

**RELEASE OF DEMENTIA DISEASE AWARENESS VIDEOS FOR
WORLD ALZHEIMER'S DAY, SEPTEMBER 21**

**“LEARNING HELPS US TO BE KIND”
LIFE GOES ON: NO WAY ITS NOT HERE / TIMESLIP**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today on World Alzheimer’s Day, that it has released two dementia awareness videos, “Life Goes On: No Way It’s Not Here” and “Life Goes On: Timeslip”, on its dementia information website “Sodan.e-65.net”, which are intended to deepen the understanding of dementia.

With the rapidly aging population, it is predicted that by 2025, one in five people over the age of 65 in Japan will suffer from dementia,¹ and dementia is now something that is familiar to everyone. However, concern regarding dementia varies greatly among individuals, and misunderstandings and assumptions surrounding dementia create a negative image.

Symptoms of dementia vary depending on the individual and the disease type that causes it, but the first step toward relieving anxiety of the patient is for others around them to understand their thoughts and the reason behind their symptoms, and to dispel any misunderstandings or assumptions.

The two videos were produced based on the concept of "learning helps us to be kind", with the aim of realizing well-being for people with dementia and their families by deepening the world's understanding of the disease.



Life Goes On: No Way It’s Not Here

A mother frustratedly searches for her missing purse. From there, the story of a mother and a daughter begins. This story depicts a daughter’s realization of the insecurity behind her mother’s frustration, from both perspectives.

Life Goes On: Timeslip

A mother who thinks the young helper is a student from her past, and a helper who acts the part throughout their conversations. This is the story of a daughter who realizes her mother’s true feelings while watching the interactions between her mother and the helper.

https://sodan.e-65.net/special/lifegoeson_movie/
(Japanese only)

The dementia information site "Sodan.e-65.net" provides information for everyone living with dementia, including types and causes of dementia, information on diagnosis and treatment that people should know before going to a doctor, support systems and consultation centers to support those involved with dementia, measures to maintain and improve cognitive functions, care methods, and personal experiences.

In addition to the "Dementia Consultation Navigator," which allows users to search for medical institutions that provide consultation and treatment for dementia, the site also features "Brepacise" (brain performance + exercise), a dual-task exercise program that stimulates both the body and brain.

Please see <https://sodan.e-65.net/> for the details. (Japanese only)

Eisai will continue to contribute to realize a Dementia Inclusive Society not only through disease awareness activities, but also by building a dementia ecosystem via collaboration with local governments and other industries.

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[Notes to Editors]

1. About World Alzheimer's Day

In 1994, Alzheimer's Disease International, in collaboration with the World Health Organization, established September 21 every year as "World Alzheimer's Day" to raise awareness of dementia. In addition, since 2012, September has been designated as "World Alzheimer's Month," and various efforts are being made around the world. In Japan, non-profit organization Alzheimer's Association Japan has been conducting activities such as creating posters and leaflets to promote understanding of dementia.

¹. Ministry of Health, Labour and Welfare, Comprehensive Strategy to Accelerate Dementia Measures (New Orange Plan)

https://www.mhlw.go.jp/file/06-Seisakujouhou-12300000-Roukenkyoku/nop1-2_3.pdf (Japanese only)