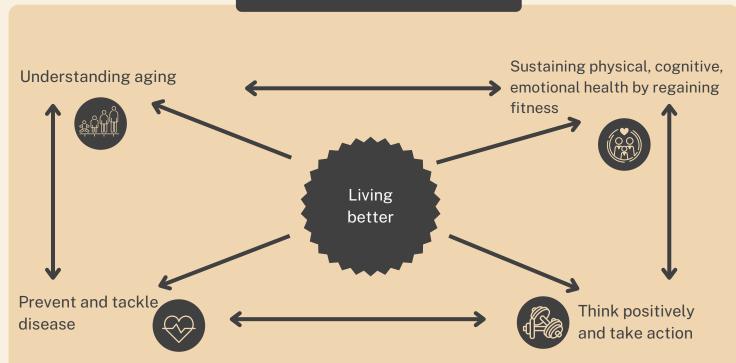
IS IT ALL ABOUT THE

Longevity?



When we think about a long life we imagine living in blue zones where average life span is into the 100's but how much do we think about how important our health span is?

WHAT IS BEHIND LONGEVITY



LIVING BETTER Working on how you feel YOURSELF PEOPLE FOOD, SLEEP, EXERCISE LIFE FORCE

UNDERSTANDING AGING The Optimal Ageing Programme shows you can reduce the fitness gap at any point and reach the best possible rate of decline The turning point The fitness gap The onset of heart failure The level required to get to the toilet on time Age

PHYSICAL, MENTAL AND COGNITIVE HEALTH Blue zones are the areas of the world with the highest numbers of centennials per 10,000 new-borns **ት** ት ት ት ት ት ት Okinawa, Japan **ለ**ተለተለተለ Sardinia, Italy Nicoya, Costa Rica **ተ** Loma Lina, California Icaria, Greece

KEEPING OUR HEALTH SPAN

What the blue zones have in common is sustaining health span therefore living longer and better. Focusing attention on each of these

