

ALZHEIMER'S DISEASE IS NOT PART OF NORMAL AGEING

AD SLOWLY CAUSES IRREVERSIBLE INJURY TO THE BRAIN.¹

Initial warning signs of Alzheimer's disease are often **subtle changes in** memory, thinking skills, and personality.^{1,2}

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

MILD COGNITIVE IMPAIRMENT²

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.3,4



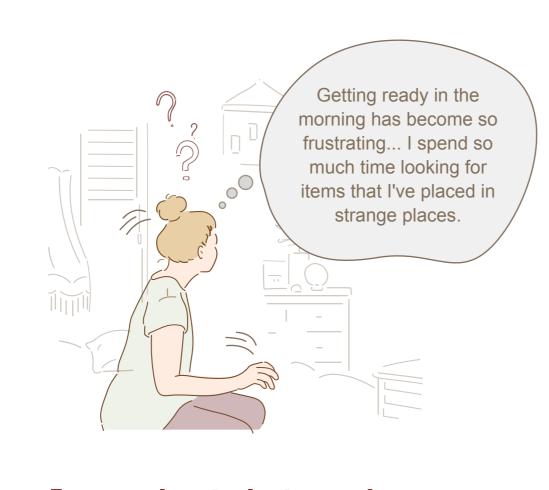
Increased forgetfulness

Having trouble remembering recent conversations, names or important events more than usual.^{1,3}



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. 1,3



Frequently misplacing and not finding things Placing objects where they do not belong

and having worsening ability to retrace steps to find them. 1,3



personality changes Recent or increasing changes in mood,

anxiety, or motivation, i.e. becoming more irritable. 1,2



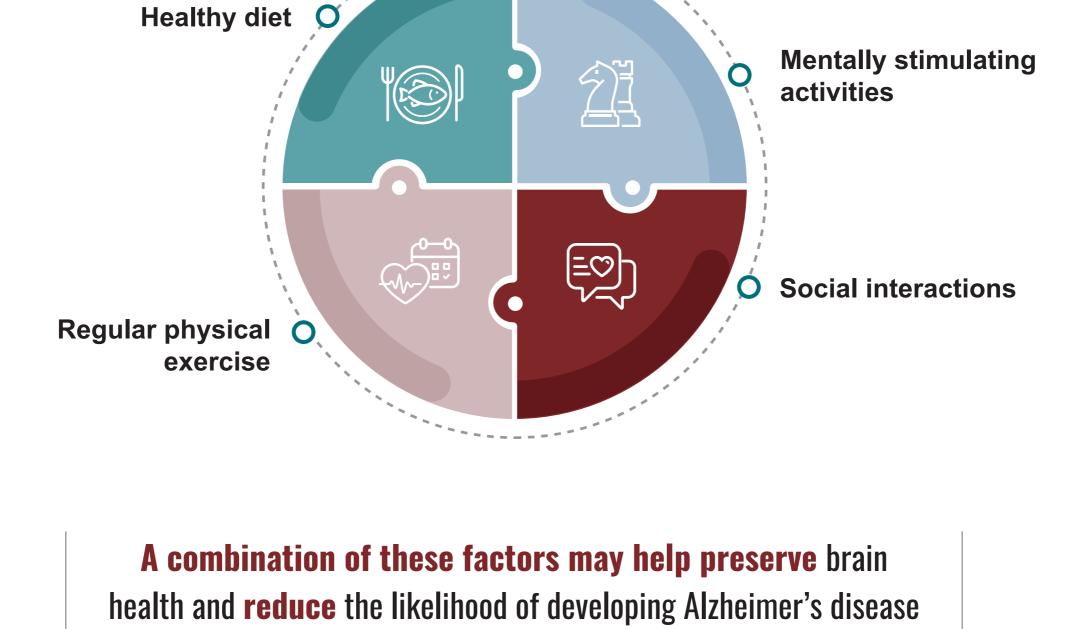
understanding the possible cause is important for a timely and accurate diagnosis.⁵ Doctors can help determine whether symptoms are due to normal ageing or disease.

Recognising early changes and



as lifestyle changes and medical management of symptoms. This can help patients maintain their quality of life and plan for their future.^{5,6}

HOW TO PRESERVE BRAIN HEALTH



and other types of dementia.⁶

interventions may help maintain your brain's health for longer.⁵

Early recognition of Alzheimer's

disease matters. Health



Learn more on

www.identifyalz.eu

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



References 1. 2021 Alzheimer's disease facts and figures. *Alzheimers Dement.* 2021;17(3):327-406.

- 2. Jack CR, Bennet DA, Blennow K, et al. NIA-AA Research Framework: Toward a biological definition of Alzheimer's disease. Alzheimers Dement 2018;14:535-562.
- 3. Alzheimer's Association: 10 Early Signs and Symptoms of Alzheimer's. Available from: www.alz.org/alzheimers-dementia/10_signs (Accessed June 11, 2021).
- **4.** Wilcox J, Duffy PR. Is it a 'senior moment' or early dementia? Addressing memory concerns in older patients. *Current Psychiatry* 2016:15: 28-30,32-34,40. 5. Dubois B, Padovani A, Scheltens P, et al. Timely diagnosis for Alzheimer's disease: A literature review on benefits and challenges
- J Alzheimers Dis 2016;49:617-631. **6.** Scheltens P, De Strooper B, Kivipelto M, et al. Alzheimer's disease. Lancet. 2021;397(10284):1577-1590.



Job code: Biogen-99554. Date of preparation: June 2021

Biogen International GmbH - Neuhofstrasse 30, 6340 Baar | Switzerland.