

HEALTH

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# jeunesse

the art & joy of feeling young

ISSUE 28

*The*  
**NARRATIVE**  
*of* **OLD AGE**

*Thriving*  
**as a LEADER**  
*in* **2030 &**  
**BEYOND**

*Unleash*  
*Your* **BRAIN**  
**POWER**  
*with* **AI**

*Supercharge*  
**YOUR BRAIN**

*... at ANY AGE.*

*Enjoy a Happy Mind,  
Peak Performance &  
Longevity*





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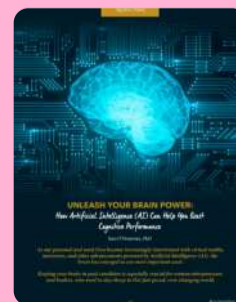


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**PUBLISHER**  
JEUNESSIMA LTD

**EDITOR-IN-CHIEF**  
Dr Ines O'Donovan, PhD

**DESIGN**  
Aleksandar Stankovic

**CONTRIBUTORS**  
Alexey Strygin  
Barbara Ray Actis  
Emil Jeminez  
Dr Ines O'Donovan, PhD  
Leslie Kenny  
Victor Björk

**PHOTOS**  
📷 @glebkalininstudio  
Consumer Technology Association  
Midjourney AI



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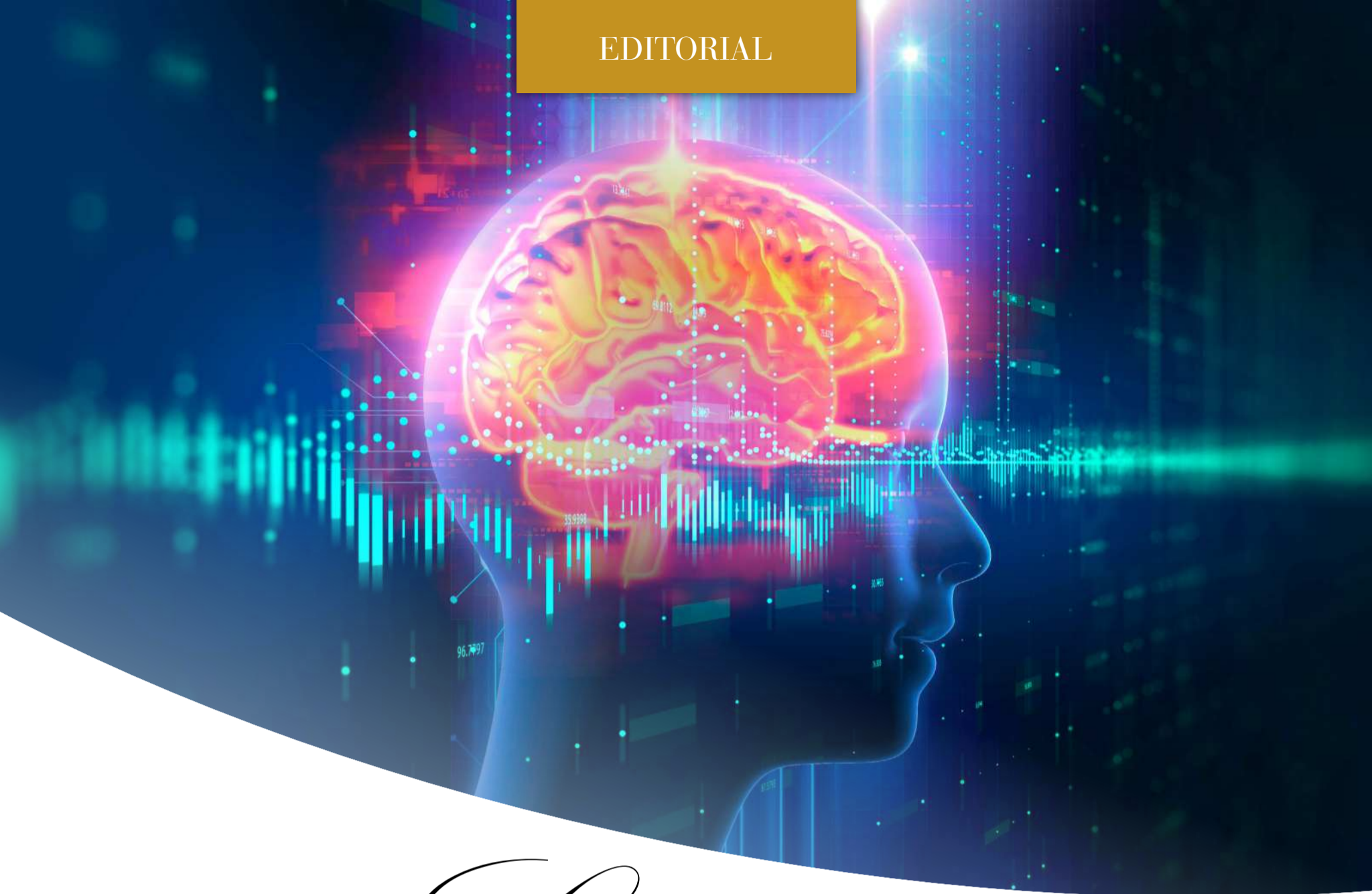
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# Letter from INES

*What if I told you that the key to unlocking peak performance, success, and longevity lies within your brain?*

I am amazed, excited, and a tiny bit worried about the unprecedented speedy development of technologies like Artificial Intelligence, but also virtual reality and the metaverse.

As we embrace those technological advancements, their impact on our health, aging, and longevity, particularly our brain health, is undeniable.

Unfortunately, the predictions for brain-related diseases, especially Alzheimer's and other dementias, are rather devastating with more than

150 million people worldwide expected to suffer from it by 2050, three times as many as in 2019.

It is also not uncommon for women to discover they have ADHD or ADD later in life, especially during the hormonal changes of perimenopause. Many women, myself included, have experienced this firsthand.

So, it is crystal clear that we need to prioritize the health and wellbeing of our most precious asset - our brain - more than ever before.

And the time to start is right now.



That is why I am thrilled to present this issue of Jeunessima Magazine, themed "Supercharge Your Brain ... at Any Age. Enjoy a Happy Mind, Peak Performance & Longevity."

Join us as we explore the latest research-based tips, ideas and products that help your brain and body to be healthier, perform better, slow aging, and maybe even live a little longer.

Discover a personal digital twin that leverages AI to help you become your best self. Be inspired by Leslie Kenny's journey of optimizing her health and longevity against all odds.

Gain insights from interviews with leading researchers, visionaries, and entrepreneurs in the field of aging. Learn about the narrative of old age, the longevity mindset, and how to thrive as a woman entrepreneur and leader in the age of AI and innovation.

Understand cognitive decline, discover ways to boost mental performance, and embrace cognitive longevity.

And so much more ...

Together, let's embrace the art of ageless living and enjoy life to the fullest ... every day, at any age.

Enjoy this new issue of Jeunessima Magazine.



Have fun ... stay young,

*Ines*

Dr. Ines O'Donovan, PhD  
EDITOR-IN-CHIEF

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*The thing that is really hard,  
and really amazing,  
is giving up on being perfect and  
beginning the work of becoming yourself*

Anna Quindlen



INDULGE

# Mindbank Ai

*The Personal Digital Twin*

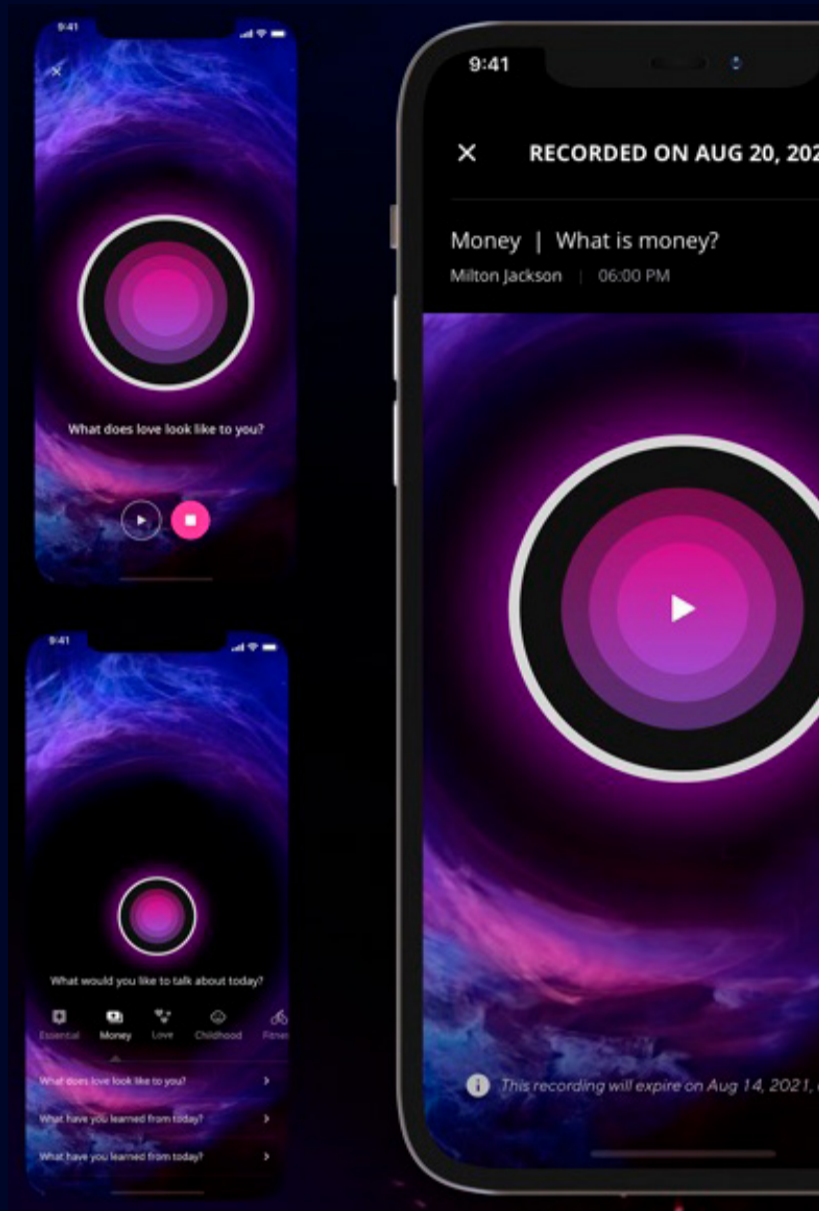
**THAT HELPS YOU BECOME YOUR BEST SELF**



*Have you ever wanted to get to know yourself better?  
To understand your own thoughts and feelings in a more profound way?  
With Mindbank Ai, you can.*

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# ACHIEVE DIGITAL IMMORTALITY



Through the power of Artificial Intelligence, Mindbank Ai creates a digital version of yourself – your Personal Digital Twin – which works like a coach who understands you inside out and helps you become the best you can be.

## WHAT IS A PERSONAL DIGITAL TWIN?

A Personal Digital Twin is a digital representation of you using Artificial Intelligence (AI).

Your Digital Twin learns from your thoughts, emotions, and behaviors. Over time, it can anticipate how you might respond to different situations and offer advice or guidance in real time.

As it learns more about you, it can become a powerful tool for personal development and growth. It's like having your own Self as an advanced virtual coach ... with all the memories and experiences made throughout your life.

## MINDBANK AI. THE APP THAT USES ARTIFICIAL INTELLIGENCE TO EMPOWER YOU

Mindbank Ai is an AI-powered app on your phone that you can simply talk to just as you do with Siri or Alexa. You can share what has been going on that day, your thoughts and feelings.

It combines the power of cognitive science and cutting-edge technology to coach and guide you on your path of self-discovery ... effectively creating a better virtual version of yourself that you talk to and track your progress over time, so you know how to create positive change in your life.

But the vision of Mindbank Ai founder Emil Jimenez goes beyond self-improvement. He wants to give you the option to "store your consciousness" for generations to come, even beyond your physical death.

## GET INSIGHTS INTO WHAT'S INSIDE YOUR MIND



Unlike other AI solutions that are popping up everywhere right now in 2023, Mindbank Ai has been working on its solution since 2020, and has now taken the first steps to move towards Web3 by moving data to blockchain, not only making your data more secure, but also making sure that you and only you are the owner of your data.

### RECEIVE GUIDANCE FROM YOUR DIGITAL TWIN

There are three main ways in which you can use Mindbank Ai : For mental health, self-development, and digital immortality.

Let's explore each in turn.

#### Improve your Mental Health

As we move from one day to the next, we are usually not aware of what is really going on inside us, opening the door to mental states and experiences we don't actually want, including stress, anxiety, depression, and burnout.

