

New Brain Health Assessment Test

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If it's one thing that anyone in their 50's and beyond is looking for it's a healthy brain. I'd like to share how you can now, assess the health of the brain for pennies and apply food based therapeutic principles to increase performance. A new test called BrainSpan identifies inflammation in the brain with a simple blood spot and connects objective data with a cognitive performance test.

It's sad, but the reality is, as we age, our brain decays. Interestingly, the rate it deteriorates is well known in research circles. Knowing this, BrainSpan plots participant's scores on a continuum with healthy aging adults as well as unhealthy adults. Once patients know their score they are self-motivated to implement lifestyle changes and retest in 90 days to assess their progress.

Let's take a 30,000 foot view of the test and what it measures. We have trillions of cells in our body and each of them depends upon essen-



tial fatty acids for healthy cell membrane function. The bi-lipid cell membrane dictates the health of the cell, so human cell function is predicated on healthy essential fatty acids.

Sometimes we forget but mitochondrial membranes are dependent on fatty acids as well. Since the brain is 60% fat, fatty acids govern the performance of our brain day to day, fatty acids govern how our inflammatory cascade work and how neurons perform. Fatty acids dictate GI health.

The blood spot technology developed by BrainSpan lysis billions of red blood cells and in effect gives you a biopsy of the cell.

If you think about it, malfunctioning cells are the underlying cause of all disease. Disease is the end result of a lack of health in cells that make up tissues and organs. So although brain illnesses are the leading cause of disability, balancing essential fatty acids will promote optimal health and healthy aging for the entire body.

BrainSpan measures seven parameters: three objective

markers and four cognitive functional markers. You can see a link to a sample report for discussions on the functional markers: Memory Capacity, Sustained Attention, Cognitive flexibility and Processing Speed.

But let's look at the three objective markers. The first marker, the Omega-3 Index, measures Omega-3 fatty acids. (See graph) Over 8% is associated with improved memory, attention, learning, mood stability, faster recovery from concussion as well as lower anxiety, depression, and inflammation. Additionally, tracking your Omega -3 Index over time is one of the most important ways to help prevent Alzheimer's disease, cognitive decline, and cardiovascular disease.

The second marker, Cell Inflammation Balance, measures the arachidonic acid to EPA ratio, or Omega-6 to Omega-3 ratio. The target ratio for BrainSpan is 5:1 or lower. Dr. Johnson, the developer of the test relates that the majority of your patients are 17:1 or higher. These elevated ratios indicate a higher inflammatory response, increased pain response, hormone / immune dysregulation and a higher risk for cancer and heart disease.

The third marker: Cell Toxicity Index measures cellular palmitic acid usually from a diet high in simple carbohydrates. Elevated cell toxicity levels are associated with fatty acid alterations within the cell that suppress the proper signaling of hormones critical to proper cell-to-cell signaling. Maintaining optimal palmitic acid levels helps normalize leptin and insulin signaling, which helps regulate metabolism, increases energy, and improves neurotransmitter communication.

Needless to say when a man or woman sees their fatty acid profile similar to someone with a debilitating condition they are motivated to take action. Patient compliance is high.

Keep in mind BrainSpan is not measuring an enzyme or an inflammation marker, we are looking at the composition of the red blood cell that feeds every cell in your body and specifically how the end blood cell feeds the brain. It's like a cellular biopsy.

Just to give you an idea of the cost of testing, BrainSpan requires a onetime startup fee of \$495, then physicians buy kits in 10 packs, \$59 each kit, which include the test and generic recommendations.

Biotics Research has partnered with BrainSpan and for their doctors, the \$495 startup fee will be waived. Also since Biotics has committed to sharing the idea, each pack has been reduced from \$59 to \$49, which includes test results and recommendations using Biotics products.

Many of you know I like to use blood and integrate the results into the Balancing Body Chemistry software to get objective data. However, I see BrainSpan as a perfect way to introduce wellness concepts to every patient young or old. Blood Chemistry can be done at a later date.

Interestingly, on all the software reports I have run, the number one recommendation on 98% of the people is essential fatty acids. Remember EFAs are essential for brain function, attention, and performance at any age.

It's pretty exciting because utilizing the technology BrainSpan offers we can give patients the opportunity to take control of inflammation at the root level, change cell aging, their metabolism, and begin to care for the most important organ of all, their brain. Not only that, it will help them look good, feel younger and age gracefully, and that is something they are willing to invest in.

Thanks for reading this week's Tuesday Minute edition. I'll see you next Tuesday