

RESEARCH REVEALS TRUE COST OF BRITAIN'S DEGRADING BRAIN HEALTH

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New research shows that Brits are putting their online and financial security at risk, as well as their relationships, by neglecting their brains

- 44% of people can't remember their mum's birthday
- A third of people uniform their online passwords and pin numbers
- 85% couldn't memorise a seven-number sequence

Britons are risking their online and financial security as well as the wrath of family members by neglecting their brain health, new research has revealed.

'Braitenance' drink Brainwave – which has been designed to help maintain brain function and helps fund Alzheimer's and dementia research – surveyed hundreds of gym members to see if their brains were in as good-a-shape as their muscles. The results reveal a worrying trend that the state of brain health in the UK is putting our security at risk, as well as our close relationships.

A massive 44% of people questioned couldn't remember their mum's birthday, while two-thirds had forgotten a family member's birthday in the past year. One in three uniform online passwords and pin numbers in order to remember them all, while a quarter of people are jeopardising their financial future by writing down their online banking passwords due to forgetfulness.

In addition to this, only 16% of those asked could remember a seven-digit sequence after a minute of carrying out other tasks – a standard memory test previously thought to be simple for the average adult.

The research was carried out as part of Brainwave's quest to find Britain's Most Beautiful Brain, which has pitted competitors against a series of mind-spinning vision-based challenges. Although there was little difference in average results for participants ranging from 15-54-years old, the challenge – which can be taken at www.brainwavedrinks.com/quiz - saw a drop of approximately 13% in success rates for those aged 55 and over, highlighting the need to look after our brain health.

Richard Baister, Founder and CEO of Brainwave, said:

"More and more people are taking sports supplements as part of their gym and health routines, but very few of us are thinking about what to eat and drink to maintain a healthy brain.

"As the results of our research show, looking after your brain is just as important as taking care of your body. Brainwave was developed so that people can have a healthy mind, as well as healthy body"

- Ends -

Notes to editors

- For any further information, or for interview requests, please contact Steve Walsh at steve.walsh@wejumphigher.co.uk, or by calling 07944 558 654

- To download accompanying infographics for editorial use, as well as Brainwave logos, please click here (<http://po.st/BrainwavePress>)

Brain fact-file:

- When awake, the human brain produces enough electricity to power a 60watt lightbulb
- We have more brain cells as a newborn baby than we will ever have again
- Our attention span is getting shorter and is now smaller than a goldfish (9 seconds). In the year 2000, the average attention span was 12 seconds but in 2016, is just 8 seconds.
- Best-guess estimates are that we have 86 billion neurons in our brains

About Brainwave:

- Brainwave's ingredients are not available at effective levels or combinations in a normal daily diet, but there is a functional dosage in every pack of Brainwave that can help to significantly reduce cognitive degradation; often characterised as Alzheimer's and dementia
- Brainwave pledge 10% of profits to funding research into Alzheimer's and dementia
- For more information, visit the Brainwave website (<http://www.brainwavedrinks.com>)