By Mindbank Ai asking you simple questions based on cognitive science, you can discover what is truly happening inside your mind, thoughts you tend to have more often, and how you feel about them. And you can track how your way of thinking changes over time.

Through that approach, you can gain new insights into your inner world, allowing you to develop mental resilience.

#### Speed Up Your Self-Development

Being aware of your thoughts and how they impact your mental state and health is only the first step to being the best you can be.

You also want to understand why you act in certain ways, how you make decisions.

By using Mindbank Ai regularly, answering the questions and reflecting on what you are doing, you can change your behaviors.

The app is designed to help you reach your personal development goals faster and more effectively than you thought possible, allowing you to make better decisions and become the person you truly want to be.

### Create Digital Immortality

Over time, we usually forget what we have been experiencing the previous day, week, month, year, or decade.

Using a tool like Mindbank Ai preserves the information ... for ourselves, or if you choose so, for the people around you. Just imagine knowing more about the lives of your parents, grandparents, great-grandparents, ... Wouldn't that be amazing?

While we cannot replicate most of those memories, you can give this gift to your children, grandchildren, and great-grandchildren, ...

### IT'S TIME TO UNLOCK YOUR TRUE POTENTIAL!

Personal digital twins are the new path of mental health and self-care and self-development, and form the future of healthcare and personalized medicine.

Mindbank Ai is the perfect tool to support your journey towards success. Using the app based on the latest science and technology, you can gain insights into your own thoughts, emotions, and behaviors that will help you make informed decisions.

Start taking control of your future today – harness the power of this app to reach new heights of personal development and leave a legacy for future generations.



Read More:  
**The Top 3 Mental Selfcare Practices to Nourish Your Mind**

*Do you want to enjoy ...*

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# Leslie Kenny

## THE ENTREPRENEUR WHO OPTIMIZED HER HEALTH & LONGEVITY AGAINST ALL ODDS

*Leslie Kenny's story is one of resilience, determination, and innovation. At the young age of 39, Leslie was diagnosed with not one but two autoimmune diseases: lupus and rheumatoid arthritis. The life expectancy for lupus patients was only five years. But Leslie refused to accept the grim prognosis given by her doctors.*



[oxfordhealthspan.com](http://oxfordhealthspan.com)







Instead, she was determined to take control of her health and embarked on a journey to optimize her health and wellbeing using safe and natural solutions.

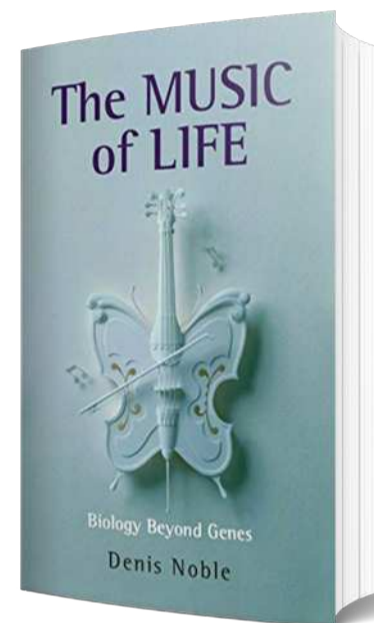
Already armed with degrees from both Berkeley and Harvard, Leslie returned to school at the Institute for Integrative Nutrition in NYC to learn more about functional medicine and holistic health practices. She even became a Bulletproof health coach under the ‘father of biohacking’ Dave Asprey.

Leslie’s Favorite Quote

**If you think  
you are too small  
to make a difference,  
try sleeping with  
a mosquito**

The Dalai Lama

But Leslie didn't stop there. She began helping life science academics at European universities raise money for their discoveries. During one such meeting, Leslie learned about spermidine – a natural compound abundant in nattō, a traditional Japanese dish she had grown up with – which was showing great promise in supporting healthy aging – and it was safe. A researcher even called it an "anti-aging vitamin" in a published scientific journal.



Leslie’s Favorite Book  
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She was so convinced of spermidine that she decided to create her company Oxford Healthspan and help others with their health optimization, biological aging, and longevity using the latest science.

Today, moving toward her late 50s, Leslie is the picture of vibrant health and an inspiration to all those facing health challenges.

We interviewed Leslie to hear more about her inspiring story. Find out about her journey as a patient who defied the odds, how she optimized her health against all challenges, and came out stronger, now bringing the latest science-based molecules proven to slow aging to consumers all around the world.

## DO NOT BECOME YOUR DIAGNOSIS

Discovering you have a disease that needs life-long treatment is daunting for anyone. Finding out that you have an illness that will kill you within a few years only gives you two options: Surrender to the doctor's diagnosis and give in ... or fight with everything you've got.

Leslie, fortunately, belongs to the second group. She refused to let her diagnosis defeat her.

Watch the video and witness Leslie's inspiring journey – how she reacted to the news and turned a daunting situation into an opportunity for growth, strength, and vibrant health.



Leslie's experience of caring for her grandmother during her 20s taught her valuable lessons about the strength and resilience of the human body & mind.

When her beloved grandma was diagnosed with a brain tumor, Leslie was there to offer love and support every step of the way.

This experience left a lasting impression on Leslie, shaping the way she faced her own struggles with autoimmune diseases and the diagnosis presented by her doctors.

She says:

*I did know that I did not accept what the doctor was telling me about the no-cure bit. I just thought.*

*“Okay, that is the wrong answer. Rewind the tape. Now tell me the answers, because you're the person in the white jacket and you have all the certificates on the wall behind you. I'm coming to you for answers.”*

*I think that was a big mistake on my part. I think a lot of patients think that it's up to our doctors to solve these health problems. In fact, they're not gods. They are humans like us.*

There is so much research going on right now. Doctors can't know it all. They also don't have the possibility to dive deep into each patient's history.



Being aware of all this, Leslie is a strong advocate for all of us to take responsibility for our own health.

She encourages you to ...

*Become your own patient advocate. Don't give up on yourself. Do not become your diagnosis.*

*Remember that the body is capable of amazing things. You do need to help it. You cannot expect it to work miracles if you are smoking, drinking, not sleeping, eating rubbish, not moving, are in a toxic relationship, have no support.*

*These things all make a difference. They all add up to the environment that we are asking the body to heal in. You've got to get those things right. But the starting point is to determine that you will be your own patient advocate. You will leave no stone unturned until you figure this thing out.*

And Leslie didn't leave any stone unturned.

Now, almost 20 years later, she is very much alive. She is the picture of vibrant health with no sign of autoimmune diseases. And ... she might even be biologically younger than she had been 20 years ago ... as her body is now in harmony.



## YOU ARE NOT OLD. YOU ARE A SENSEI ... OF YOUR HEALTH, LIFE & BUSINESS

Leslie's inspiring journey towards wellness and longevity has ignited a fire within her to create positive change in the world. With unwavering passion for natural healing and an unrelenting drive to succeed, she has founded Oxford Healthspan, a thriving company that embodies the belief that it is not just about living longer but about living healthier for longer.

For all the women out there dreaming of becoming the best entrepreneurs they can be, Leslie has a message for you:

*As long as you love it with all your heart, go for it.*

*You have to have such a deep well of passion for whatever it is that you do because entrepreneurship is not easy. Your profits do not go always in a straight line upwards. You have to be able to survive those times when things aren't going well.*

*You have to survive people saying no, people questioning your abilities, people questioning whether or not your product is valuable.*

*It can be tough. So, as long as you truly, truly believe in it, then you will always be able to bring it.*

*You have got to be able to keep showing up day after day with an unfaltering belief in what it is, what you are doing is valuable.*

*And I do.*

**It's never too late  
to do what you're  
passionate about**



*It's never too late. And I think that at this age, I'll be 58 in June, I think that our children are grown up, and we have this extra space that we can fill with the things that we are passionate about.*

*We have so much wisdom at this age. We have definitely been around the block a few times. That wisdom is so valuable.*

*For the Oxford Longevity Project [a non-profit organization Leslie cofounded], we actually crossed out the word 'senior.' I hate it when people say, "Oh, you're a senior."*

*I'm only 57. And I'm technically a senior. But I say, "No, no. What I am is a sensei."*

*This is a word in Japanese for master.*

*We are masters now. We are comfortable in our skin. We have knowledge to share with others. Now is the time to do it. It also keeps your mind young, and you meet so many interesting people as well.*

*I say go for it.*

## THE 3 THINGS THAT KEEP LESLIE YOUNG

We ask all our Jeunessima Doyennes for their secrets to staying young, healthy & vibrant. As an autoimmune survivor & biohacker, Leslie has some very special tips and hacks for you:

- **Sleep is the foundation.** It is her priority. To enhance her deep sleep and activate the lymphatic system & remove some of the waste from her brain, she takes Primeadine, the spermidine supplement she has created
- **Upside down yoga** with the Feet Up trainer allows her to do headstands & complete yoga programs with ease at any age
- **The Kloud mat**, an advanced version of the pulsed electromagnetic frequency mat Bemer, allows Leslie to destress and recalibrate in the evening and re-energize at any time



## LESLIE'S BONUS TIP: HOW TO PREVENT OR REVERSE GRAY HAIR

Gray hair, especially premature gray hair, is one of the body's ways of saying: I need the resources that I would otherwise use to keep your hair healthy and pigmented in other parts of your body that have higher priority.

Here are some of the tips that keep Leslie's hair black and have reversed the gray color of other people's hair too.

- Primeadine as it returns the hair bulb to the anagen growth phase, which is the only time when hair pigments are produced
- Glutathione
- Pantothenic acid, aka Vitamin B5
- Appropriate Vitamin D levels
- Well-balanced thyroid

You can find more tips on Leslie's [\*YouTube channel Leslie's New Prime.\*](#)



# The FUTURE of AGING.

*Part 7*

**INTERVIEWS with LEADING  
RESEARCHERS, VISIONARIES &  
ENTREPRENEURS**

# Thinking Yourself Into Longevity

## A Psychologist's View on Creating a Long & Successful Life



Ines O'Donovan, PhD Interviews  
Psychologist & Longevity Navigator  
**Moss Jackson, PhD**

### Wants to Live To ...

*125, but would be okay with living to 92 by 2030*

*You know that many factors contribute to your longevity, including genetics, lifestyle choices, and environment. But did you know that your mindset is the potentially most crucial factor of all in determining how long and successful your life will truly be?*

*I interviewed psychologist and longevity navigator Dr. Moss Jackson, Ph.D., as part of our Future of Aging Interview series to explore his insights. In this article, I share his thoughts and tips on how you can move from death to life psychology, to a psychology of longevity, including how to cultivate a positive longevity mindset that can help you achieve your goals and live longer.*

[navigatingforsuccess.com](http://navigatingforsuccess.com)

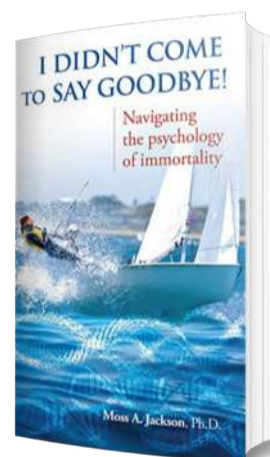




Let me briefly introduce you to Dr. Moss Jackson. He is the Founder and Clinical Director of the Center of Psychological Services in Bryn Mawr, Pa. As a clinical psychologist and success coach, he specializes in helping his clients to rewire their brains for success, happiness, and longevity. He has written several books, including *“Navigating for Success”* and *“I Didn’t Come To Say Goodbye: Navigating the Psychology of Immortality.”*

### **YOUR BELIEFS SHAPE YOUR BIOLOGY: TRANSFORM YOUR LIFE THROUGH POSITIVE THINKING**

Moss advocates that our beliefs predict our health and life expectancy. Negative beliefs born out of stress, worry, fear, negativity, anxiety, reactivity, cynicism, hostility, blaming, shame, and the fear of doing something new can result in chronic diseases and breakdowns in our immunological system, leading to premature aging.



