



MAYFAIR ENTERPRISES, INC.

EdenPines

ASSISTED LIVING FOR THE MEMORY IMPAIRED



summer
2001



Eden Pines is managed by
Mayfair Management, Inc.
15064 Carrollton Blvd.
Carrollton, Virginia 23314
757-238-8686
web: www.mayfairedengroup.com
email: info@mayfairedengroup.com

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Scientists Zero In on Enzyme at Work in Alzheimer's Disease

Experiments to determine what causes the destructive plaques of Alzheimer's Disease (AD), provide new evidence that the culprit is a recently identified enzyme, BACE1.

According to this latest report, the enzyme BACE1 begins the process that snips a protein in the brain, forming beta amyloid protein fragments that come together to make AD plaques. The intensifying focus on BACE1 enzyme has important implications for treatment of people with AD, suggesting that a drug could be developed to inactivate BACE1 to prevent the buildup of beta amyloid in the human brain.

The findings are described in the March 2001 issue of *Nature Neuroscience*. The research is reported by

doctors at The Johns Hopkins University School of Medicine and by scientists at CIPHERgen Biosystems, Inc. The National Institute on Aging (NIA), the Adler Foundation, and the Bristol-Myers Squibb Foundation supported the research.

AD is caused by a complex cascade of events taking place over many years inside the brain. A major focus of the study has been the process by which beta amyloid accumulates in the brain to form the plaques, which interfere with communications among neurons or brain cells. One

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MARK YOUR CALENDARS

National Assisted Living Week
"Sharing the Wisdom
of Generations"
September 9 - 15

Look for upcoming events
to celebrate the week at
each of our Eden Pines
Assisted Living Centers

LOCATIONS:

Eden Pines Petersburg
550 Flank Road
Petersburg, Virginia 23805
Phone: 804-861-4358

Eden Pines Hampton
1034 Topping Lane
Hampton, Virginia 23666
Phone: 757-826-5415

Eden Pines Hagerstown
310 Cameo Drive
Hagerstown, Maryland 21740
Phone: 301-766-9202



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• • Our Goals • •

We are here to
serve individuals
who need
assistance
because they
are no longer
willing or able to
live at home

Advocates are working to ensure
funding for Alzheimer's research
and securing resources to help
families pay for the costs of health
and long-term care.



intense area of research, addressed in today's findings, examines how a the brain protein is cleaved by enzymes to release beta amyloid fragments.

This new finding shows that BACE1 is indeed the major player in neurons.

"This study marks another important step in our understanding of the etiology of AD, of how abnormal proteins are processed in the brain as the disease develops," says Creighton H. Phelps, Ph.D., director of the NIA's Alzheimer's Disease Centers Program. "Further research is needed to determine the relationship between the deposition of amyloid and changes in brain function. But with information such as this, we are one step closer to defining targets for treatment that might prevent the deposition of toxic beta amyloid in the brain." Scientists are hoping that preventing or reducing buildup of beta amyloid plaques will prevent clinical signs of the disease, such as loss of cognitive function and memory, in patients.

For general information on aging, visit the NIA web site at www.nih.gov/nia or call 1-800-222-2225.

Alzheimer's Advocacy: The Future is Now

The National Alzheimer's Association is calling on caregivers and those with the disease to consider being advocates to educate legislators and lawmakers about what is urgently needed for people with Alzheimer's Disease. The association believes that caregivers and those with the disease make great advocates because of their passion

and experience. Advocates are working with local, state and federal government to ensure funding for Alzheimer's research and securing resources to help families pay for the costs of health and long-term care. If you are interested in becoming an Alzheimer advocate, call the Public Policy office in Washington, D.C. at (202) 393-7737, or visit the advocacy section of the Alzheimer's Association's web site at www.alz.org/involved/advocacy/how.

The Right Décor for Dementia

When entering a dementia or Alzheimer's care environment, keep in mind that the interior design and layout might not be what you would choose for yourself.

