

7 Foods For Dramatically Boosting Your Memory

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Introduction

Your memory starts to shrink as early as age 35 and it shrinks .5% a year. That means by the time you are 55 years old, it has already **shrunk a whopping 10%!!**

In this day and age of toxic pollution, processed foods, overwhelming stress and an obesity epidemic, that shrinkage gets accelerated.

Fix your memory naturally with the right foods.

Diet plays a key role in supporting your brain and your memory. Scientists have discovered that eating certain foods can either erode your memory or grow it. In this book, you'll learn:

- Which foods to avoid at all costs.
- Which foods actually help grow your memory.
- Which foods have been proven to help prevent Alzheimer's disease.
- How to take your brain health and memory to the next level to be better than it has ever been.

After spending a year struggling with my own memory problems, I found that certain foods were the key to improving my memory.

I hope that after reading this book, you will quickly see how just simple shifts in your diet can boost your overall brain health and memory.

A handwritten signature in blue ink, appearing to read 'Julia', with a large, stylized loop at the end.

Julia Lundstrom, Neuroscience and brain health specialist

Simple Smart Science



About The Author

Julia Lundstrom, Neuroscience and Brain Health Educator

Founder of Simple Smart Science

Julia Lundstrom's passion for memory and brain health started when her beloved aunt got Alzheimer's and couldn't remember her or her own kids after just 2 years.

in 2013, she started on a mission to help 1 million people make a measurable improvement in their memories.

Over 113,000 have attended her workshops, and countless others have listened to her speak on stages, podcasts, and interviews. She has over 45,000 copies of her book: **The Brain Owners Owner's Manual: 3 Simple Solutions to Quickly Boosting Your Memory** in print.

7 Foods to Dramatically Improve Your Memory

When you think of food, you probably think of that **dreaded four-letter word: DIET.**

Or maybe you think of fuel for your body... Or a source of happiness (or frustration!) in your life.

What you probably *don't* think of is a powerful influence that **affects your emotions, your personality, your health, the quality and quantity of your memories,** and even WHO you are as a person...

But surprise: What you eat directly impacts all of the above.

This may sound hard to believe, but it's true. Let me explain...

Your Brain: A Calorie Hungry Machine



Your brain represents only 2 - 4% of your total body mass, which is about 2 - 4 pounds for the average person. However, your brain also consumes about 20% of all the energy from your food.

I'll say that again: **Your brain consumes 20% of the food energy you consume.**

Plus, the **type of fuel** you give your brain through food and supplements has a **critical influence** on how you think, feel and experience life.

You—and your entire human experience—actually ARE what you eat.

As our supporting neurologist, Dr. Majid Fotuhi put it: *What you eat will re-shape your brain... for better or for worse.*

We need to put our brains first when it comes to improving our health and happiness.

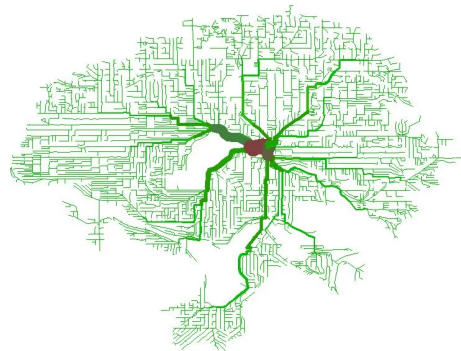
Which nutrients does my brain need... And how much?

There are certain nutrients your brain absolutely needs, there are some you can consume in higher doses to increase performance... and some nutrients your body absolutely doesn't want.

Let's start with what your brain absolutely needs each day: Fuel.

To function properly and consistently repair cells, your brain needs the energy you get from food. This is a no-brainer (ha ha, pun intended).

However, if you go on an extreme, long term calorie restricting diet, not only are you restricting the fuel you're giving your body – you're also **restricting the fuel you're giving your brain.**



Why is this dangerous?

While your intentions may be in the right place, you may effectively be starving your brain, which leads to brain fog, mood swings, anxiety, slower and more difficult learning, feeling unmotivated, etc.

And most dangerously, malnutrition over prolonged periods can even physically shrink your brain.

In the short term, fasting for a period of no more than 5 days, actually can boost the stem cell production in your brain and help grow your brain, but that is ONLY for short term fasts.

Long Term Calorie restrictive diets are NOT the way to go.