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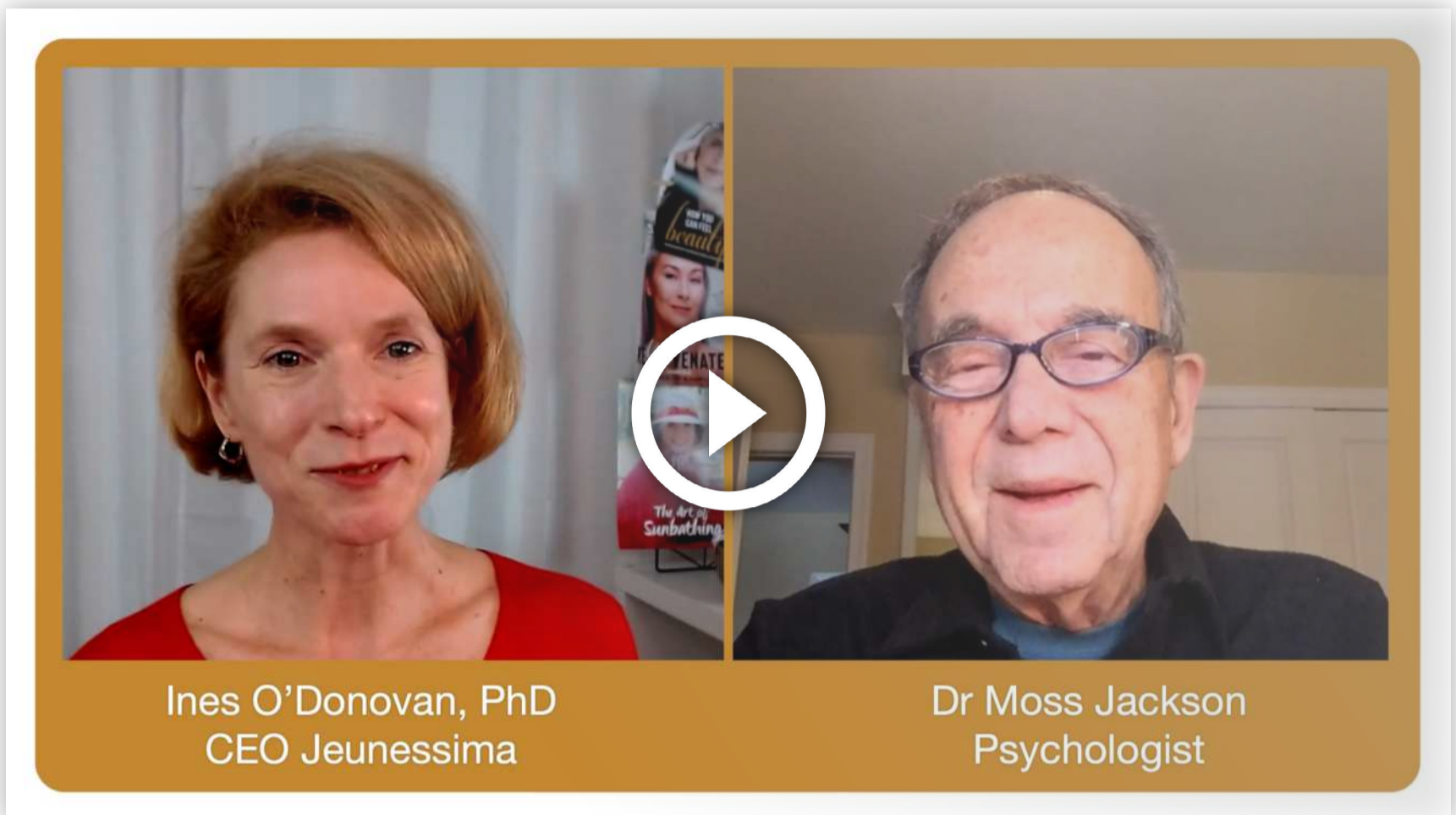
"Our beliefs create our biology," he says. They impact our health, wellbeing, and lifespan:

*"If I could help you or somebody recognize that you have a lot of death thoughts that are producing cortisol and adrenaline and other neurotoxins and help you see that your misery is a function of... how you think.*

*If I could help you change your thinking process, so now you are secreting oxytocin, which is a great chemical. It's the chemical that moms and babies feel when moms are nursing or when you are petting a dog. They change chemicals in your body. We know this from scientific studies."*



Watch the short video clip from the interview, where Moss talks about our mind's impact on our body.



## The Origins of Your Thoughts

To change our thoughts and beliefs towards growth and longevity, we must understand where they come from.

The perspectives on health, aging, and mortality are deeply influenced by the education we receive and the training of medical professionals. Unfortunately, the focus often lies on disease management instead of prevention. This ideology is reinforced by pharmaceutical giants, who prioritize treatments for age-related ailments instead of prevention strategies, potentially due to concerns for their financial bottom line.

We also face obstacles from societal prejudices and religious beliefs. Many religions center around the prospect of an enduring existence, but this usually requires a physical death. Christianity, for example, offers solace through the concept of an afterlife, while Buddhism advocates multiple lives to attain ultimate bliss.

As science and technology make strides in extending human lifespan, this deep-rooted belief may present a significant challenge in fully embracing a future of vastly extended, or potentially immortal, existence. Many people die or get sick earlier due to this belief.



## EMPOWER YOURSELF WITH A GROWTH MINDSET: CULTIVATE SUCCESS AND LONGEVITY

Growth mindset is crucial for a positive life psychology, highlights Moss.

According to him, "A growth mindset is the mark of a successful person, who can move from one failure to the next, but not commit the same failure twice." This means that people with a growth mindset see challenges and setbacks as opportunities to learn and grow rather than as signs of failure. They approach life with the attitude of "Bring it on. It's okay. It's no big deal. This, too, shall pass. Let me get on with what's really, really important."

## CHOOSE YOUR MINDSET: DEATH PSYCHOLOGY VS. LIFE PSYCHOLOGY

Moss believes that we are living in a society dominated by "death psychology" instead of "life psychology."

**Death psychology** keeps us stuck in a life of reactivity, chronic stress, and negativity.

"I think we have about 2,500 conscious thoughts a day. But 80% of them, 2,000 are negative." Many people live in a constant state of hyper-vigilance, perpetually fearful. This is not surprising as even our children are constantly exposed to tragedies. By the time they are 8 years old, they have seen 8 to 10 thousand murders by gunshot on TV or video.

**Life psychology**, on the other hand, or you could also call it "longevity psychology," is characterized by creativity. It opens up new ways of seeing things and removes the blinders that limit our perspective.

**99 % of the things  
I ever worried about  
never came true**

**Thoughts make reality.  
Thoughts are photons of  
energy and they change  
our brain structure and  
they change the destiny  
of our life**

They are not only taking life as it comes, they actively create and embrace the future.

Which mindset are you embracing? One of death or one of life psychology? By choosing life psychology, you can break free from the limitations imposed by a death mentality and create a life characterized by health, growth, and fulfillment.



**A CALL TO ACTION: EMBRACE LIFE PSYCHOLOGY TO SLOW AGING, EXTEND YOUR LIFESPAN, AND ENJOY A SUCCESSFUL FUTURE**

Now that you know the power of life psychology and your mindset and the potential it holds for your life, it's time to take action. Choose to embrace life psychology and become a navigator. Here are some practical steps Moss shares to help you get started:

**Fulfill the 3 Basic Needs**

Moss highlights that fulfilling your basic needs is essential to building a positive life mindset. "We need to feel that we have a 1) sense of control over our lives, 2) a sense of connection with other people, and 3) a sense of safety." By fulfilling these basic needs, you can create a stable foundation on which you build your life.

**Live Life with Intention & Purpose**

"Live your life intentionally, with purpose," says Moss. "Have a sense of direction in your life. Set goals and work towards them. When you do this, you'll feel more fulfilled, and you'll have a greater sense of wellbeing."

**Let Go of the Addiction to Old Beliefs**

"Sometimes, we hold onto beliefs that are no longer helpful," he says. "We need to let go of these old beliefs and create new ones that are more positive and supportive of our wellbeing."

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### **Visualize Your Future ... Every Day**

Visualization and planning are key components of building a positive life mindset. "Visualize your future and make plans for how you'll get there," Moss advises. "And start each day with a morning routine that sets you up for success."

### **Focus on Health and Longevity, Not Disease**

"Instead of being fearful of diseases and ailments, we need to focus on health and longevity," says Moss. "We can make small changes every day to ensure we are leading a healthy lifestyle. We need to be more mindful of the food we eat, exercise regularly, and get enough rest."

### **Be Open to What Might Be**

Moss emphasized that "we need to be open to new possibilities and not be restricted by our past experiences."

### **Apply Breakthrough Thinking**

You want to challenge yourself to "think outside the box and apply breakthrough thinking. ... We need to be creative and innovative in our approach to life and not be afraid of taking risks."

### **Learn from Failure**

It is essential to "learn from our failures and not be discouraged by them. ... Instead, we should use them as a learning opportunity and keep moving forward."

### **Ask Curious Questions**

Moss says, "The younger you are, the more receptive you are, the more curious you are. I like the expression, 'See with a child's eyes.' The delight of surprise, the delight of learning!"

Find your inner child again and be curious about the world around you. Ask questions. And don't forget to ask how we can move from treating diseases to promoting health and prevention.



### **Focus on Positive Language ... In Every Aspect of Your Life**

Be aware of the words you use in conversations, meetings, and everyday interactions. "Language is very important because what you think is what you say, and what you think changes your brain. And we can become negative dispensing machines."

### **Practice Gratitude**

Moss recommends that you focus on being thankful for the things you have and the people in your life. He says, "connection with other human beings" and "generosity, being able to give to others, taking care of people" are crucial in building a positive life mindset.

### **Teach Children How to Live a Positive Life**

Make sure to teach kids how to build a positive life, including dealing with disappointments, upsets, failure & hostility, etc., in a positive way. They are the next generation building our future.

Teaching kids to manage their thoughts and emotions can help them become more resilient, empathetic, and better equipped to handle the challenges that life brings ... and it opens up the possibility for all of us to live longer and more fulfilling lives as we move into the future.

In conclusion, you have the power to make choices that can profoundly impact your health and wellbeing ... even at an old age, and ultimately, on the length and quality of your life. By cultivating a positive outlook, you can reduce stress, improve your immune system, and slow down the aging process.

So, I encourage you to take a step back and evaluate your life. What changes can you make to support a more positive outlook and healthier lifestyle? What steps can you take to become more of a navigator of your life?

### **MOSS JACKSON'S TOP TIPS FOR LIVING AN EXCEPTIONALLY LONG LIFE**

- Create a vision worth living into. Focus on what makes you happy to get up every morning for a long time to come.
- Orient yourself on the future, not the past
- Make deep social connections with a few people you love having around you
- Rebuild your brain by recognizing your limiting beliefs and turning them into more empowering beliefs



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# The Narrative OF OLD AGE

Barbara Rey Actis

*Old age is a miserable version of maturity. It is the precept that has been guiding us for almost 200 years and still guides us today. 'Old age' is a narrative passed down from generation to generation that makes us feel and accept something that we should not accept ... as individuals or as a group.*



## **OLD AGE IS AN INVENTION. THE HISTORY OF A NARRATIVE BASED ON HEALTH & VITALITY**

Old age is an invention that, although biologically based, is an idea created by us humans.

To change the narrative, we should understand where it comes from:

Historically, in tribal ethnicities and ancient civilizations, the elderly were revered and respected and played an active role within their society. They were wise people who were turned to for answers, conciliation, or just for company. Except for very few cultures, such as maybe the Japanese, this is not the case anymore.

### **Running Out of Vital Energy**

Back in the late 1800s, from a medical point of view, Western medicine agreed that becoming old meant running out of vital energy. According to this logic, they managed to explain why young people recovered from illnesses better than old people.

Vitality, or rather its loss, generated a proclivity to weakness which, in turn, made older bodies more vulnerable to illness.

**W**hen we speak of ‘old age’ or ‘old,’ it gives the impression that ALL individuals, from a certain age, regardless of their sex, ethnic group, nationality, personality, history, or socioeconomic situation, automatically transform into OLD PEOPLE. But there are as many kinds of elderly as there are people.

The funny part of ‘buying into’ the narrative is that, in many cases, it ends up being a self-fulfilling prophecy, and therefore the narrative is fed back repeatedly.

It is time for a new narrative on aging!

In this article, we look at how this narrative came about from a health and vitality perspective. I cover the development of the narrative from the productivity perspective in my article **‘How more focus on productivity shaped the narrative of old age’** on the Jeunessima website.



## You Are Born With a Finite Amount of Vitality

To aggravate the matter, this theory was based on a religious thought that emerged from 1830: The amount of vitality you got when you were born was your quota, just like Duracell batteries.

You had to know how to use your quota, and it was your own responsibility to decide what you spent it on. As you can imagine, certain activities were believed to consume more vitality and, therefore, thought to predispose people more to illness and death. Those activities were, obviously, the more amusing ones.

To maintain vitality, moderation and abstinence emerged as the key to a long life.

But it doesn't end there. If we continue with the theories related to vitality, we find what at the time was called "climacteric disease."

This period covered the ages between 45 and 55 years for women and the ages between 55 and 75 years for men. In other words, women lost vitality from the moment they were no longer fertile, the period we now relate to menopause. In men, it was associated with the appearance of wrinkles, grey hair, and body weakness.

Thus, this meant that women were considered "old" long before men and were therefore regarded as old for much longer than men based on life expectancy statistics.