The use of color is always a focus in the interior design of any room, however its main purpose in a memory impairment environment is to assist the resident to function maximally within that environment.

Floor coverings should be one color throughout for easier transition from room to room and surface to surface. Other objects should be in colors that contrast to floor and walls such as counter tops, toilet, and furniture, making them easier to see and to use.

Art should be rich in colors and the images need to be well defined. Pictures should be singular, such as one house, one vintage car, or one animal, and the image should be the main focal point of the print. Wall art subject matter should be chosen to stimulate a pleasant memory. Placement is important; pictures should not be grouped unless they are of the same subject matter with no more than three images in a group.

The purpose of special design within an Alzheimer's care environment should always be to create a pleasing, yet safe and functional interior for its residents.



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Make Time For Fun

University of Washington researchers have found that as people with dementia lose the ability to do daily tasks, they become increasingly depressed. The researchers said that increasing pleasant activities helped to alleviate this depression. Enjoyable activities helped improve mood, reduce disruptive behavior and provided a sense of accomplishment. The activities also relieved caregiver stress. The most commonly identified pleasant activities in this research included:

- Being outside
- Reading or listening to stories
- Having meals with family and friends
- Eating snacks
- Brushing or combing hair
- Watching birds or animals
- Exercising or walking
- Recalling or discussing past events



Increasing pleasant activity
helps dementia patients
alleviate depression.

stress of constant caregiving, and a little time to recharge their batteries. Whether it's for a week or more, we're close by and loved ones will be cared for in a clean, beautiful facility with regular nutritious meals. And families will have peace of mind, knowing their loved one is receiving the best possible care. Our respite program is on a space available basis, but we invite caregivers to call us at 1-877-799-8686 or call any of our facilities for more information.

Mayfair Management opens its first combo Independent/Assisted Living Facility

This year, Mayfair Management will open a new facility, Mayfair Strasburg, in Strasburg, Virginia. This facility combines an Independent Living Wing with an Assisted Living Wing, and is the first facility with an independent living component for Mayfair Management. "We are seeing a need to offer this type of facility to seniors, and we are responding to that need," said Larry Goldman, president of Mayfair Management.

Moving can be stressful for anyone, but for seniors moving really takes its toll. And multiple moves only add more stress for seniors and should be avoided if possible. Mayfair Strasburg allows seniors to "age in place." Goldman says, "By that we mean once a senior moves into Mayfair Strasburg, they can stay here, even as they find they need more care."

Mayfair Strasburg offers independent living, assisted living and intensive assisted living. So residents can have peace of mind knowing they will be cared for in the same home even as their health needs increase.

Caregivers Need and Deserve a Break

OUR RESPITE CARE PROGRAM CAN HELP

In addition to residential assisted living, Eden Pines offers Respite Care for families who need a well-deserved break. Caring for an aging loved one who is memory impaired is often stressful. Caregivers need a break from the responsibility, relief from the



Eden Pines offers Respite Care for families who need a well-deserved break.

•• Our Goals ••

We treat our residents as individuals because each person comes to us with a different background and a different need



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Corporate Headquarters 15064 Carrollton Blvd. Carrollton, Virginia 23314



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• • Our Goals • •

We help our residents have a good quality of life by helping them to stay physically and mentally active.



*Because sometimes
caregivers need time to
take care of themselves too.*

At Eden Pines, we know how hard it is to care for a loved one 24 hours a day. How draining it can be. And how important it is to have time to do something for yourself. When you need a break, whether it's one night, a week or more, Eden Pine's respite care program can help. We're

conveniently close in a clean, beautiful facility where your loved one will receive his or her medication, regular nutritious meals, and the care that will keep you both comfortable.

Call, or better yet, come visit us at Eden Pines. We can help you take care of your loved one. And yourself.



Assisted Living for the Memory Impaired

R E S P I T E C A R E

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