Let's say you're on a strict calorie restrictive diet that limits you to 70% of the actual caloric fuel you (and your brain) need on an average day. This means you're not getting 30% of the vitamins, minerals and energy you need just to operate at baseline... which equates to about 6% direct malnutrition to your *brain*.

Here's an example of what this feels like:

Day 1: You wake up and eat a small (hopefully) healthy breakfast with a vegetable, a small fruit smoothie and an egg. By mid-morning you're hungry again, but you're determined to lose this weight and your willpower is strong. (Grrrr!)

By the time lunch rolls around, you're a little on edge and have been unusually short with your co-workers. You decide a light chicken salad is just what you need. This boost of energy spikes your insulin levels, which turns on the dopamine receptors in your brain, and you immediately feel much better. (Ahh...)

However, the small "healthy" salad wasn't enough to sustain you for very long; and because you were depleted coming into lunch, your body burns through that salad VERY quickly.



By 3:00 pm, you're absolutely starving again. You have an annoying headache and are struggling through the same tasks you normally breeze through every day. But darn it, you're DETERMINED to lose that weight so you're sticking with it. You want to feel proud of yourself, right?

By the time you get home, you have one thought on your mind: FOOD!

You're flat out grumpy and not interested in your family's usual dinnertime stories about the day because—why can't they understand?!— You don't have energy for their chatter. You just need to eat.

You allow yourself to have a small but “healthy” dinner of fish and asparagus, which calms you for another two hours, and eventually you lumber off to bed early instead of spending time with your family... because if you're sleeping, you won't be thinking about food.

However your mind is still awake, so you toss and turn with frustration for the next couple hours. When you finally get to sleep, it's a long, bumpy ride through the night as hunger keeps knocking you awake.

Day 2: The next morning, you roll out of bed feeling groggy and tired, with less willpower than the day before. Frankly, you just don't feel like talking to anyone right now.

You have that morning smoothie and an egg, and today you double your cup of coffee to help curb the cravings. However two hours later, the caffeine spike wears off and your head is pounding like a hammer.

Your willpower is now officially down to around 40% of peak state... and the doughnuts someone brought into work suddenly developed voices that are calling your name... Loudly and repeatedly.

Justification swoops in: You've been eating well, so just one little treat won't hurt, right?

After the sugar rush passes, you're feeling worse than ever. With your willpower in the red zone, you stuff your face at dinner... and figure you'll just start over tomorrow.

Sound familiar?

It's called setting yourself up for failure.

We've all been there. Starving your brain makes you angry, short tempered, dull and emotional. And frankly, it never gets you to your goal.

Do you know where the willpower comes from to stick with a healthy practice? It comes from feeding your brain the ***right fuel in the right amounts to stay strong.***

First, Start With What to Remove From Your Diet

If you want to improve your memory, it is just as important to REMOVE certain foods that are memory killers as it is to ADD certain foods that are scientifically proven to boost your memory.

Let's look at the foods to remove first.

#1 Food (To Remove) For A Better Memory



I want to focus on one particular killer that is extremely dangerous for your brain: Sugar.

WebMD even asks the question: "[Is sugar worse for you than say, cocaine?](#)"

When up to 80% of all foods we can buy in a grocery store contain sugar, it can feel like a losing battle.

Not only is sugar proven to be highly addictive—meaning the more you eat, the more you *want* to eat—we’re finding that over time, sugar can contribute to the shrinking of your hippocampus (the memory sector of your brain), which is a hallmark symptom of memory problems.

How Does Sugar Affect Your Memory?

Research out of the University of California, Los Angeles, suggests that sugar forms free radicals in the brain and compromises the nerve cells' ability to communicate. This can have serious repercussions in how well we remember instructions, process ideas, and manage our moods, says Fernando Gómez-Pinilla, Ph.D., author of the UCLA study.

In the short term, you've probably seen how sugar can mess with your emotions and adrenaline surges, a.k.a.: the stress hormone.

So something to consider:

Your memory issues may NOT be age-related. It might be what you’re eating.



What happens when you eat sugar?

When you eat sugar, your insulin spikes, which briefly increases your dopamine levels. (Think of dopamine as the “happy chemical.”) For a short period, you feel happy and energized... perhaps a little hyper.

But this high quickly wears off (i.e. NOT a stable source of energy), and eventually you come crashing down. This familiar "sugar crash" produces the stress chemical *adrenaline*, which can leave you feeling anxious, moody, exhausted and even depressed in the aftermath.

How MUCH sugar is safe?

