

## Brain Bites - Become The Sculptor of Your Own Brain – September 2008

### Category – Cognitive fitness

We recently discovered an article in the Washington Post, that discussed the growing field of cognitive fitness.

The reporter presents a good overview of what is happening, but framed around a highly artificial choice for consumers that they EITHER:

- Do physical exercise, OR
- Take part in social interactions, OR
- Engage in mental exercise

Research supports a multi-pronged approach to cognitive health, featuring good nutrition, stress management, and both physical and mental exercise.

Brain Gym fits this need!

It is a holistic, multi-pronged, and multi-dimensional approach.

- It uses the physical body to stimulate, and create neurological pathways
- It can be done alone, in partners or in group - great for solo-entrepreneur, or in a boardroom or classroom,
- A self directed learner can use it to support their achievement; equally the entire family can participate!
- Brain Gym movements can be done individually or in specific combinations to achieve particular goals
- Can be done to shift general sense of wellbeing and attitude AND/OR work on very specific needs, goals and outcomes!
- In Brain Gym, we know the importance good nutrition serves as the building blocks for a healthy body and brain -- especially the requirement of hydration.

#### Figuring Water Needs by Body Weight

Weight divided by 3 = Number of ounces  
# of ounces divided by 8 = Number of glasses per day  
i.e., 144 lbs divided by 3 = 48 ounces  
48 ounces divided by 8 = 6 glasses per day

Brain Gym is interactive and there is no equipment necessary. It augments fitness levels, body awareness, core strengthening, deepening of the breath and overall relaxation, improved energy levels, mental clarity, emotional balance...it's like going to the spa!!

With the advances in understanding Neuroplasticity - the ability of the brain to rewire itself through experience, **YOU CAN BECOME the sculptor of your own brain with Brain Gym!**

Jill Hewlett and Sharon Todd are both Educational Kinesiologists and Licensed Brain Gym Trainers. Their company, Brain Works Global Inc., trains clients on how to maximize their learning potential while working in conjunction with their individual goals.

They provide keynotes, in house training, and sponsored events to a wide range of organizations and the community. For more information go to [www.brainworksglobal.com](http://www.brainworksglobal.com) or call 905.830.6902.