



**Media Contact:**

Kathryn Zaskorn  
Director of Franchise Marketing  
650-462-9501  
[kzaskorn@homecareassistance.com](mailto:kzaskorn@homecareassistance.com)

## **Home Care Assistance Publishes Seventh Book in Award-Winning, Healthy Longevity Series**

*“The Brain Boost: A Practical Guide to Brain Health” offers practical, everyday tips to support cognitive health and longevity and draws on cutting-edge research from the fields of cognitive science, neuropsychology and medicine to show that anyone can boost his or her brain performance through lifestyle changes*

(Palo Alto, CA – September 22, 2014) [Home Care Assistance](#), North America’s leading provider of in-home care, is proud to announce the release of its newest book, *The Brain Boost: A Practical Guide to Brain Health*. A major misconception regarding the human adult brain is that it is unable to change—that aging results in a gradual, unavoidable and irreversible decline in cognitive abilities. Contemporary research, however, has shown that the brain actually possesses a remarkable ability to adapt based on experience and environmental influences—a process known as neuroplasticity.

“This book is an empirically-grounded response to the misconception that cognitive decline is an inevitable part of aging,” said Lily Sarafan, President of Home Care Assistance. “Such ideas promote a negative view of the aging process. With a mission to change the way the world ages, we embrace aging as a meaningful stage of life and seek to spread this more positive view. We are proud to provide an accessible guide on the ways that all of us can harness the power of neuroplasticity to promote greater mental acuity and enhanced quality of life.”

*The Brain Boost* is grounded in cutting-edge research from the fields of cognitive science, neuropsychology and medicine to show that all of us have the potential to boost brain performance through various lifestyle behaviors. Filled with fascinating studies from explorations of the hippocampi of London taxi drivers to the role of the emotional tone of music in enhancing cognitive function in Alzheimer’s patients, *The Brain Boost* is a highly engaging window into the world of neuroplasticity. Early response to the book has been overwhelmingly positive; the book has been praised for distilling scientific research into practical every day tips to boost brain health. This book is an essential addition to the bookshelves of adults of any age interested in healthy longevity and cognitive health.

This book is the latest in Home Care Assistance’s award-winning [Healthy Longevity Book Series](#), designed to address the challenges facing our aging population and what we can do to ensure healthy and happy aging at home. Topics covered in the previous books include scientifically-based lifestyle choices to promote healthy longevity, best practices for providing quality care for an aging loved one in the home, hospital discharge and post-hospitalization care at home, understanding how the five senses evolve as we age, best practices in dementia care and well-researched tools to identify and remedy potential sleep disturbances.

For more information about Home Care Assistance and to find an office near you, please visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com) or call 1-866-454-8346.

## **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2014 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit [homecareassistance.com](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).