



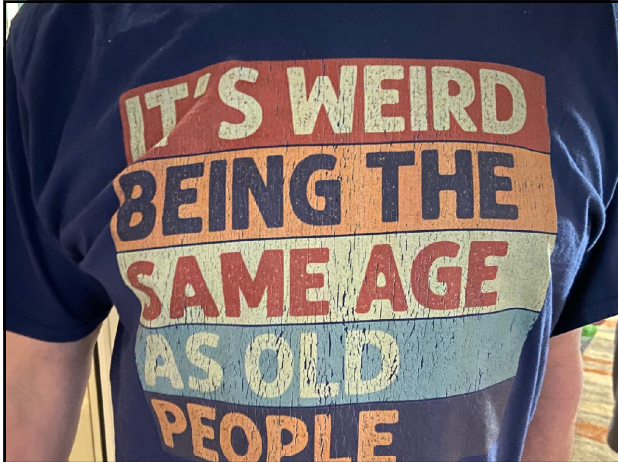
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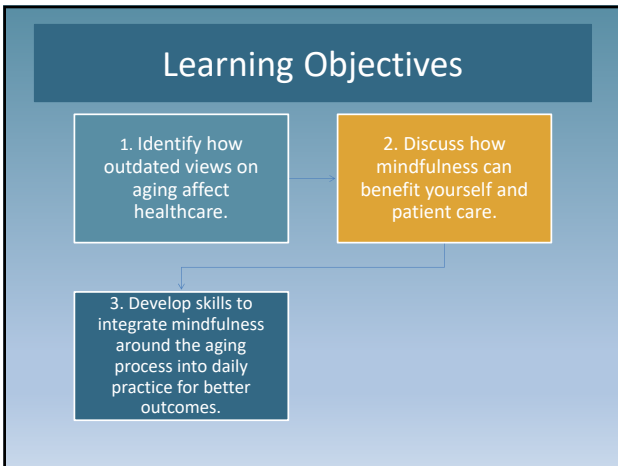
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Key Points

- Longevity
- Language
- Marketing


THE LONGEVITY ECONOMY
UNLOCKING THE WORLD'S FASTEST-GROWING, MOST MISUNDERSTOOD MARKET
JOSEPH F. COUGHLIN
FARRER AND DIRECTOR OF THE MIT AGELLER

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\$191 Billion to
\$421 Billion by
2030



Wash that gray



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help!
I've fallen
and I 

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University of Nebraska Medical Center

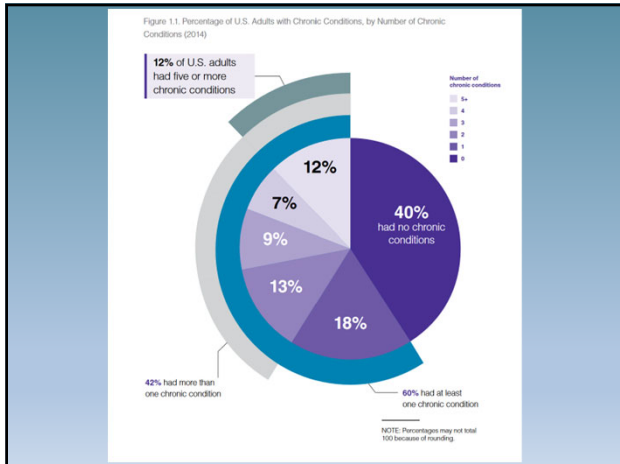
Six Dimensions of Wellness



The Six Dimensions of Wellness

Engage Wellness




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Top Chronic Disease (Dis-Ease)

\$4.1 Trillion

-  Cancer
-  Heart Disease/Stroke
-  Type II Diabetes

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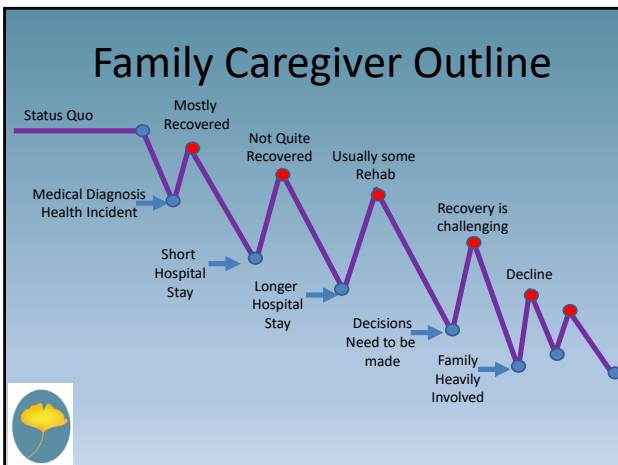
Loneliness

- Social Isolation is now reaching epidemic levels according to DHHS, Harvard University and National Instituted of Health.
- 43% of people over 45 saying they're lonely
- Equivalent of having 6 alcoholic beverages daily
- Or 15 cigarettes a day

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How do we prevent them?



- Nutrition
- Exercise
- Avoid too much alcohol
- Get screened
- Get Enough Sleep
- Know Your Family History
- Make Healthy Choices in Work, School, Community

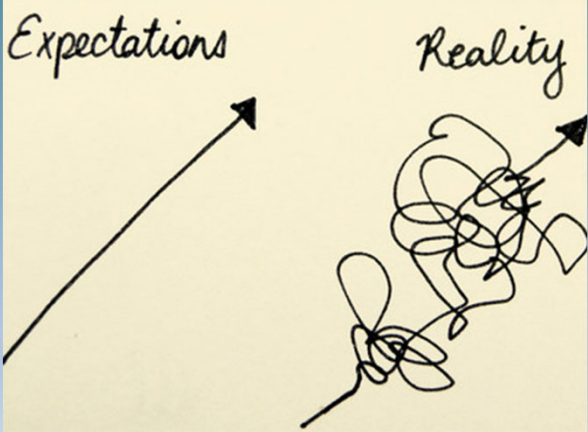
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The results are in!