If we talk about the feminization of old age, we see another considerable difference in categorizing men and women as old.

It was expected that, from that climacteric period, people would considerably lower their level of activity to save the little energy they supposedly had left.

And to crown this, the most worrisome sign related to climacteric disease was an increase in the tendency for mental illness or dementia. We are talking about the 19th century. It sounds really unbelievable.



## Your Brain is Decaying From the Age of 50

Doctors went as far as to warn that, even if a person appeared physically healthy or active, the brain could already be in the process of decay.

*That was the moment when the ancient view that regarded older people as a source of wisdom and guidance was broken. Then, older adults simply became people with little mental flexibility or just 'crazy people.'*

In 1904, Freud himself said that older people were no longer teachable. We are talking about people over 50, and he was 48 himself when he said this. (By the way, the Central bank of Spain issued a report with a remarkably similar notion. In 2019!)

To diagnose mental illnesses among the elderly population, doctors relied essentially on changes in attitude or behavior. This relates to the above



statement: Thus, considering that after the age of 50, a person's brain becomes more inflexible, if there is any change, it is because that person is not in his/her right mind. Why is this? Because no change is expected, no evolution, no progress ...

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***To summarize: The narrative of old age tells us that from age 50, men and women can no longer change. They can only devote themselves to maintaining the limited amount of vitality they have left to delay death as much as possible.***

*Poor physical and mental health are blocking us from any escape and end any possibility of enjoying a healthy old age. A very sad outlook!*

*And the narrative is made worse by the focus on productivity over the last 150 years, an aspect I explore in more detail in my article ‘How More Focus on Productivity Has Shaped the Narrative of Old Age.’*

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**Read Barbara's Article Now on the Jeunessima Website**



### **BARBARA REY ACTIS**

Bárbara Rey Actis is a longevity expert. She specializes as a researcher, speaker, and is also the author of the book “Longevity with Purpose”. She has more than 30 years of professional experience in marketing, particularly to senior consumers

[longevityinitiatives.com](https://longevityinitiatives.com)



# Unlocking Your Potential:

## THRIVING AS A WOMAN LEADER IN THE AGE OF AI AND INNOVATION

Ines O'Donovan, PhD

Technology is changing the world we live and work in at unprecedented speeds, and keeping our brains in top shape has never been more important.

Discover the secrets to success as a woman entrepreneur, leader, and business professional in two thought-provoking articles:

In 'Future of Leadership 2030: What Does It Take to Thrive as a Woman Over the Next Decade?' I explore the evolving landscape of leadership and the essential skills you need to excel as a woman in the coming decade.

'Unleash Your Brain Power: How Artificial Intelligence (AI) Can Help You Boost Cognitive Performance' unveils the transformative power of artificial intelligence to enhance cognitive performance.

Empower yourself with knowledge and unlock the secrets to thriving into 2030 and beyond.



**DR INES O'DONOVAN, PhD in Management Learning & Leadership & MBA in Entrepreneurship & Innovation**

Ines is biologically 31 years younger than her age. As Editor-in-Chief of Jeunessima Magazine, Executive Coach, Health & Longevity Futurist & Speaker, Ines shares the latest research & approaches in health, aging & longevity with women all over the world

[jeunessima.com](http://jeunessima.com)



## **FUTURE OF LEADERSHIP 2030**

*What Does It Take to Thrive as a Woman Over the Next Decade?*

Ines O'Donovan, PhD

*We are stepping into an era of unprecedented change and innovation. The one question that needs to be at the forefront of our minds is: How can we best prepare ourselves to thrive as women entrepreneurs and leaders over the next decade and beyond?*

**H**ave you ever thought about how your brain can help you achieve future success? In this article, we will explore why prioritizing your brain health is essential for thriving as a leader in our ever-changing world.

## **THE WAY WE LIVE AND WORK IS CHANGING**

The COVID-19 pandemic has already altered the way we live and work. Even though some people are returning to real-life working spaces, remote employment, and virtual communication have become the new norm.

As technology continues to advance and accelerate in speed, we can expect to spend a large part of our days working in virtual environments and the metaverse. Artificial intelligence (AI) will also play a significant role in advancing how we live and work. AI will be able to take over many tasks from us, not only changing job roles but also making some jobs redundant and creating entirely new ones.

## **THE CRUCIAL LEADERSHIP SKILLS YOU NEED WILL CHANGE**

With these changes, the leadership skills you need to thrive will also have to evolve. In the coming years and decades, critical thinking, creativity, adaptability, learning and communication techniques, and problem-solving will change and become even more crucial to success.

To stay ahead, your brain will become your most valuable asset!



## **FUTURE LEADERS START LOOKING AFTER THEIR BRAIN NOW**

Neuroscience research shows that some of our brain functions, such as information processing speed and short-term memory, peak in our 20s.

To lead effectively, current and future leaders must keep their brains healthy, sharp, and biologically young. That will help them maximize what I call our 'wisdom age' – the crystallized intelligence or accumulated knowledge we have acquired throughout our lifetime that gets better as we get older. We can only be truly wise, though, if we can combine our knowledge and experiences with the energy and agility of a youthful brain.

Maintaining a healthy brain now will set you up for future success.

In conclusion, looking after your brain is more important than ever in our ever-changing world. By nurturing your cognitive abilities and staying informed about the megatrends shaping our world and the future of work, you can ensure you possess the leadership skills needed to excel in the coming decade.



## JOIN OUR FUTURE OF LEADERSHIP MASTERCLASS

I invite you to join our exclusive masterclass, 'What Does It Take to Thrive as a Woman Entrepreneur & Leader Over the Next Decade?'

In this masterclass, you will learn about the megatrends that will impact leaders like you in the future, the essential leadership skills required for the coming decades, why it is crucial to act now, and what exactly you can do starting today.

Join now and unlock the knowledge and skills needed to flourish in the coming decade. Let's embark on this journey together and build a brighter, more resilient future.

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**UNLEASH YOUR BRAIN POWER:**  
*How Artificial Intelligence (AI) Can Help You Boost  
Cognitive Performance*

Ines O'Donovan, PhD

*As our personal and work lives become increasingly intertwined with virtual reality, metaverse, and other advancements powered by Artificial Intelligence (AI), the brain has emerged as our most important asset.*

*Keeping your brain in peak condition is especially crucial for women entrepreneurs and leaders, who need to stay sharp in this fast-paced, ever-changing world.*



**T**his article will explore how you can boost your brain power using the latest scientific discoveries, BioFinesse and biohacking techniques, and innovative devices and apps.

## THE AGING BRAIN AND WOMEN ENTREPRENEURS & LEADERS

As we age, our brains undergo various changes, including reductions in cognitive abilities, memory, learning capacity, and decision-making skills, all the way to diseases like Alzheimer's and other types of dementia.

Some of the changes can manifest as brain fog, slower recall, and diminished mental agility. Women entrepreneurs face unique challenges, as they often juggle multiple roles and responsibilities in their personal and professional lives and tend to be under tremendous stress. So, the consequences of an aging brain may be even more pronounced for them, making it essential to adopt strategies to enhance and maintain cognitive performance.



## What is Artificial Intelligence (AI)?

Artificial Intelligence has the power to mimic human cognitive functions using machine learning algorithms. AI algorithms can learn, problem-solve, and make decisions with remarkable accuracy and speed. With AI, we can gain insights and predictions that were once impossible.

Since OpenAI released the first version of their chatbot ChatGPT at the end of 2022, the development speed of more enhanced versions, apps, and products building with and on AI has accelerated dramatically. Never before in history has technology advanced as quickly as it does right now ... and the chances are very good that this speed is increasing even further.

However, at this moment, it is essential to be careful with what you learn from conversational AIs like ChatGPT. Even though the latest version, version 4, offers more precise information than the previous versions, the AI is still somewhat hallucinating, telling you things that sound logical but actually aren't.

So, it is a wonderful brainstorming tool ... especially if you know what questions to ask but you cannot (yet) rely on the answers. Especially as health and longevity are concerned, you want to discuss the ideas and suggestions with your doctor, psychologist, psychiatrist, or other subject matter expert.



To demonstrate what ChatGPT can and cannot do, I 'interviewed' it on how you can boost your brain power. You find the conversation, including my comments, on the Jeunessima website.

**Read the Interview with ChatGPT Now**

Nevertheless, AI is one of the most promising ways to improve how your brain works ... at any age.

### HOW AI CAN HELP YOU IMPROVE BRAIN HEALTH & BOOST PRODUCTIVITY

#### Diagnose Brain Diseases Early

Brain diseases, such as Alzheimer's and other dementias, develop over many years, usually decades. Once symptoms appear, it is often too late to cure them.

AI will play a crucial role in the early diagnosis of brain diseases. Recent research shows that Alzheimer's, for instance, can be predicted based on regular MRIs years before symptoms show, helping healthcare professionals detect early signs of cognitive decline and other neurological disorders.

The earlier we can diagnose degenerative signs, the better we can treat them, potentially slowing or halting, maybe even reversing the progression of these conditions.

### Manage Your Sleep, Exercise, Nutrition & Stress

Sleep, regular movement, brain-healthy nutrition, and effective stress management are the foundations for having a healthy brain.

You find plenty of apps and devices now that can help you improve them, including SleepMe's Hiber-AI for better sleep and Wild.ai for women's fitness and nutrition. Sens.ai is a personalized wearable headset that integrates brain stimulation, brain training, and functional assessments, improving cognitive recovery and meditation to deal with stress with ease.

Once you have got the basics right, it is time to add additional tools.

## BOOST YOUR BRAIN & TRY NEW PRODUCTS

**Nootropics**

Noopept  
Piracetam  
Phenylpiracetam  
Alpha GPC  
Pantogam

**Anxiolytics**

Phenibut  
Mexidol  
Mebicar  
Picamilon  
Afobazole

**Adaptogens**

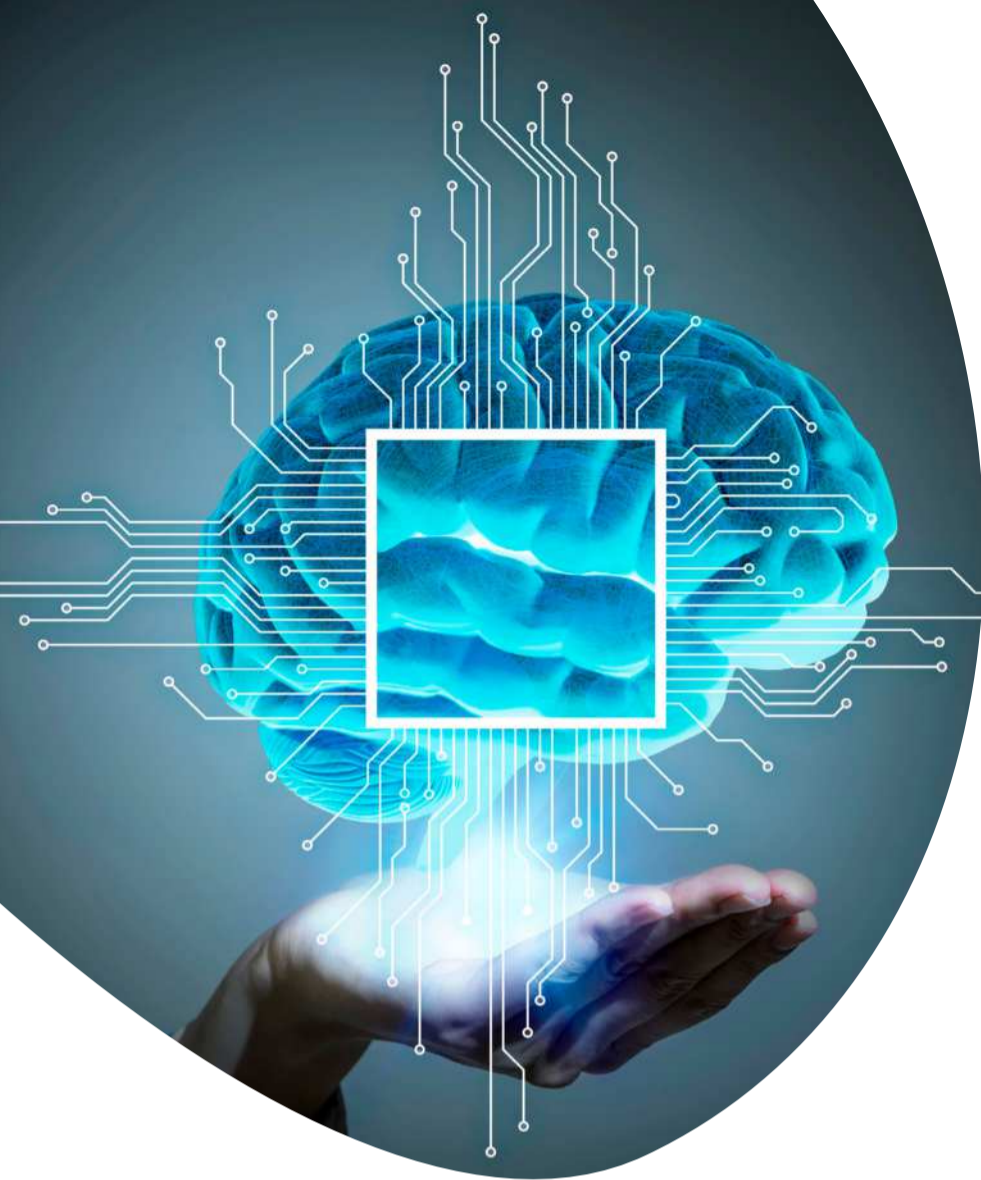
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## Augment Learning

We all learn differently, so personalizing your learning path with individual recommendations and progress tracking are key. Khan Academy and *MindValley* belong to those companies that are already or will be integrating AI to create the best learning experience for you, enabling you to acquire new knowledge and skills more efficiently and with more fun.

