

**RELEASE OF DEMENTIA DISEASE AWARENESS VIDEO FOR WORLD
ALZHEIMER'S MONTH
“TODAY FOR TOMORROW”: A DOCUMENTARY OF SIX MONTHS FOLLOWING
THE CURRENT STATE OF DEMENTIA
“LEARNING HELPS US TO BE KIND”**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that as part of its disease awareness activities for World Alzheimer’s Month, it has released a documentary video portraying the daily life of people living with dementia, “Life Goes On 2024: Today For Tomorrow” on the [dedicated website*](#) and [YouTube](#).

It is predicted that by 2025, one in five people over the age of 65 in Japan will have dementia,¹ making it a prevalent disease that anyone could suffer from. The Basic Act on Dementia came into effect last January, with the aim of realizing an inclusive society in which people with dementia can live safe lives. The first step toward relieving the anxieties of people living with dementia is for others around them to understand their thoughts and the reason behind their symptoms, and to dispel any misunderstandings or assumptions.

Since fiscal 2022, Eisai has produced videos based on the concept of “learning helps us to be kind”, with the aim of realizing a society where people with dementia and their families can live with peace of mind, by deepening society’s understanding of the disease.

In fiscal 2022, “Life Goes On: No Way It’s Not Here” and “Life Goes On: Timeslip” were released, which depict daily life from the perspective of a mother diagnosed with dementia and her daughter, and in fiscal 2023, “Life Goes On 2023: Two Memories, One Story” was released, which tells the story of a married couple accepting life with dementia and moving forward. Inquiries from more than 150 local governments, such as requests to use the videos at events, have been received.

This year’s video showcases the everyday lives and true-to-life experiences of people living with dementia, filmed over a period of six months at a work-oriented caregiving facility in the suburbs of Tokyo.

Today For Tomorrow





There are many ways to live with dementia.
 Everyone is different, and there are many different ways to live.
 This is true whether we live with dementia or not.
 There are things we want and don't want to do.
 Who said it's the end of the world if you get dementia?
 Who decided that "you mustn't" or "you can't"?
 Neither yesterday, nor tomorrow.
 Everyone is living "today".
 It's 2024, and we are living with "the dementia of today".

This video can be viewed* at https://patients.eisai.jp/special/lifegoeson_movie/

Further, the dedicated website features a talk between journalist Yuko Ando, whose views on dementia changed dramatically when her own mother was diagnosed, and Shuji Mizuno, a person living with dementia who features in the documentary video. The discussion, with the theme of "what matters to me today", focused mainly on daily life routines and changes in the perception of dementia.



Eisai will continue to contribute to the realization of a dementia-inclusive society through the further promotion of dementia awareness activities.

* In Japanese only

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)

Media Inquiries:

Public Relations Department,

Eisai Co., Ltd.

+81-(0)3-3817-5120

[Notes to Editors]

1. World Alzheimer's Month

Alzheimer's disease is the most common cause of dementia in the elderly, and a progressive brain disease first described in 1906 by German physician Dr. Alzheimer. In 1994, Alzheimer's Disease International (ADI) in collaboration with the World Health Organization (WHO) designated September 21 each year as World Alzheimer's Day, and has been conducting dementia awareness activities around this day.

Additionally, since 2012, September has been designated World Alzheimer's Month, with various initiatives being conducted worldwide. In Japan, Alzheimer's Association Japan (Public Interest Incorporated Association) is conducting activities, including creating posters and leaflets, to promote a better understanding of dementia.

2. "Today For Tomorrow" Outdoor Advertisement Campaign

For 15 days, from September 16 to September 30, exclusively campaign poster advertisements will be displayed throughout an entire train on the Marunouchi Line of the Tokyo Metro.

