan and has lost 39 pounds in just a few short months. He feels great! Gave up virtually all refined sugar, all juices and sweet drinks, drastically cut dairy and gluten. Has dramatically increased vegetable intake. Also began taking fish oil, vitamin D, a high quality multi every day and supplements for his brain and says his memory, brain function in general, creativity, and mood have all been boosted. He is also sleeping much better and doesn't get restless leg syndrome any more. Rob says that he really resonates with the way you explain brain health. He says you are very logical and easy to understand, and because of you he has become much more "thoughtful" in his diet choices, seeing each choice of a "best value" for spending his calories. Rob's pain is gone and he has just finished his second triathlon this year, both times coming in first for his age group. At work, in a meeting recently he was able to come up with the name of a client they had seen 12 years earlier.*
- *Kaden, age 13, was struggling in school, mostly C's, a couple of D's which is alarming because he is really bright. All his teachers said although he was a polite kid, he was having trouble focusing and staying on task, and frequently "spaced" homework assignments. At home, Kaden was argumentative, complained about not being able to focus on homework, and had begun looking for disagreements with his little brother which was out of character for Kaden. We followed your recommendations and limited TV and video games to no more than a combined total of 1/2 hour per day. We upped his exercise opportunities and put him on fish oil, a high quality multi and L-tyrosine, with a high protein breakfast and regular protein snacks throughout the day. When we went to parent/teacher conferences 1 month later, all 7 of his teachers commented that he had made "dramatic improvement", and some of them said "whatever you're doing different, please keep it up". Kaden now has straight "A's" in all of his classes, is listening really well at home and is getting along much better with his brother.*

Fatima's Family

cont.

- *Sage, age 10, was a little crankier than usual and grades were A's and B's, although he is capable of straight A work. His teachers said he was rushing through school assignments and not checking his work. We followed your recommendations and limited TV and video games to no more than a combined total of 1/2 hour per day. We upped his exercise opportunities and put him on fish oil, a high quality multi, with a high protein breakfast and regular protein snacks throughout the day. Sage has straight "A's" and has been able to slow down and focus more on checking his work. He is much more amiable at home when he doesn't play video games.*
- *Now that Rob had such great improvement, his parents and siblings also got on the program. Because of the changes in the household I am less stressed and happier as well. Thanks so much for your life changing insights! Our family has really benefited from your programs!*

Create a Brain Healthy Program – For Staff

- **Brain health education for all medical and office staff (brain envy, avoid bad, do good)**
- **Medical and office staff need to live the message (if you don't live the message, you are a bad messenger, plus you will save on insurance costs)**
- **Help your team's health with discounts on supplements, gym memberships, etc.**
- **Encourage sleep, exercise, new learning**

Create a Brain Healthy Program

- For Staff

- **Only have brain healthy food out at work (no candy on desk, drug reps not allowed to bring bad food)**
- **Make sure environment is non-toxic**
- **Be firm with those who are resistant, all have to live the message to be successful (if they quit your insurance rates may go down)**
- **Staff camaraderie is critical to success**

Dr. Riz Malik



Dr. Riz Malik – A Different Person



Create a Brain Healthy Program

– For Patients

- **Bio/Psycho/Social/Spiritual Evaluations**
- **Brain Type Questionnaire**
- **SPECT scans in complex cases**
- **Brain health education (brain envy, avoid bad, do good)**
- **Know your motivation (One Page Miracle & other strategies)**
- **Know your important numbers (Waist/Ht, BP, labs)**
- **Journaling**

Create a Brain Healthy Program – For Patients

- **Brain healthy nutrition**
- **Brain healthy exercise**
- **Brain healthy supplements (MV, O3, Vit D, type specific)**
- **Get your mind right (Boost decision making skills, Kill the ANTs, 4 Qs, hypnosis, medication)**
- **Overcome Barriers**
- **Influence others**

Create a Brain Healthy – For Patients

- **Do groups, either you do it or hire a coach**
- **Lots of tips**
- **Create support buddies**
- **Online programs**

Brain Fit Life: 12 Steps

- Move to think
- Supplement success
- Kill the ANTs
- Soothe stress
- Overcome barriers
- Get better together

- Assess your brain
- Work your brain
- Know your motivation
- Know important #s
- Journal progress
- Eat right to think right



BrainFitLife THE ULTIMATE BRAIN HEALTH EXPERIENCE AT HOME

Dr. Amen's Brain Fit Life will:

- Provide tools to keep you on track to a Brain Fit Life
- Give you access to Dr. Amen's coaches online 24/7
- Strengthen your memory and mood
- Boost your energy and mental health
- Improve your relationships
- Manage your weight and physical health
- Give you 15% off all Amen Supplements
- Reduce your risk of Alzheimer's disease and more

CHANGE YOUR BRAIN. CHANGE YOUR LIFE. FOREVER.

SPECIAL PATIENT DISCOUNT
ONLY \$8.25/mo
\$6.58/mo*
20% patient discount
*\$79 billed annually

**100% SATISFACTION
30-DAY
MONEY
BACK
GUARANTEED**

www.MyBrainFitLife.com
Use promocode at checkout!

The Process of Changing the World

- **First ... you have to get it ... (learn the information)**
- **Then ... you have to give it away ... (teach others)**
- **That way, you can keep it ... (for the rest of your life)**

Tips for ACI Docs

- “Let's summarize what we discussed in your action plan”.....
- “See you back here in the office in 2 weeks.”
- “Depending on how you're doing we might make some changes.”
- “We will have our follow-up visit after that in 4 weeks.”
- “My suggestion is that you continue to follow me at least until the symptoms get under better control.”
- “I know your brain, I know the medications you're taking, and I know other supplements and potential medications that could best support your brain physiology.”
- “I used to never say any of this. It really appears to be helping.”
- “By the way; I am now 3 for 3 today!”