

Contact:

Andrea Martin
DSM Nutritional Products
240-512-2639
andrea.martin@dsm.com

Brent Renneke Carmichael Lynch Spong 612-375-8537 brent.renneke@clynch.com

BACKGROUND/METHODOLOGY

Creating the *Beautiful Minds* National Health Education Campaign and the 2014 America's Brain Health Index

Finding the Most Beautiful Minds in America

The National Center for Creative Aging (NCCA) and *life'sDHA™* are partnering for the third installment of a national health education campaign, *Beautiful Minds: Finding Your Lifelong Potential*. The goal of the campaign is to empower Americans to develop and maintain healthy, beautiful minds by incorporating lifestyle factors known as the four dimensions of brain health — diet and nutrition, physical health, mental health and social well-being. Inspired by both science and creativity, the campaign reveals stories of people across the country who embody the four dimensions of brain health and are accomplishing amazing things well into the second half of their lives.

Meet the Minds

Adults 55 and over were invited to submit an essay to www.beautiful-minds.com describing what they are doing to keep their minds beautiful.

Nine individuals, ranging in age from 58 to 90, were chosen as the 2014 *Beautiful Minds*. The *Beautiful Minds* profiles are featured on the campaign website (www.beautiful-minds.com) and in a photo essay exhibit that recognizes and honors "the most beautiful minds in America." The exhibit will travel the country throughout the year. The 2014 Beautiful Minds received \$100 to donate to the charity of their choice and a DSM Nutritional Products prize package.

This year's Beautiful Minds include:

- o Bruce Mondschain, 71, Deerfield, III.
- Carol Siegel, 75. Alexandria, Va.
- o Cheryl Vassiliadis, 60, Hoschton, Ga.
- o C.K. Perez, 81, Chicago, III.
- Judith Mares Lazar, 65, Washington D.C.
- Leecynth "Lee" Hunkins, 84, New York, N.Y.
- Pei Chang "Patty" Wang, 90, San Jose, Calif.
- o Peter Phildius, 84, Wellesley, Mass.
- o Renee McClendon, 58, Diamondhead, Miss.

The National Center for Creative Aging and *life'sDHA* created the exhibit to showcase the importance of maintaining healthier minds. All of the *Beautiful Minds* featured in the exhibit have stories of accomplishment, creativity and reinvention in the second half of life, and have maintained healthy lifestyles that fulfill the four dimensions of brain health.

Identifying America's Brain-Healthiest States

A key component of the *Beautiful Minds* campaign, the *2014 America's Brain Health Index* is a state-by-state ranking of brain health that delivers the data on how well Americans are incorporating the four dimensions into their daily lives.

The goal of *America's Brain Health Index* is to provide a platform of discussion and debate that will encourage positive changes for better brain health.

DSM Nutritional Products, maker of the *life'sDHA* brand, worked in partnership with key health experts to develop the *Index*, including Michael Roizen, M.D., co-founder of Real Age, Inc., author and advisor to the Index, and Majid Fotuhi, M.D., Ph.D., founder and chief medical officer at NeurExpand Brain Center, to determine the key indicators of brain health — as recognized by the overall medical community — and to build the Index with data aggregated from highly credible secondary resources.

Major sources of data for the Index include the Centers for Disease Control (Behavioral Risk Factor Surveillance System), the Alzheimer's Association (2013 Alzheimer's Disease Facts and Figures), the Corporation for National and Community Service (Civic Life Index), the Bureau of Labor Statistics (American Time Use Survey) and CQ Press (Education State Rankings) among others.

Conducted over a five-year period in 2009, 2011 and 2014, the *Brain Health Index* evaluated the 50 U.S. states and the District of Columbia based on 21 categories of brain health measures and outcomes in the areas of diet and nutrition, physical health, mental health and social well-being. The categories included a range of determinants from consumption of DHA-fortified foods, and fish rich in DHA, breast-feeding rates and amount of sleep, to smoking rates, Alzheimer's disease prevalence, education state rankings, and religious, spiritual and community involvement.

America's Brain Health Index Methodology

For each brain health indicator, data for all 51 geographies was compared to the national average, which was set at 100. Data points that were better than the national average indexed higher than 100, and data points that were poorer than the national average indexed lower than 100. After weighting the relative importance of each indicator to brain health, an overall index score was calculated for each geography. Geographies were then ranked from first to 51st.

Key Findings

In addition to providing a brain health ranking for each state, *America's Brain Health Index* includes comparative data showing how each part of the country has either progressed, held its own or lost ground in taking measures to improve brain health over the past three years. For example, data shows that Alaska moved up six spots to claim the No. 5 ranking in 2014. Other key findings include:

- In the 2014 Index, California had the largest gain (+11 points) and Utah had the most significant decrease (-14 points) since the 2011 report.
- California had a strong performance across a range of factors, including many of the nutrition indicators, such as consumption of fruits and vegetables and breastfeeding.
- Utah's Brain Health Index slipped 14 points due to significant decreases in overall diet and mental health. Residents can nourish their minds by consuming more brain-healthy foods and supplements rich in DHA, vitamin E and lutein and

- engaging in more mentally stimulating activities like brain teaser games or reading.
- Data also shows that Maryland and Washington, the two top-ranked geographies, had high consumption of DHA (fish rich in DHA, DHA-fortified foods and supplements), as well as fruits and vegetables.
- The two lowest-ranking states, Alabama and Mississippi, had high incidences of obesity and cardiovascular disease-related deaths and very little engagement in mentally stimulating activities like games or reading.
- Four states moved into the top 10 brain-healthy state rankings for the first time Alaska (5th), New York (8th), and Georgia (10th).

The top 10 brain-healthy states according to the 2014 America's Brain Health Index are:

- 1. Maryland
- 2. Washington state
- 3. Colorado
- 4. Connecticut
- 5. Alaska
- 6. District of Columbia
- 7. Vermont
- 8. New York
- 9. New Hampshire
- 10. Georgia

The bottom five brain-healthy states according to the 2014 America's Brain Health Index are:

- 47. Arkansas
- 48. Louisiana
- 49. North Dakota
- 50. Alabama
- 51. Mississippi

Four of the *Beautiful Minds* finalists are from top-ranking states (states ranked 1st-15th):

- o Cheryl Vassiliadis, 60, Hoschton, Ga.
- Judith Mares Lazar, 65, Washington D.C.
- Leecynth "Lee" Hunkins, 84, New York, N.Y.
- o Pei Chang "Patty" Wang, 90, San Jose, Calif.

One of the *Beautiful Minds* hails from the lowest-ranked state in the *Index*:

o Renee McClendon, 58, Diamondhead, Miss.

Beautiful Minds is funded by an educational grant from DSM Nutritional Products, one of the world's leading suppliers of vitamins, carotenoids, nutritional lipids and other ingredients to the feed, food, pharmaceutical and personal care industries.

Americans who wish to read more about the *Beautiful Minds*, find out where their state ranks in *America's Brain Health Index*, and learn simple steps they can take to improve brain health are invited to visit www.beautiful-minds.com.