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Keeping One's Brain 'Forever Young'

Anova Senior Kare owner discusses Brain Fitness on Forever Young TV.

By [Aranya Tomseth](#)

November 1, 2007

Great Falls resident Jim Luce will be featured on Fairfax County's cable TV segment "Forever Young" this month, discussing a product that is designed to help people hold on to their youth longer. However, in this case, the product is focused on keeping the mind "forever young."

"As we get older our brains slow down," said Luce, who runs Great Falls-based business Anova Senior Kare, an in-home assisted living service. "This program was designed by scientists to help us focus, and it has been shown through tests that if you complete the whole program, it improves your cognitive capabilities by 10 years."

The "Brain Fitness Program" was designed by neuroscientist Dr. Michael Merzenich, and consists of a series of computer-based exercises. The program uses six listening exercises that are performed on a computer. There is no typing involved, and no prior computer experience is necessary, as users only need to know how to operate and click a mouse. The program also calibrates itself to the individual skill level of the person participating in the exercises. Regular use can range from 15 minutes a day, to as much time as one likes. However, for maximum benefit, it is recommended that the 40-hour program be completed within three months.

"I tried to do it the way they recommend which is five days a week, for an hour a day," said McLean resident Brenda Blisk, founder and CEO of Blisk Financial Group in McLean. "These brain games are very interesting, and the better you do the harder they make it, so it's always pushing you to do better and it will back off if you're having a bad day so to speak — it's really an interesting exercise."

Luce said the concept behind Brain Fitness is far removed from what he was taught growing up.

"Historically, when I went to school, I was taught that we are born with 'x' number of brain cells, and that once you lose them, that's it — they're gone," said Luce. "But what the scientists have found, is that we can actually grow new brain cells for as long as we live."

LUCE IS LICENSED to sell the Brain Fitness program through his Anova Senior Kare business, but Luce said thus far, members of the Baby Boomer generation have been far more interested in the program than his more elderly clients.

"We've had more success with Baby Boomers and children of the seniors that we're serving," said Luce. "We've had a lot of interest from people who are retiring but don't want to slow down."

Brenda Blisk is Luce's financial planner and decided to buy the program after finding out about it from him. Describing herself as "50-plus," Blisk said she was amazed by her experience using Brain Fitness.

"It is absolutely fascinating," said Blisk. "I'm what you would call a lifelong learner, so the science

Air Times

Anova Senior Kare owner Jim Luce will discuss "Brain Fitness Options" on Forever Young TV during the following times:

Fairfax Cox Cable Channel 10, Verizon FiOS Channel 10

- Monday, Nov. 5 at 3 p.m.

- Sunday, Nov. 11 at 7:30 a.m.

- Sunday, Nov. 11 at 9:30 p.m.

The show will also run on Arlington Cable Channel 69, Verizon FiOS Channel 38, and Montgomery Cable Channel 21.



Contributed

Great Falls resident James Luce will be featured on Forever Young TV this month.

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behind how our brains really work and how these games work on different parts of your brain is absolutely fascinating to me. I think I had a 92 percent improvement in my brain processing speed, which is amazing."

Blisk's husband, daughter and mother-in-law all tried out the program as well, and Blisk said her mother-in-law — who has Parkinson's Disease — felt that the program really improved her hearing capabilities.

"She felt that it did help her," said Blisk. "A lot of your brain works off of hearing, so people do say that the program improves their hearing."

Blisk said she thinks the program is most suited for people in their late 30s and older.

"You reach your brain capacity in your mid-30s, so anybody who is past their mid-30s is sort of going on the downhill side," said Blisk. "So it helps bring you back to as close to that as you can. It's really interesting because I had no idea that our mid-30s is sort of our peak, or when you're able to absorb the most information and have the most recall."

THIS WILL BE the second time that Luce has appeared on Forever Young TV, which is cable channel 10 in Fairfax County. The show is dedicated to providing quality of life programming for seniors and retirees. Luce said he jumped at the chance to discuss Brain Fitness on Forever Young TV because it falls in nicely with Anova Senior Kare's mission.

"It kind of fits with our whole theme, which is that we're trying to do what we can to help seniors stay at home for as long as they can," said Luce.

For more information on Anova Senior Kare, visit www.anovask.com. For more information on the Brain Fitness Program, visit www.positscience.com. For more information on Forever Young TV, visit www.foreveryoungtv.org.

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