The [USDA recommends](#) staying under 10 teaspoons (40 grams) of added sugar a day. This is about the equivalent of a bagel or one cup of your typical non-fat yogurt—which has a tendency to be surprisingly high in sugar. (Check the label of the yogurt in your fridge and see what I mean.)

Now don't worry: This daily sugar limit doesn't include natural fruit and vegetable sugars in their pure forms like an apple.

But DO avoid those mocha lattes at all costs.

My Movie Recommendation:

To learn more about the effects of sugar on your brain and body, I highly recommend watching [That Sugar Film](#), a documentary available on iTunes. In the vein of *Supersize Me*, this film follows a man who doesn't normally eat added sugar... who then experiments with eating nothing but processed foods for 60 days, including popular products with added sugars that are marketed to be "good for you". (Think low calorie foods.)

The results are alarming. Check it out on your next movie night.

We also know though countless studies that **obesity, high cholesterol and diabetes can shrink the size and performance of your brain.**

So if you want to cut the risk of memory loss, the first and fastest thing you can do is educate yourself on brain-healthy foods vs brain-shrinking foods— and **immediately remove the dangerous foods from your diet.**

#2 Food (To Remove) For A Better Memory



Salt can be a big culprit, mainly due to excess. Salt is an essential mineral we need to survive, however the USDA recommendation is just 1,500 mg a day. The average American eats 3,400 mg/day, primarily because our culture tends to consume a lot of processed and packaged foods. These are the worst when it comes to unknowingly consuming extremely unhealthy doses of salt—which by the way, also increases your risk of stroke.

#3 Food (To Remove) For A Better Memory



Trans fats are also dangerous to brain health. Typical trans fats are often found in fried foods, margarine, shortening, non-dairy creamers, ice cream, cake mixes, microwave popcorn, ground beef, frozen dinners, cookies and crackers.

Now for the good stuff...

7 Foods to Dramatically Improve Your Memory

#1 Food For a Better Memory

For this one, I have to address the topic of vegetarian or vegan diets... Well I'm not going to take up the argument about whether you should or shouldn't go that route. But, the first food you want to ADD to your diet is vitamin B-12, and it is primarily found in meat, fish and dairy products. B-12 is CRITICAL to brain health. (B-12 is also found in dirt, but I don't plan on eating dirt anytime soon.) So, if you're a vegan or a vegetarian, plan on some supplementing with B-12.

Why is B-12 so important?

B-12 helps transform the food you eat into the usable energy form your body and brain need to perform.

Interestingly, up to **40% of older adults have B-12 deficiencies**, which leads to mental foggiess and memory problems.

B-12 deficiency can also lead to other devastating but common conditions, including [depression](#), [anxiety](#), [confusion](#), [disorientation](#), hallucinations, and [schizophrenia](#).

Eventually, long-term B12 deficiency can lead to permanent nerve and brain damage, brain atrophy, dementia and [Alzheimer's](#).

(There is tons of research on this topic—[Click here](#) to see more references about B-12 and the brain.)



#2 Food For A Better Memory

To boost your memory, mood and cognition, you want to focus on a "healthy brain" diet.

This involves eating foods that support the growth of new brain cells, as well as taking a quality daily supplement with the *right* quantities of specific nutrients, to give your brain the building blocks it needs to stay sharp.

One of these nutrients is called **DHA**, found in Omega 3 fatty acids, which helps reduce inflammation in the brain.



DHA also gives a huge boost to improve your brain health— including the quality of your memory and cognition.

Many researchers have found that people with behavioral problems, children with ADHD and people suffering from Alzheimer's disease have lower than normal DHA levels.

For example, in Gothenburg, Sweden, scientists conducted a study on over 9,000 students. They found that children who ate one serving of fish per week (a great source of DHA) did 15% better than students who ate less than one serving of fish per week.

I recommend you aim for 500 mg -1,000 mg of DHA each day through your food and/or supplementation.

#3 Food For A Better Memory



This one is really a no-brainer... [Coconut oil](#).

[Coconut oil](#) actually shows promise as an effective Alzheimer's treatment in and of itself. A recent [University of Oxford study](#) suggested that Alzheimer's and dementia patients have indeed seen short-term benefits resulting from its use.

This research supports the theory that ketones, which are byproducts of the breakdown of fats in the body, play an important role in brain health. The idea is that by boosting ketones, found in coconut oil, we can improve cognitive function.

#4 Food For A Better Memory



Nuts. Nuts are very important and they don't get enough credit. They have all the good fat that we need and are very anti-inflammatory.