## Enhance Decision-Making

Decision-making is one of the areas where AI truly shines, as it is able to analyze vast amounts of data to provide insights and recommendations that enhance your decision-making abilities. These tools help you make informed choices by highlighting patterns, trends, and correlations that might otherwise go unnoticed.

## Boost Productivity

We see more and more AI-based devices and programs that can help you become more productive. Among them is Neurosity's Crown, a headset and app that helps you improve your concentration by measuring your brain waves and playing music that increases your focus and productivity. Another headset & app is Mendi, which uses functional near-infrared spectroscopy (fNIRS) to detect changes in your brain's blood flow and oxygenation and lets you uplevel your brain with a fun game.



## Clear Brain Fog

AI-powered apps like Brain.fm and Focus@Will use personalized music and soundscapes to help you focus, reduce brain fog, and improve productivity. Both include special features for those with ADD or ADHD. These apps leverage the latest research in neuroscience and auditory stimuli to create an optimal environment for concentration and mental clarity.

## Improve Memory

While AI will be able to hold many of our memories in the form of 'second brains' like Obsidian and Notion apps or as a digital twin of ourselves, it still pays to use memory-enhancing AI apps such as CogniFit and Memorado, that gamify the enhancement of your memory, helping you retain information more effectively.

Spaced repetition is a proven way to augment your memory, so many learning platforms and apps, like Duolingo for learning languages and others use AI algorithms that identify your personal patterns.

## Future of AI for Brain Health & Brain Augmentation

The future of AI in brain health promises even more transformative innovations. Ray Kurzweil, one of the leading computer scientists and futurists, has been predicting since 1999 that by about 2030, AI will be equally as intelligent as we humans are. Elon Musk assumes that this will happen even earlier.

What still sounds somewhat like science fiction now will actually enhance our human intelligence in just a few years, including brain-computer interfaces (BCIs) and organoid intelligence.

BCIs, such as Elon Musk's Neuralink, aim to enable seamless communication between the brain and electronic devices, potentially allowing you to control technology with your thoughts.

Organoid intelligence, an emerging field, explores the development of brain organoids - miniature, lab-grown brain structures - to better understand the human brain and develop novel therapies for neurological disorders.



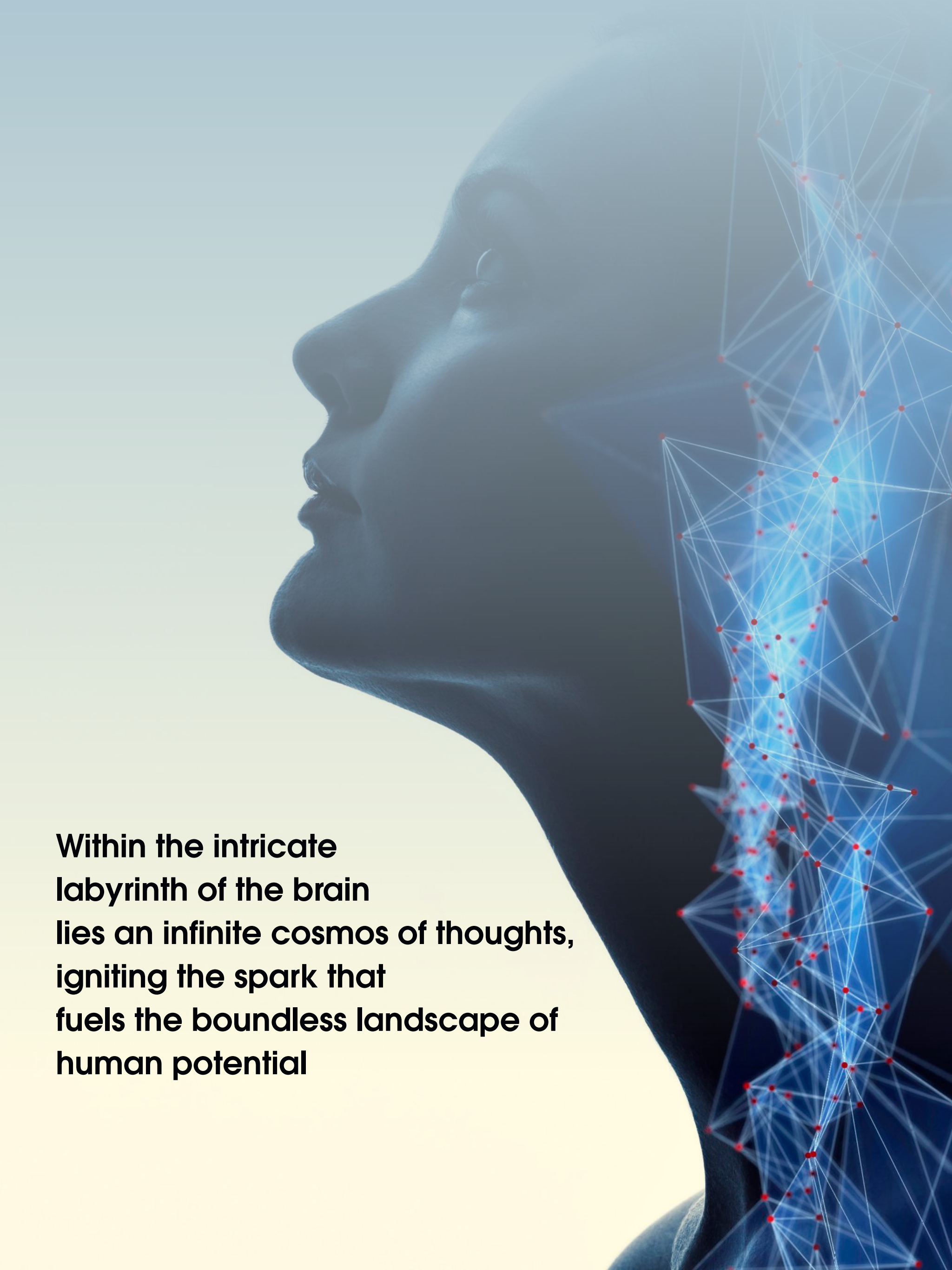
As we look ahead, we can anticipate numerous developments in the coming years and decades that will revolutionize the way we boost memory, learning, and decision-making abilities. Through the integration of AI, we will be better equipped to treat or even cure some of the most devastating brain diseases, including dementia, Alzheimer's, and others.

As a woman entrepreneur or leader, it is essential to prioritize your brain health and cognitive performance now. By embracing the latest AI-powered tools, techniques, and discoveries, you can ensure that your most valuable asset - your brain - remains sharp, agile, and ready to tackle the challenges of an ever-evolving world.

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**Within the intricate  
labyrinth of the brain  
lies an infinite cosmos of thoughts,  
igniting the spark that  
fuels the boundless landscape of  
human potential**

# AN INTRODUCTION TO COGNITIVE DECLINE ... & What to Do About It

Victor Björk, MSc Molecular Biology

*Cognitive decline is a common fear of aging, and many people are looking for ways to prevent or even reverse the effects. But what is the truth about cognitive decline? Is it inevitable, or are there things that we can do today to help? And what does the future hold when it comes to reversing cognitive decline?*





**W**e all fear cognitive decline as we age. But what is it scientifically? What actions can we take now to keep our brains sharp? What are some of the exciting advances in research that may someday lead to a true reversal of cognitive decline? After all, life is about enjoyment, and having a healthy brain is essential to everything else!

### **WHAT IS COGNITIVE DECLINE?**

One of our biggest fears with getting older is losing our mental abilities. Nearly all of us will have had some experience with some older relative gradually developing dementia, as 41% of people aged 90 plus suffer from dementia. While it is true that our brains change with age, there are definitely things we can do to increase our chances of a healthier brain in old age.

Furthermore, there is a lot of research on the aging brain that, in the future, might well lead to dementia becoming a part of the past.

Our brain ages in many different ways. Some of those changes can give rise to various diseases, including Alzheimer's disease, which causes memory problems, Parkinson's disease, which leads to shakiness, and vascular dementia, where blood vessels in the brain become clogged.

**There is no such thing as "old people", only people in need of improved health**



## WHAT OPTIONS DO WE HAVE TODAY TO SLOW, STOP, OR EVEN REVERSE THE DECLINE?

We want to spend our later years partying at the Cote d'Azur and having loads of fun. Being demented in a nursing home seems like something that science should be able to fix!

So, the million-dollar question that makes all of this relevant for you is, what do we do about it?

**Exercise?** Yes, exercise can actually stimulate the growth of new brain cells, even in old age!

A **healthy diet** certainly helps. People with diabetes, for instance, are much more likely to suffer from cognitive decline than others. So, cut down on that sugar!

Do enjoy delicious foods like dark chocolate and blueberries, though, as they are possibly neuroprotective.

Another option is **fasting** for longer than 24 hours, as that significantly triggers autophagy, the body's own cleaning mechanism. This may partially reverse the aging process by removing damaged cells and unnecessary proteins that build up in the brain.

The causes for those changes and the related cognitive decline are due to multiple factors.

For instance, the blood vessels in our brain develop plaques and stiffen just like the rest of the arteries in the body. This makes blood flow and subsequent oxygen to the brain cells worse.

Protein tangles, like tau (outside cells) and amyloid (inside cells), accumulate and are associated with Alzheimer's disease, even though no one has yet succeeded in reversing the disease by removing them.

There is a diminishing number of mitochondria (our cellular power plants) in our brain cells, leading to less energy production.

Despite those changes, an interesting fact is that while the body gets frail with age, the brain does not always follow the same pattern. Let's take the example of a 112-year-old Dutch woman. Her cognitive function was very similar to that of healthy elderly decades younger, and her brain also didn't show other age-related damage that is typically found in others.

That means that the brain is very resilient and can function for much longer than many of us might have assumed.







Then there is the whole area of compounds that boost brain power, often called **nootropics**. Multiple drugs, such as piracetam and vinpocetine, are thought to increase activity and blood flow in the brain.

Even caffeine from coffee and theanine from tea are thought to have protective effects that will allow you to think better in old age.

There is quite a long list of options that you can apply immediately to your daily life. Another one is **cognitive training**, which can help your brain be more resilient in old age.

## **WHY YOU SHOULD BE OPTIMISTIC FOR THE FUTURE**

Science has progressed amazingly over the past decades when it comes to having healthy long lives. The good news is that there is more research on the aging brain than ever before!

There is, among others, exciting research where scientists demonstrated that individual neurons do not appear to age; but survive after being transplanted generation after generation. So, if we could just avoid other causes of aging in the brain, we might be able to keep our brains working for much longer than current human lifetimes – and, at least in theory, perhaps forever!

Other research evaluating the role of the brain environment rather than just the cell is the somewhat peculiar science of parabiosis. When two mice are connected, sharing the same bloodstream, the old mouse's brain gets rejuvenated by the blood from the young mouse and functions better afterward.

More exciting science to battle brain aging focuses on targeting old (senescent) cells in the brain and developing drugs boosting the mitochondria, so they get recycled and increase their numbers towards more youthful levels.

It will still take some time to bring those scientific discoveries to our everyday medical practice. So for now, bring out the exercise equipment and maintain a healthy lifestyle, keep track of all the interesting anti-aging science focusing on repairing and restoring youthful vitality to your brain, and ... Fund and advocate relevant brain research, so we can shorten the time that it takes to develop effective medicine.