81% people FEEL younger than their chronological age!

59% feel better than they thought they would at their current age

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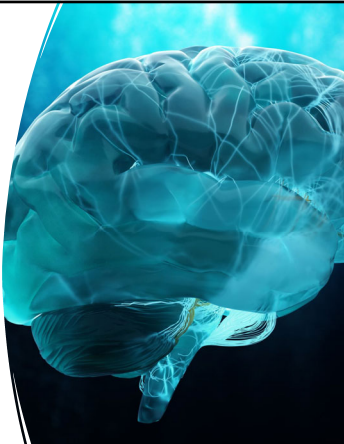
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NEUROPLASTICITY
There are two types of neuroplasticity:

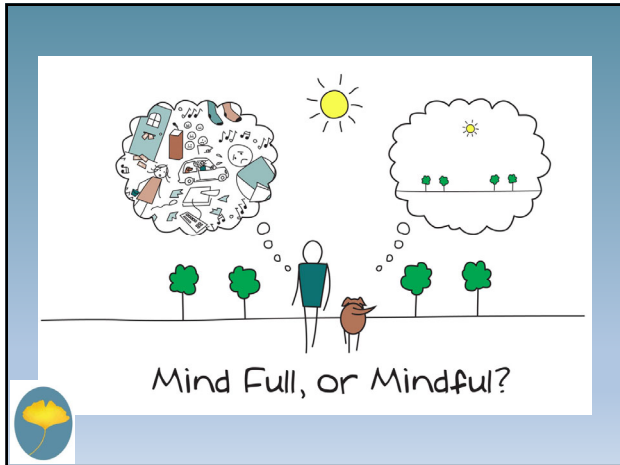
- Functional plasticity: The brain's ability to move functions from a damaged area of the brain to other undamaged areas.
- Structural plasticity: The brain's ability to actually change its **physical structure** as a result of learning.



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mind-ful-ness
/ˈmɪn(d)f(ə)lnəs/
Noun: mindfulness


1. The quality or state of being conscious or aware of something.
2. A mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations, used as a therapeutic technique.



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How can Mindfulness help you?

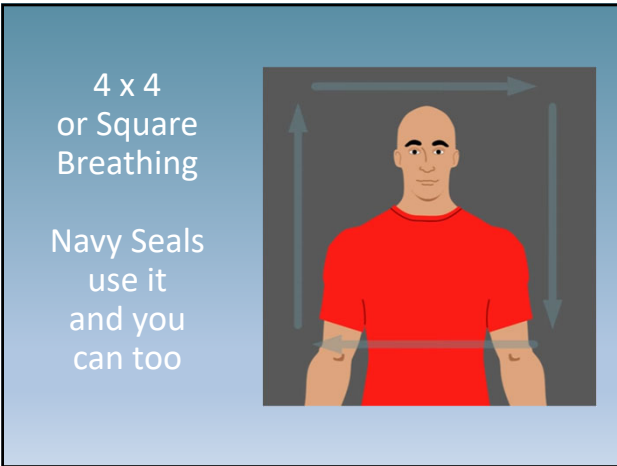
- Regulate emotions
- Less reactive
- Decrease rumination
- Increase working memory
- Greater attention to tasks
- Awareness/Reduce caloric intake



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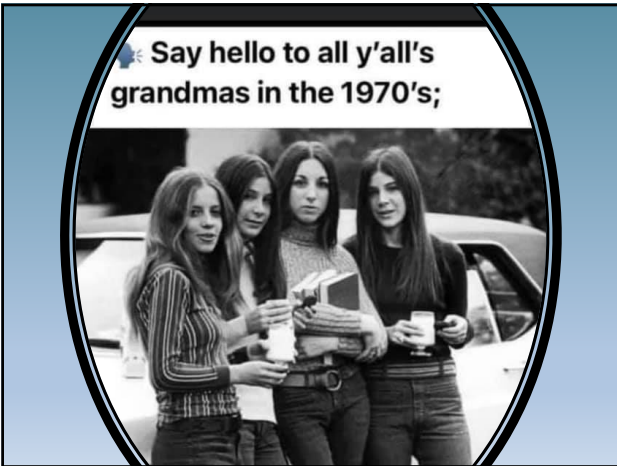
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PODCAST

ELEVATING THE CAREGIVING JOURNEY

Inspired Caring with Michele Magner

Michele MAGNER

Inspired CARING

hello@inspiredcaring.com

www.michelemagner.com

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Resources

The Longevity Economy by Joseph Coughlin, November 7, 2017 <https://ja.co/d/y2oX3r>

Engage Wellness: <https://www.unmc.edu/engage/>

Social Security Administration: <https://www.ssa.gov/history/briefhistory3.html#:~:text=The%20Social%20Security%20Act%20was,a%20continuing%20income%20after%20retirement.>

James N. Donald, Paul W.B. Atkins, Philip D. Parker, Alison M. Christie, Richard M. Ryan, **Daily stress and the benefits of mindfulness: Examining the daily and longitudinal relations between present-moment awareness and stress responses**, Journal of Research in Personality, Volume 65, 2016, Pages 30-37, ISSN 0092-6566, <https://doi.org/10.1016/j.jrp.2016.09.002>. (<https://www.sciencedirect.com/science/article/pii/S0092656616301118>)

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