

## Memory Loss Biggest Fear of Aging Baby Boomer Population

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*Memory loss is the biggest fear of the aging baby boomer population according to the Natural Marketing Institute. Help may be found in a brain supplement called Prevagen that helps slow memory loss and improves brain health.*

Madison, WI - Memory loss(<http://www.prevagen.com>) and losing brain capacity is the biggest fear of the aging baby boomer population according to research conducted by the Natural Marketing Institute (NMI). Help may be found in a brain supplement called Prevagen® that is based on a new discovery of a jellyfish protein that helps slow memory loss and improves brain health.

The NMI research conducted on the US general population showed that 44 percent of the US adult population has memory loss and losing brain capacity as their biggest fear. More than half of the females (52 percent) reported memory loss/ and losing brain capacity as their biggest fear about aging, significantly more than the males (36 percent).

“Finding a meaningful solution to the escalating memory loss problem has been a key motivator for launching Prevagen, so we were very interested to see this research from NMI,” says Mark Underwood, President and co-founder of Quincy Bioscience. “We have been conducting very exciting clinical studies in the area. We are working on a new approach utilizing a jellyfish protein to help with memory loss and is contained in the brain supplement called Prevagen.”

“Too much calcium within a brain cell impairs its function. The jellyfish protein apoaequorin is remarkably similar to the calcium-binding proteins found in the human nervous system which become depleted in the mental aging process and can lead to cell death or damage, causing forgetfulness as we age,” continues Underwood. “Unfortunately, over time we lose our ability to regulate brain cell calcium. Starting at about forty, our brains produce fewer calcium-binding proteins. This causes calcium levels to rise throughout the nervous system. Neurons are flooded with dangerous levels of calcium and our brains slow down. The jellyfish apoaequorin which is the key ingredient in Prevagen helps regulate this imbalance.”

Human studies have shown that apoaequorin, with its ability to bind to and balance calcium levels, can be used to help replace missing calcium-binding proteins and improve cognitive function and provide greater clarity and alertness. Additional clinical studies are planned.

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The memory loss (<http://www.prevagen.com>) brain supplement, Prevagen, is manufactured by Quincy Bioscience, a Madison, Wisconsin based biotechnology company, focused on the discovery, development and marketing of new compounds to fight the mental aging process. The company's products focus on restoring calcium balance related to neurodegenerative disorders and other destructive age-related mechanisms. Quincy Bioscience is developing health applications of the jellyfish protein apoaequorin for dietary supplement and pharmaceutical products.

\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

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