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### VICTOR BJÖRK

Victor Björk is a molecular biologist with a deep passion for aging research. He has worked at multiple aging biotech companies, Bioage Labs, Ichor Life Sciences and Rejuveron. He is currently a consultant and a director of the NGO Heales

[victorbjoerk.com](http://victorbjoerk.com)



The advertisement features a purple and blue background with various text elements. At the top, it lists several programs: 'The Longevity Blueprint', 'THE SILVA ULTRAMIND SYSTEM', 'The Power of BOLDNESS', and 'EVER BL'. The central text reads 'GREAT CHANGE STARTS HERE' in large white letters, followed by 'Get \$100 off Mindvalley Membership' and a yellow 'LIMITED TIME OFFER' button. On the right, a hand holds a smartphone displaying the 'Super Reading' program page, which includes a 'Get This Program' button, statistics (153,457 students, 23 Sep 2019 next intake, 21 days duration), and a 'Watch Trailer' section with a 4-minute video.

# THE STATE OF COGNITIVE LONGEVITY.

## *How to Keep Your Mind Sharp Into Old Age*

Alexey Strygin

*Our minds are fascinating ... and complex.  
In this article, let's look at the state of cognitive health and longevity.*

*We will take a tour through what we currently know from research, the bad and the good news, as I have seen them over the years I have been deeply involved in drug discovery for cognitive decline and early dementia.*

*We will also review some of the risk factors that you can moderate to protect your brain health; plus learn what you can do today to boost your cognitive performance for decades to come.*





First, scientists work on approaches to diagnose dementias early - at the Mild Cognitive Impairment (MCI) stage or even before any manifestation of symptoms.

And second, they work on starting the treatment early in the hope that it would be easier to stop or reverse the progression when the damage is not that severe yet.

Let us take a step back and look at what MCI is.

People with MCI have subtle problems with cognition and memory, which might only slightly interfere with daily activities. But those diagnosed with MCI are 3-5 times more likely to develop dementia of some form.

Ageing is the crucial driver of this phenomenon - MCI prevalence rises with age (from 6.7% for ages 60–64 to 25.2% for 80–84). Studies on centenarians indicate that only about 25% of them are cognitively intact.

According to the American Association for Neurology (AAN), there are 12 pharmacological treatments for MCI. Unfortunately, the evidence that they actually work is weak or inconclusive for all approaches. The only exception is Tesamorelin injections, for which the AAN concludes that they are “possibly effective” in improving performance on various cognitive measures.

## COGNITIVE LONGEVITY. THE BAD NEWS

Let's start with the bad news. We are still quite far from understanding the underlying mechanism behind dementia. Despite billions in funding, the scientific community seems to have been pursuing the wrong lead.

The amyloid beta hypothesis of Alzheimer's (a leading theory for many years) resulted in just one FDA-approved drug since 2006. The agency made a bet on the slight chance that the drug might work in some subpopulations in the future.

And while the data shows that the drug does indeed reduce the amyloid plaques in patients' brains, unfortunately, it doesn't improve cognitive function.

An important trend emerged in recent years in the scientific and medical community:

The current thinking now suggests that if dementia of any kind is diagnosed, it is probably too late. The damage might be irreversible.

So, there is a considerable shift in focus.

**Once dementia  
is diagnosed,  
it is probably  
too late**

## THE GOOD NEWS FOR YOUR COGNITIVE FUNCTION

The MCI link to ageing and the lack of effective treatment might sound depressing, but in fact, it is not.

It means that the bulk of approaches that help with healthy longevity are effective for cognitive longevity, too.

We have at least some control over our biological age. According to a 2020 study, just keeping the well-known habits (no smoking, 3.5 hours of moderate to vigorous activity a week, high-quality diet, moderate alcohol intake, maintaining a normal weight) can add more than 10 years of healthy life expectancy. As we shall see, many of these lifestyle interventions also work for healthy cognitive longevity.

**Most approaches for healthy longevity work for cognitive longevity, too**

## RISK FACTORS YOU CAN CONTROL TO BOOST YOUR BRAIN HEALTH

Recent findings from a large US study with 378,615 respondents uncovered that the most prominent modifiable risk factors for dementia are midlife obesity, low education, and physical inactivity.

That means being physically active and continuous learning are the most important things we can do to keep our brains intact.

Other factors we have at least some control over are smoking, diabetes, midlife hypertension, depression, and hearing loss.



## UNLOCK YOUR BRAIN'S POTENTIAL: ACTIONABLE TIPS TO IMPROVE YOUR COGNITIVE PERFORMANCE & WARD OFF MENTAL DECLINE

Interventions that have proven to benefit your brain include exercise, cognitive training, pet therapy, music, and massage.

### Exercise. The Holy Grail for Keeping Your Brain Healthy

Let's expand on exercise, which, in my opinion, is the most important of these factors.

The benefits of cardiovascular exercises are well-known and also extend to cognition.

What is less known are the cognitive benefits of resistance exercises.

First, it is essential to understand that skeletal muscles secrete myokines - small proteins and peptides, which act as molecular signalling mechanisms for the whole body.

Researchers have shown that a big part of the benefits of exercise is derived from these myokine signals. They are responsible for metabolic changes associated with training. They are involved in tissue regeneration and maintenance of healthy bodily functioning.

The more muscle groups you exercise, the higher the benefit. It is probably sufficient to stick to lower load resistance training routines as research in older adults has shown that the benefits to muscle mass and strength across the high load (80% of maximum load) and moderate load (45% of maximum load) are comparable.

There are some thoughts to consider.

First, the decline in gait speed, aka the time it takes to walk a certain distance, is associated with dementia and cognitive impairment.

Second, our body parts can be viewed as extensions of our minds, suggesting that precise control of our body may be correlated with a sharper mind.

Third, a well-known general consideration for the elderly is the importance of preventing falls.

These considerations imply that exercise routines should provide cross-benefit to multiple muscle groups and improve gait speed and balance.

Exercise machines that tend to be designed to isolate individual muscles would not be the preferred choice, as a meta-analysis from 2018 showed. It demonstrated that moderate to

## Activity Snacking is an effective way for keeping your brain sharp

vigorous multimodal exercises and tai chi were the most beneficial to cognitive function in older adults.

Another interesting and useful concept we can incorporate is activity snacking - several 5-10-minute moderate exercise sessions (sit-stand, fast walk, stretching) and/or 1-2 minutes of vigorous exercise bursts (running up the stairs, sprints, jumps) spread throughout the day. The greatest thing about these routines - they can be incorporated into even the busiest days.

There are plenty of other benefits of exercise. One of them relates to physical aggression, a common side-effect of cognitive decline, as many caretakers can confirm. AAN suggests that outdoor activities may be more effective than antipsychotic drugs for conquering this issue.

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**BRILLIANCE-ON-DEMAND**  
UNLOCK YOUR PEAK POTENTIAL



It is essential to realize that cognitive decline is not an inevitable part of aging but rather a preventable condition. So, do not hesitate to start working on cognitive health right now, and you will be able to reap the rewards later in life.

## MORE INFORMATION

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## WHAT ELSE YOU CAN DO TO PREVENT OR DEAL WITH COGNITIVE AGING & DECLINE

The last takeaway is the importance of diagnosing cognitive decline as early as possible. It is a good idea to check with the doctor as soon as you observe any subtle signs of problems with cognition and memory in yourself and your loved ones.

Also, make sure to monitor the development of novel ways to diagnose cognitive decline. A number of tools ranging from digital biomarkers (games, voice, typing patterns) to molecular diagnostics and MRI/CT might be used, and even more are in development and will hit the market over the coming years.

In summary, while research is still working on finding ways to keep your brain healthy and fully intact even at an older age, you can achieve cognitive longevity with the right approach. A combination of a healthy lifestyle, cognitive training, and modern diagnostics can help you maintain your cognitive abilities into old age.



## ALEXEY STRYGIN

Alexey is a bioentrepreneur and longevity enthusiast. Alexey served in executive positions in cutting-edge longevity and biotech start-ups. Today Alexey is a Chief Digital Health Officer at longevity start-up Gero.ai

[gerosense.ai](https://gerosense.ai)





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# THE NEXUS OF TOMORROW: *Pioneering Health, Longevity & Tech Innovations*

Dr. Ines O'Donovan, PhD Reports from RAADFest & CES



Get inspired by the future as I share the best of  
RAADFest 2022 and CES 2023 with you.

*Delve into the breakthroughs from the world's premier super-longevity event and groundbreaking innovations showcased at the most influential consumer electronics show.*

*Uncover state-of-the-art scientific developments in aging, the latest health, wellness, and virtual reality technologies and products that promise a more joyful, healthier, and longer life.*



## RAADFEST 2022

# *Come to the Cutting Edge* OF YOUR LONGEVITY

Last year, RAADFest once again ignited a spark in the hearts and minds of those who dare to embrace the cutting edge of human longevity. Jeunessima Magazine joined the world's largest super-longevity event as media partner, where RAADFest united visionaries and enthusiasts who share a common goal: radically extending life.

The conference showcased a stellar lineup of pioneers, including opinion leaders James Strole and medical researcher and winner of the Bacon Prize 2022 for Thought Leadership in Super Longevity, Dr. Bill Andrews, entrepreneurs Naveen Jain and Bill Faloan, innovators Liz Parrish and Ashish Tripathi, futurists Ray Kurzweil and Dr. Ben Goertzel, and many more.

Presented by the non-profit Coalition for Radical Life Extension, attendees were inspired by revolutionary scientific advancements, breakthrough technologies, and powerful stories of transformation. From exploring the latest in gene therapies to the sociology of immortality, the event left a lasting impression and created a strong sense of community among like-minded individuals.

RAADFest 2022 not only provided the essential tools to navigate a new era of human advancement but also paved the way for a brighter, limitless future where living longer and living better became an attainable reality for all.

For my top insights of each day, check out my super-short daily summaries ...

## RAADFEST 2022 VIDEO SUMMARIES ...

*Day 1: Audacious goals, immortality transfer & rewriting the rules of biology*

*Day 2: Ray Kurzweil predictions for the future, stem cells & how to enjoy your donuts*

*Day 3: Entropy & younger telomere age*

*Day 4: Cancer test, longevity supplements & uploading your brain*



Here are some of the most interesting insights ...

**IF PEOPLE DON'T THINK YOU'RE CRAZY**  
... you're not thinking big enough.

That is the motto of Naveen Jain, CEO of Viome.

This is relevant for business ... but also for your longevity mindset.

But ... as with so many things, first people think pioneers and innovators are crazy ... later on they are seen as geniuses for having been the first.

Who do you want to be? ... A pioneer or a laggard?

Living longer is no longer science fiction ... It's happening already.



Bill Faloon, Founder of Life Extension pointed out that we're already 'rewriting the rules of biology'.

Ray Kurzweil, one of the most prominent (and correct) futurists predicts that within about 7-8 years we should be able to practically halt the overall aging process (or in longevity terms, achieve what's called longevity escape velocity, where you can reverse your age by 1 year as you age 1 year).

And Mike West, CEO of AgeX Therapeutics, who tends to be very conservative, expects that within the next 10-15 years, we should be able to rejuvenate cells in our body ... with precision and to a desired state of youth.





### 7 STEPS TO ENJOYING YOUR DONUTS ...

... or simply blocking glycation, so you can enjoy your carbohydrates.

Dr Sandra Kaufmann is known to enjoy her donuts ... but being a doctor, longevity expert, rock climber & having just published her 2nd book *The Kaufmann Protocol: Aging Solutions*, she knows a thing or two about how to stay healthy and still enjoy life.

3 of the 7 steps involve drinking coffee ... so, maybe that's something to start with. And, as we know, about 4 cups of coffee a day have shown other health & longevity benefits.

### PREDICT ANY CANCER ...

... with a new blood test.

This is one of the most exciting takeaways for me from RAADFest.

Ashish Tripathi, CEO of Tzar Labs, introduced a simple blood test that will allow to detect cancer well before it happens.

Getting cancer is a fear almost all of us have. And while the medical world has gotten better in treating cancers, being able to prevent them in the 1<sup>st</sup> place is the best solution.

So, this new test is, in my eyes, a diagnosis revolution. It allows detecting all cancers, ... at stage 0 (so, well before it forms a tumor). If there is cancer, Tzar Labs can say, which is the primary organ, the secondary, ... And what makes it even more incredible: It can predict if you get cancer within the next year.

So, getting a simple blood test once a year gives us total peace of mind: Either we know we won't get cancer ... or we catch any type of cancer so early, that we should be able to treat it before it turns into a tumor.





**CES**

**CES 2023**

## *Our Future Promises*

# TO BE HEALTHIER & MORE IMMERSIVE

**C**ES 2023, the world's most influential consumer electronics show, dazzled over 115,000 attendees with groundbreaking technologies and trailblazing innovators.

As a global nexus for industry giants and visionary startups, the event showcased a breathtaking array of innovative technologies, featuring established brands and emerging trailblazers.

