

***The Mind is a Terrible Thing To Lose, And No one Has To
New Memory Repair Program Offers Hope for Restoring Memory Loss, Sharpening Day-to-
Day Mind Skills & Preventing Alzheimer's Disease***

FOR IMMEDIATE RELEASE

Toronto, ON - What's the biggest concern facing Baby Boomers entering their "golden years"? No, it's not retirement funds, it's not wills and senior discounts. It's the fear of memory loss. As we age, we are more inclined to experience memory lapses, though aging is not the primary factor in memory loss, and the fear of developing Alzheimer's Disease dramatically increases. Dr. Bob Gottfried, the creator of ***The Revolutionary Memory Course: How to Improve Your Memory and Concentration in 6 Weeks or Less*** (Deeper Dimension Publishing), is a respected authority in the field of Neuro-cognitive rehabilitation.

When he was 10 years old, Gottfried suffered a brief concussion after falling down a flight of stairs staircase. When he began experiencing a trivial forgetfulness that every child normally does, his parents attributed it to the fall. Only later when becoming a Neuro-cognitive specialist and working with people having memory and concentration problems did he realize that it was not so much the concussion but more so the negative messages he received that made his memory deteriorate. By beginning to use the very same methods he used with his patients, he experienced a dramatic improvement. When he turned 45, he found out that the compensation techniques that he was using were not enough, and as a result he developed what he calls cognitive repair tools as part of a program that he uses to treat patients at the Advanced Cognitive Enhancement Clinic (ACE) in Toronto, Canada.

With an informative and entertaining delivery, Dr. Gottfried uses a straightforward approach to educate audiences, and allay their fears, on topics such as:

- The leading causes of memory deficiencies
- Spotting the signs of Alzheimer’s Disease (AD)
- Enhancing day-to-day memory skills at home and on the job
- Repairing memory loss associated with physical or emotional traumas
- Dealing with the stress related to memory loss
- How improving memory skills can prevent long-term memory deterioration

Dr. Gottfried also addresses the emotional pressure of memory loss on the loved ones of sufferers, and even examines the gender differences in dealing with memory loss – men are less likely than women to admit that they have memory problems.

The Revolutionary Memory Course: How to Improve Your Memory and Concentration in 6 Weeks or Less also provides quick quizzes to test memory levels, and includes “10 Tips to Keeping Your Brain Young.”

Dr. Gottfried uses many real-life examples to make his points and techniques clear, and he offers real hope for the chronically forgetful who may employ “tricks” to compensate for a poor memory. Says Dr. Gottfried, “While developing better organizational skills such as writing things down and using stick-it notes can help, retraining the brain to develop basic cognitive skills such as concentration, the ability to diffuse distractions, will enhance short and long term memory permanently, even when caused as a result of stress, injury, aging, stroke, sleep disorders or other medical conditions.”

Until now, such cognitive training was available only in specialized clinics. Thanks to new Neuro-cognitive tools developed by Dr. Gottfried, people can now experience this training in the comfort, convenience and privacy of their own home.

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ABOUT THE PROGRAM CREATOR

Bob Gottfried, Ph.D., is a Neuro-cognitive specialist. He is presently the clinical director of Advanced Wellness Programs and Advanced Cognitive Enhancement (ACE) clinics in Toronto, Canada. A consultant to the Center for Integrative Medicine and Global Managed Health Care, he is a member of numerous professional associations, including The Society for Behavioral Medicine, The Academy of Psychosomatic Medicine and The Association of Applied Psychophysiology and Biofeedback. He is the author of the new book, ***Shortcut to Spirituality: Mastering the Art of Inner Peace.***

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