

# well-th & well-being

A PROJECT  
POWERED BY  HIGHTOWER



The Brain's Secret Superpower:  
Harnessing Neuroplasticity for Wellness

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There's an old saying: *"You can't teach an old dog new tricks."* It suggests that once people are older and set in their ways, it's difficult to teach them new skills or change their behavior. But we're here to debunk that myth. In reality, adults can "rewire" their brains by exposing themselves to new experiences that promote learning and adaptation.

Just like we need to exercise our bodies, we must also exercise our minds. Taking on new mental challenges helps ignite cognitive function and keep our brains sharp. A young adult's brain is still developing until their mid-to-late 20s. During this time, they're often gaining new experiences, learning career skills, becoming independent, traveling, and exploring new hobbies. They're also more likely to make mistakes as they navigate the uncharted territory of adulthood.

All of these experiences affect neuroplasticity, the brain's ability to grow and change over time. Stimuli from learning and social interaction help create new neurons and strengthen neural connections, which support memory, learning, and development.

However, as we age, we tend to experience less social interaction and fewer novel experiences. At the same time, signs of cognitive decline can begin to appear in middle age. That's why it becomes even more important to find ways to encourage neuroplasticity and keep our brains engaged. Below are a few recommendations on how to activate your brain:

#### 10 WAYS TO STIMULATE YOUR BRAIN AND SUPPORT NEUROPLASTICITY

- 01 Sign up for a class to learn a new skill
- 02 Put together a puzzle or try brainteasers on The New York Times Games website or app
- 03 Pick up a new book on a topic that interests you
- 04 Incorporate a new exercise into your routine, especially those that improve balance
- 05 Spend time with friends and family to stay socially connected
- 06 Plan a vacation to explore new environments and break routine
- 07 Use your non-dominant hand for simple tasks to challenge your brain
- 08 Practice mindfulness through meditation or breathing exercises
- 09 Eat brain-friendly meals, especially those rich in vitamin B and omega-3 fatty acids
- 10 Get high-quality sleep, which is essential for memory and cognitive repair



Supporting your cognitive health through these activities benefits more than just your brain—it also protects your financial well-being. As adults age, cognitive decline can impact financial literacy and decision-making. Common issues include forgetting to pay bills or overspending, which can put a lifetime of savings at risk.

For more insights, listen to the Keeping the Well in Well-thy podcast episode titled “Brain Play for Sharper Thinking.” In it, Dr. Cynthia Green—clinical psychologist, author, and President and Founder of Total Brain Health—discusses how poor brain health can lead to memory loss and disease, and shares strategies to keep our brains active and our lifespans longer.

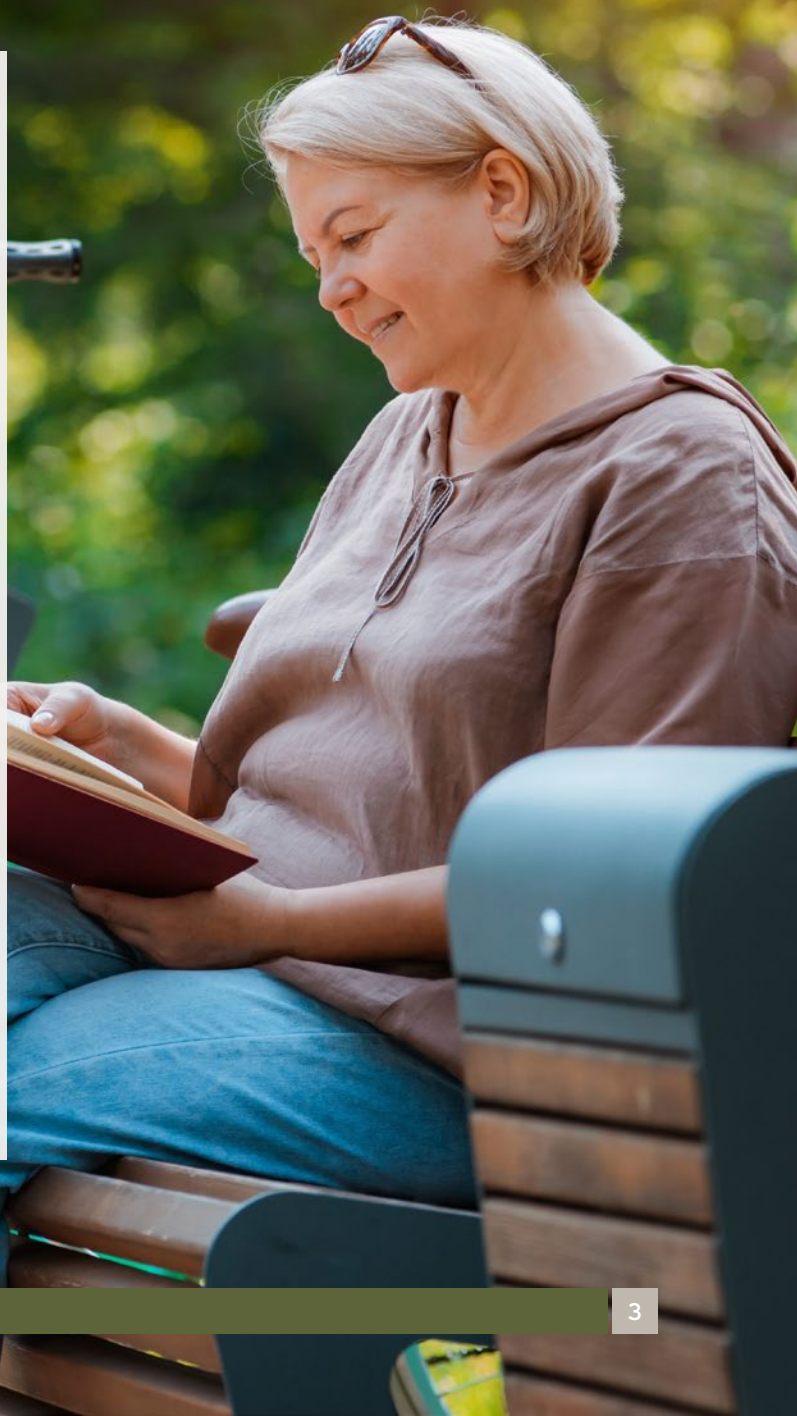


## TAKE IT FURTHER: LEARN, GROW, THRIVE

At our practice, we understand that staying mentally active and embracing new experiences not only strengthens your memory and decision-making skills, but also protects your financial independence.

That’s why we encourage you to embrace lifelong learning. Whether you’re acquiring new skills, planning for retirement, or navigating life’s transitions, we’re here to support you, intellectually and financially.

Our ultimate goal is to help you stay sharp, confident, and ready for whatever lies ahead.





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