CES 2023 offered a captivating glimpse into the future of technology, transforming lives and redefining the human experience. This unforgettable event not only set the stage for the latest in-home entertainment, smart living, and sustainability, but also inspired attendees to reimagine the infinite possibilities of tomorrow.

Attendees marveled at breakthroughs in AI, robotics as well as cutting-edge developments in 5G, IoT, and the ever-expanding metaverse and NFTs.

And, you could, of course, find a wide range of health and wellness products that can support you on your journey to a healthier longer life.

In fact, Health Tech & Metaverse were two of the fastest growing categories at CES and areas where we're likely to experience a lot more innovation over the next years as downturns and recessions as we expect them for 2023 breed innovation, according to Steve Koenig, VP Research of CTA.

Let's look at some of the products that can help you with your health, aging & longevity ...

## MEASURING YOUR BIOMARKERS ...

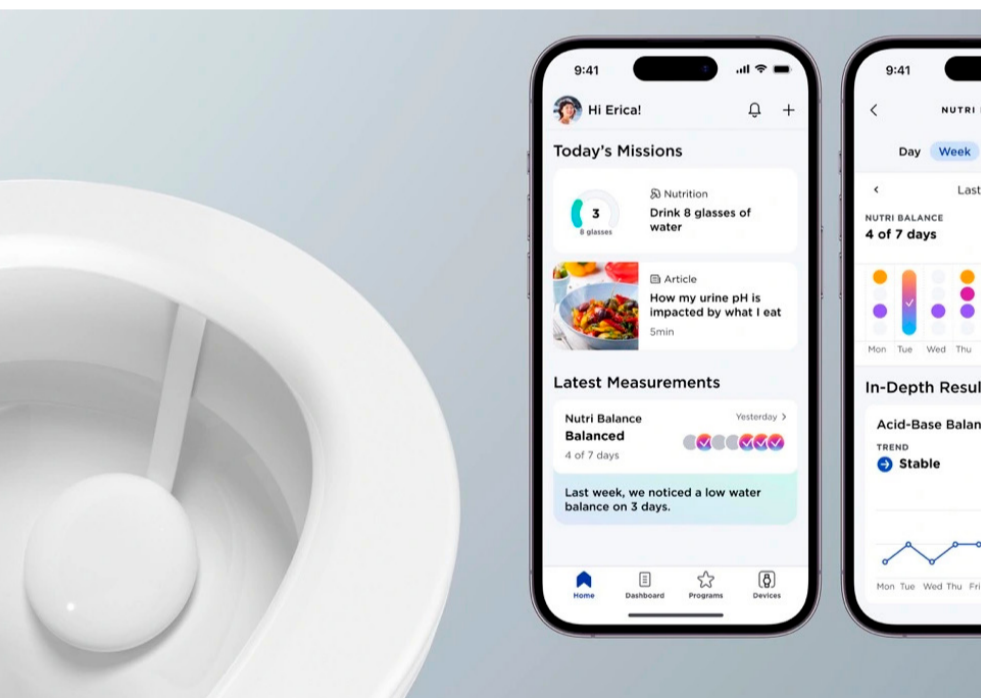
... We've seen many devices at CES over the last years that promise to measure your biomarkers like activity, sleep, heart rate, respiration, and more. And the trend continues.

One of the challenges we see, though, is that more advanced health-related devices might never reach consumers as they require FDA clearance, a costly process that can take years.

Here are some of the most interesting products that will hopefully reach the market ...

## Your toilet will be able to track your biomarkers ...

... What has been mostly a concept so far might well start to become reality in 2023:



## In-Bowl Urine Sensor Withings U-Scan

**Withings** introduced a small sensor that you place in front of your toilet bowl. You will have the choice between two different test cartridges, which will each last for about 3 months:

- Cycle Sync: For women who wish to track their menstrual cycle and ovulation
- Nutri Balance: For those who want to track metabolic and nutritional information, like ketone levels and vitamin C

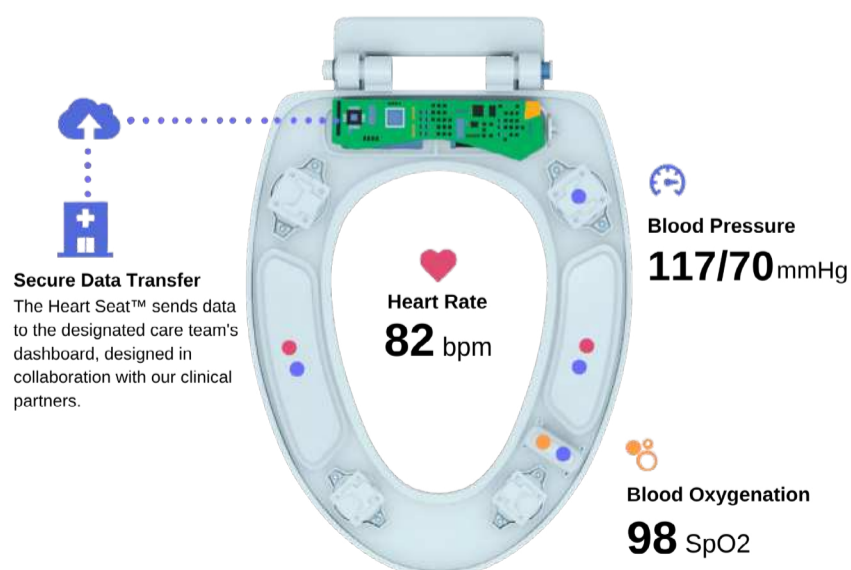


## Casana Heart Seat

Another company that hopes to release its product still in 2023 is **Casana**. They introduced a toilet seat that can measure your heart rate, blood oxygenation, and blood pressure each time you sit down on the toilet.

Casana has submitted the product to the FDA as a medical device, so you will need a prescription. I personally believe that we've got wearables that can measure those biomarkers continuously already ... without requiring a prescription. Still, these are very early days, and we're likely to see far more advanced toilet seat measures that you'll be able to track in the future.

## The Heart Seat





### **Vivoo Smart Toilet Seat with Inbuilt Urine Tester**

One of those more advanced ways could be Vivoo's clip-on seat for your regular toilet at home.

Instead of the urine strips, **Vivoo** is already offering, you'll be able to track biomarkers like hydration, urinary pH, ketones, sodium, magnesium & calcium each time you go for a pee. But it's still going to take a while until you'll be able to buy this. Vivoo hopes to have it available for consumers in 2025.

## **Wearables for Your Daily Life That Track Your Health, Wellness & Performance ...**

... The 3 most interesting wearables I've discovered at CES are ...

The **Evie Smart Ring** from Movano Health. While we've seen rings from companies like Oura, this is finally a ring that focuses exclusively on women ... And it's the first medical-grade health tracker for women. The stylish ring will allow you to measure your resting heart rate, heart rate variability, respiration rate, skin temperature variability, blood oxygen levels, daily steps, active minutes, and sleep. The ring is meant to accompany you throughout your life, including tracking period and ovulation, menstrual symptoms, and mood. Movana aims to make the ring available still this year.



**Nowatch**, a screenless wellness watch that can measure your stress & cognitive performance is finally available to buy. What's unique about Nowatch is that it promises to predict your cognitive zone, helping you understand when your brain performs at its best. This will allow you to time the most demanding cognitive tasks according to your body's unique schedule.



If you want to measure your blood pressure with ease and anywhere without making it too obvious that you do, *Valencell's Cuffless Blood Pressure* device is for you. It looks a bit like a pulse oximeter clip and can be used in the same way: Simply clip it on your finger, and off you go. Valencell is awaiting FDA approval and hopes to be able to sell it in late 2023.



A **comfortable headset** is one of the most essential ways to make VR more enjoyable. So far, devices like the Quest Pro are rather bulky & heavy and only last between 1.5 & 3 hours, so not ideal for longer sessions like working in VR.

HTC introduced their *Vive XR Elite VR/AR headset* that is smaller, getting a bit closer to the size of normal glasses. If you choose to detach the battery & use a USB power source, e.g., when sitting at your desk or on the plane, the headset weighs less than half of the Quest Pro VR headset. And if you usually wear glasses and haven't been able to comfortably use other VR headsets, you'll be happy to hear that you can adjust the Vive XR Elite's lenses to your diopters.

### Immersing Yourself in Virtual Reality & the Metaverse ...

... We will see massive developments and opportunities in virtual reality (VR) and the metaverse over the next years. McKinsey & Company expects the metaverse to potentially generate \$5 trillion in value by 2030. But that depends on developing more positive & human experiences, and I would add better devices to make the experience more enjoyable.

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Another way to make the experience in VR more immersive and enjoyable is **smell**. And considering that more than 70% of our daily memories and emotions are triggered by smell and scent memory lasts 70% longer than auditory or visual memories, the potential of smell for especially learning, health & wellness solutions is vast.

AT CES, *OVR Technology* introduced their *ION3*, a **scent headset** containing 9 aromas that can be mixed for thousands of scents. The device is scheduled to be released in 2023.



**Touch** is another crucial element to make the experience in VR & metaverse more natural-like and immersive. Companies have been working on haptic devices for years, and while more development is still needed, two companies that stood out at CES were ...



*Actronika's haptic vest Skinetic* allows you to sense, e.g., virtual objects & people on your upper body, making the experience more realistic.

With *bHaptic's TactGloves* you can 'feel' touching an object or your lover, experience water dripping down from a tap, or the heat when you hold your fingers over a virtual candle.



So far, the use is quite limited. Still, I see a lot of potential and cannot wait to use more advanced versions of these devices ... or even better full-body, more natural-feeling haptic suits ... for cuddling up with our partners in VR when we're traveling, for experiencing different environments like a beach, a mountain, or sitting in front of an open fire simply by 'beaming' ourselves into this virtual reality and meeting amazing people.

And the development doesn't end there. There are many more opportunities, especially in health & fitness.

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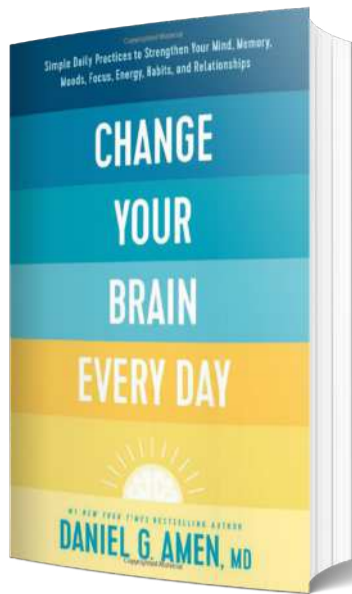




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**NEWS  
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## YOUR BRAIN CELLS DON'T AGE ...

... but your blood vessels do.

According to Dr. Amen's latest book, *Change Your Brain Every Day*, your brain's aging comes primarily from your aging blood vessels.

As they deteriorate, so does the blood flow in your brain ... and with that the nutrients your brain gets.

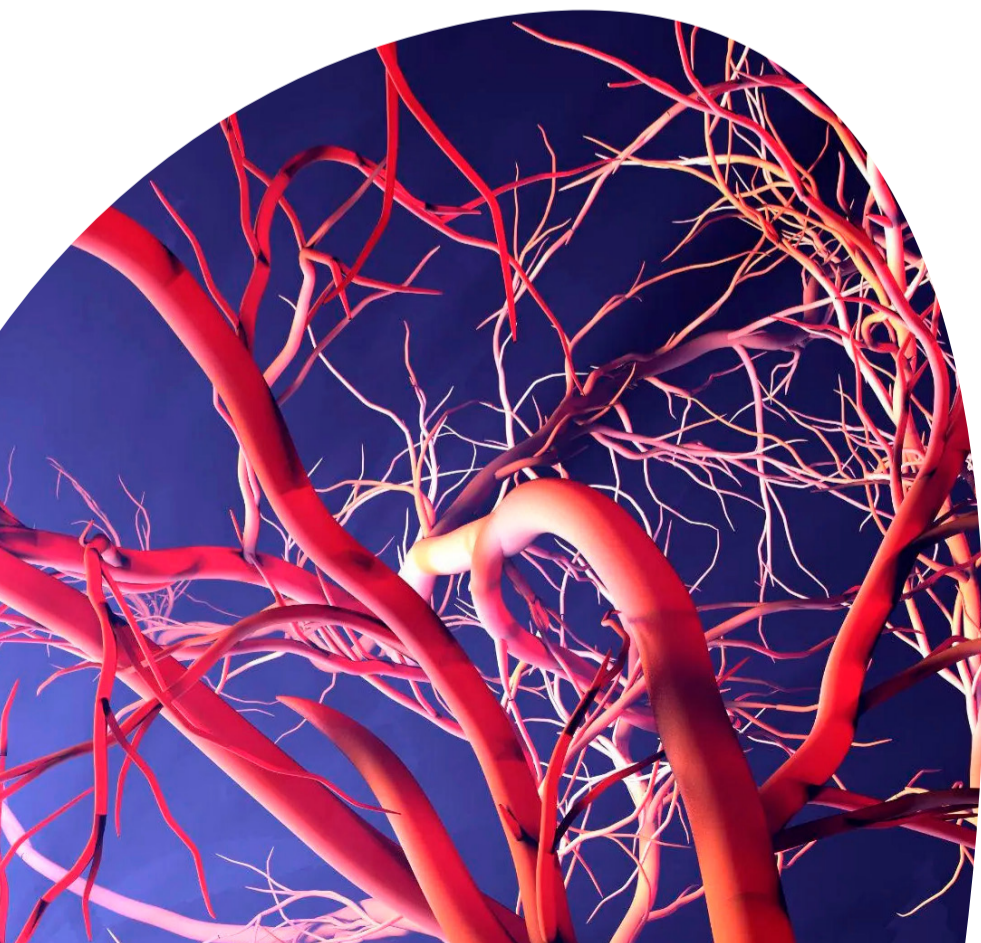
As you can imagine, this leads to all sorts of issues, from 'simple' brain fog to memory issues, depression, suicidal thoughts, schizophrenia, ADD/ADHD, hoarding, seizures, and Alzheimer's.