I love having my handful of nuts at snack time, yes, with full salt. I cook almost every meal and never eat processed foods, so I'm not worried about my salt intake that is a food that can have a big negative impact on your memory.

The thing about nuts, is that because they have a very high fat content, which is very good for you. BUT is high in calories so stick with just a small handful a every day.

#5 Food For A Better Memory



Berries, like strawberries, blueberries - which are truly superfood that you should eat at least a few times a week, if not every day, cherries, raspberries, blackberries, black currants...

One exciting research development: a study at Ohio State University found that [black raspberries](#) reduce the incidence of certain cancers in animals by 50 percent.

#6 Food For A Better Memory



Olive oil is another great one. I like cooking with olive oil when I'm not using coconut oil.

Everyone warns about the bad side of cheap olive oil, so even though I haven't seen any studies on this myself, I usually go for the higher quality, Greek olive oil. Besides, it tastes better.

#7 Food For A Better Memory



My personal favorite - dark chocolate. You want to stick with 75%+ dark chocolate. I treat myself with 20 grams a day, which is about 2 squares every day (sometimes a little more) :)

This last one is really about the **Best Diets For Memory & Learning.**

As an overall eating style packed with healthy brain foods, most scientists recommend the [Mediterranean diet](#) as a great plan to give your body and brain the best quality foods, even if you're trying to lose weight.



Need motivation? Here's a fun fact for you:

Those who follow a healthy diet combined with exercise have a whopping 65% LOWER chance of getting Alzheimer's disease.

Here's a Good List of More Delicious Brain-Healthy Foods:

Eggs

Garlic

Peas

Blueberries

Green Tea

Kale

Turmeric

Fatty Fish like salmon, trout, mackerel, herring, sardines

Tomatoes

Pumpkin Seeds

Blackcurrants

Broccoli

Sage

This is obviously not a complete list, but it is a good start!

All of these foods are great for children and adults; for studying, improving memory, and just feeling great all-around.

Warning! A “Healthy Diet” Is Not Enough...

No matter how carefully you choose brain-healthy foods, one thing to understand is that it’s almost impossible to get all the daily vitamins and minerals you need from food alone these days.

Why?



Today’s food contains a fraction of the nutrients it used have just 50 years ago. For instance, today’s tomatoes contain about 50% less nutritional value than the tomatoes our grandparents ate.

I consider myself a very healthy person—and very educated on this topic—but I still test my nutritional intake twice a year to prove how much I can get from food alone.

Here's what I do:

Every six months, I measure ALL of my food intake for two weeks, down to the micro-nutrient level.

(Luckily, there are many free apps and websites today that will help you track this. Two of my favorites are [Cronometer](#) if you’re looking for a great food-tracking app, or there are lots of websites with a quick search).

Now here’s what I've found every time:

No matter how hard I work to vary my diet, I always end up short on my metals, such as iron, copper, zinc and magnesium. I also end up short on my B vitamins and Vitamin E.

That's where I supplement. But, not all supplements are created equal.

Learn about how to choose supplements, as well as 3 other habits to avoid that are destroying your memory on the next page.

Your Brain Diet Starts Today!

If you want to see how the right foods and supplements really DO affect your mood, memory and cognition, try tracking your food intake for the next two weeks—starting today—to find out what you need to add or subtract from your diet.

(Use one of the free apps I mentioned above, or whichever service you like best.)

To your precious memories,

A handwritten signature in dark ink, appearing to read 'Julia', is positioned within a light gray rectangular box.

Julia Lundstrom, Neuroscience and brain health specialist

PS: I'd love to hear about YOUR experience when you try eating for optimum brain health. Shoot me an email at julial@simplesmartscience.com and let us know your experience.

Congrats On Taking The 1st Step to Improving Your Memory

Food is an important first piece in improving your overall memory.

But, there are 3 more critical pieces to getting the superior memory, and the intellect and confidence that comes with it, that you want.

Find out what these 3 pieces are and how you can go from a poor or average memory to having a memory like you are 20 years younger in 30 days or less.

Join the other 113,000 people who have already shaved 20 years off of their memory in our How to Improve Your Memory In 30 Days or Less Workshop.

Yes! Let Me In!

"Thank you so much for your wonderful impacted knowledge. It was amazing. I thought that all hope for my memory was lost. The training has giving me more life. I can now live longer than I expected because I was so depressed. But am now cueing in every day with good memories. Thank you. "

Eucharis K., Toronto, Canada