

# ALZHEIMER'S DISEASE IS NOT PART OF NORMAL AGEING

## AD SLOWLY CAUSES IRREVERSIBLE INJURY TO THE BRAIN.<sup>1</sup>

Initial warning signs of Alzheimer's disease are often **subtle changes in memory, thinking skills, and personality.**<sup>1,2</sup>

This early stage of the disease, when signs become more visible, is called

# MCI MILD COGNITIVE IMPAIRMENT<sup>2</sup>

People experiencing MCI due to AD, their loved ones and their doctors can often **overlook these early signs and symptoms of the disease or see them as "senior moments" – just part of getting older.**<sup>3,4</sup>



### Increased forgetfulness

Having trouble remembering recent conversations, names or important events more than usual.<sup>1,3</sup>



### Difficulty following sequential tasks

Worsening ability to plan or solve problems of more complex daily tasks. Having more difficulty in concentrating makes those tasks to take longer.<sup>1,3</sup>



### Frequently misplacing and not finding things

Placing objects where they do not belong and having worsening ability to retrace steps to find them.<sup>1,3</sup>



### Mild behavioural or personality changes

Recent or increasing changes in mood, anxiety, or motivation, i.e. becoming more irritable.<sup>1,2</sup>



**Recognising early changes and understanding the possible cause is important for a timely and accurate diagnosis.**<sup>5</sup>

Doctors can help determine whether symptoms are due to normal ageing or disease.



**Diagnosing Alzheimer's disease early is key to start interventions, such as lifestyle changes and medical management of symptoms. This can help patients maintain their quality of life and plan for their future.**<sup>5,6</sup>

## HOW TO PRESERVE BRAIN HEALTH



**A combination of these factors may help preserve brain health and reduce the likelihood of developing Alzheimer's disease and other types of dementia.**<sup>6</sup>

**Early recognition of Alzheimer's disease matters. Health interventions may help maintain your brain's health for longer.**<sup>5</sup>

Learn more on [www.identifyalz.eu](http://www.identifyalz.eu)



**If you are concerned about your brain health talk to your doctor.**



### References

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