So, what can you do?



Make sure to increase your blood flow by doing the following things:

- Avoid drinking too much **coffee** & using **nicotine** as both constrict the blood flow to your brain
- Regulate your **blood pressure**: As your blood pressure goes up, the blood flow to your brain goes down
- If you have any **heart issues**, make sure it gets treated, as only a healthy heart can pump blood to your brain properly
- **Get moving** to get your heart rate up and your blood pumping
- Increase your blood flow with **foods** like beet and, if you can manage it, chili peppers
- Add **supplements** like ginkgo
- Be careful when deciding on general **anesthesia**. Even though research still seems to be mixed, it might well have a negative impact on your blood flow
- Use **hyperbaric oxygen therapy** if you've got the chance to do so. We're seeing more and more research about the positive effects on the brain ... and for slowing aging of your whole body





## THE BEST WAY TO IMPROVE YOUR NEUROPLASTICITY ...

... might be a very short HIIT training

While intermittent 20-hour fasting and exercise both have neuroprotective effects, in a study, six all-out 40-second intervals (of cycling) boosted plasma and serum BDNF the most, supporting neuroplasticity, learning, and memory.

## INSTANTLY GET IN A BETTER MOOD ...

... by smiling.

If you consciously smile ... pulling up the corners of your mouth ... your nervous system gets the message that things are positive ... helping you to change your mood.

It truly works. If you get a chance to use an EEG headset, try it out. Watch your brainwaves change, e.g., from an angry emotion to a happy one ... just by smiling.

By the way, if you can't get yourself to smile at that moment, simply put a pen between your teeth to push up the corners of your mouth and it will have the same effect.



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## BRAIN IMPLANTS ARE PART OF OUR FUTURE ...

... The brain is our most important asset ... now and even more so as we will live more in the virtual world in the future.

Here are two interesting brain implants that might be able to help us improve our brain's health:

- The 'Digital Pill for the Mind' from Inner Cosmos, a small Brain-Computer Interface implant that aims to treat depression, is entering phase 2 clinical trials in 2023
- Researchers have developed a Brain Implant that is wireless, battery-free, and nearly 1/10th the size of comparable implants. This allows monitoring dopamine in real-time in freely moving mice & activating or inhibiting specific neurons in the brain using light, a technique known as optogenetic stimulation



## ARE BRAIN CELLS THE FUTURE OF SUPERCOMPUTERS? THE EMERGING SCIENCE OF ORGANOID INTELLIGENCE (OI) ...

... Our brain is extremely powerful, able to store about 2,500 terabytes of information, can learn far quicker than current AI, needs very little space & requires very little energy ... in comparison to computers.

What if we can create specially lab-grown brain cultures, called brain organoids, and use them as computers ... and not only learn about brains & potentially find solutions for Alzheimer's & other brain diseases but also use them for driving science in all areas a lot further than we can now?

### MORE INFORMATION

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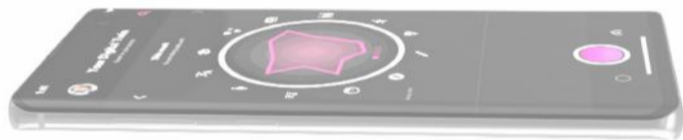
# ART of AGELESS LIVING GUIDE

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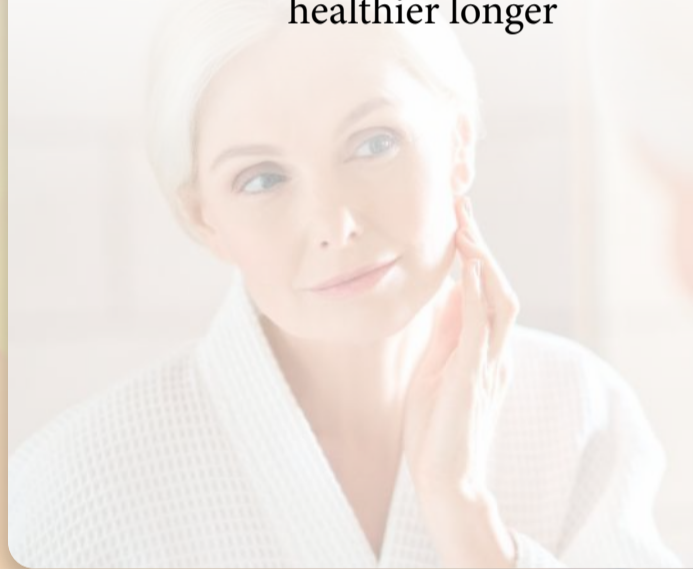
*p.11*

Create your personal digital twin to discover who you truly are and preserve your memories for eternity



*p.31*

Change the narrative of old age, says Barbara Rey Actis, to live healthier longer

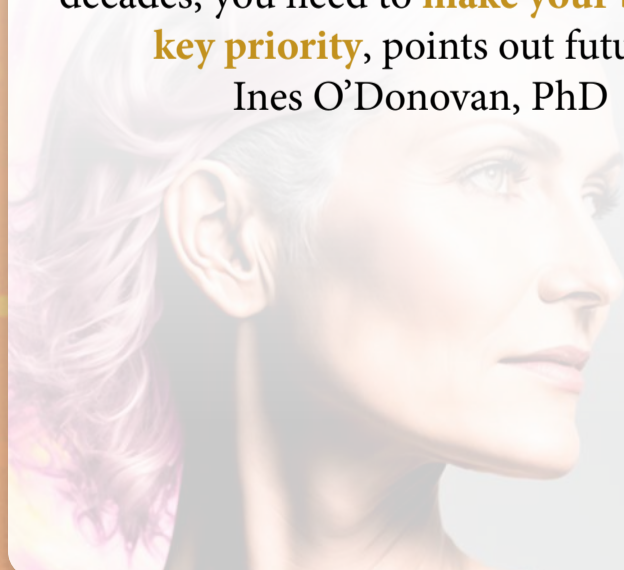


*p.18*

**Do not become your diagnosis**, says auto-immune survivor Leslie Kelly. Take your health into your own hands, because nobody knows you better than yourself. Never ever give up

*p.37*

Leaders who want to thrive over the next decades, you need to **make your brain the key priority**, points out futurist Ines O'Donovan, PhD



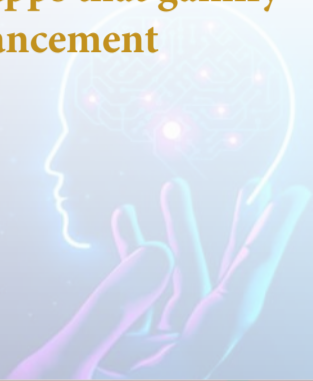
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**Let go of the addiction to old beliefs** and embrace a positive life psychology, encourages psychologist Moss Jackson, PhD

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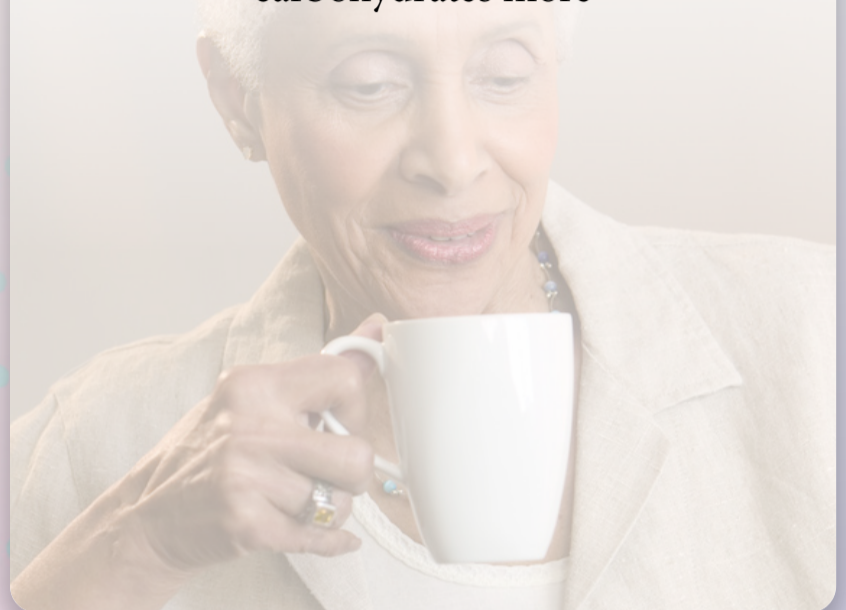
Ines O'Donovan also invites you to improve your memory by creating a 'second brain' & by **using Artificial Intelligence-driven apps that gamify memory enhancement**

CHATGPT  
OpenAI



p.58

Drink a little coffee to partially **block glycation**, shares Dr. Sandra Kaufmann, so you can enjoy your carbohydrates more



p.46

Boost your brain power with **nootropics** suggests Victor Björk



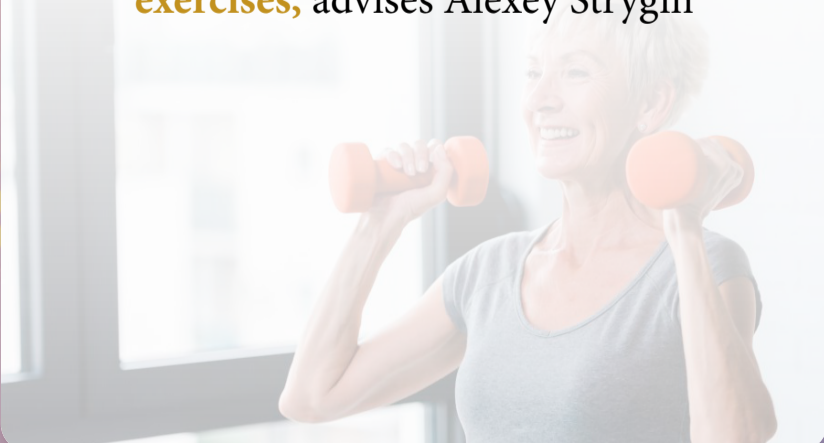
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Add supplements like **ginkgo** to improve the blood flow in your brain, recommends Dr. Daniel Amen



p.51

The holy grail for keeping your brain healthy is exercise, particularly **resistance exercises**, advises Alexey Strygin



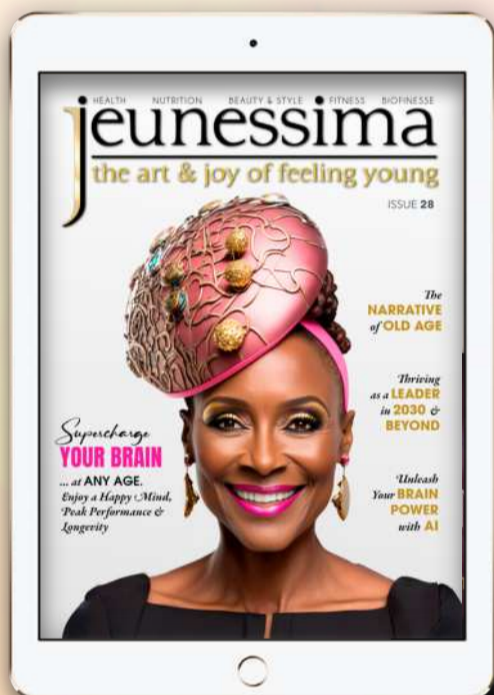
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the art & joy of feeling young

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AGE REVERSAL & ABUNDANT LONGEVITY



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