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Brain health is critical to our clients as they age.

We know exercise yields impressive brain health benefits. But what can health and fitness professionals do to ensure even better brain health outcomes?

I can say with 100% confidence that all of your clients have brains. A majority of those individuals may have noticed changes in their memory, attention, processing speed, or organizational abilities.

That said, less than 50% of those individuals have consulted a doctor about these changes. Maybe they think these changes are natural—or perhaps they don't know what to do about them.

The World Health Organization recently released a review of the interventions that are most likely to prevent dementia, including Alzheimer's Disease.

Yes, nutrition, sleep, and stress management made the ranks. But what scored the highest - even higher than cognitive training and supplements? Exercise!

That's right. Exercise is a proven strategy for slowing cognitive decline and reducing the risk of dementia. One research review demonstrated that approximately 80% of the brain's gray matter is modifiable by exercise and

physical activity.

Article after article discusses how improved fitness levels and different types of exercises boost brain structure, function, and cognition.

**So, why are exercise professionals not leading the charge against cognitive decline?**

Why aren't you arming yourself with the information you need to transform your clients' exercise and physical activity plans?

This is why you are here. You have already taken the first steps! You just need the knowledge, systems, and resources for helping your clients take action toward brain health. I will go over the simple steps they can take in my next email.

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