

LET'S BECOME
TOO *fit*
TO *fall.*

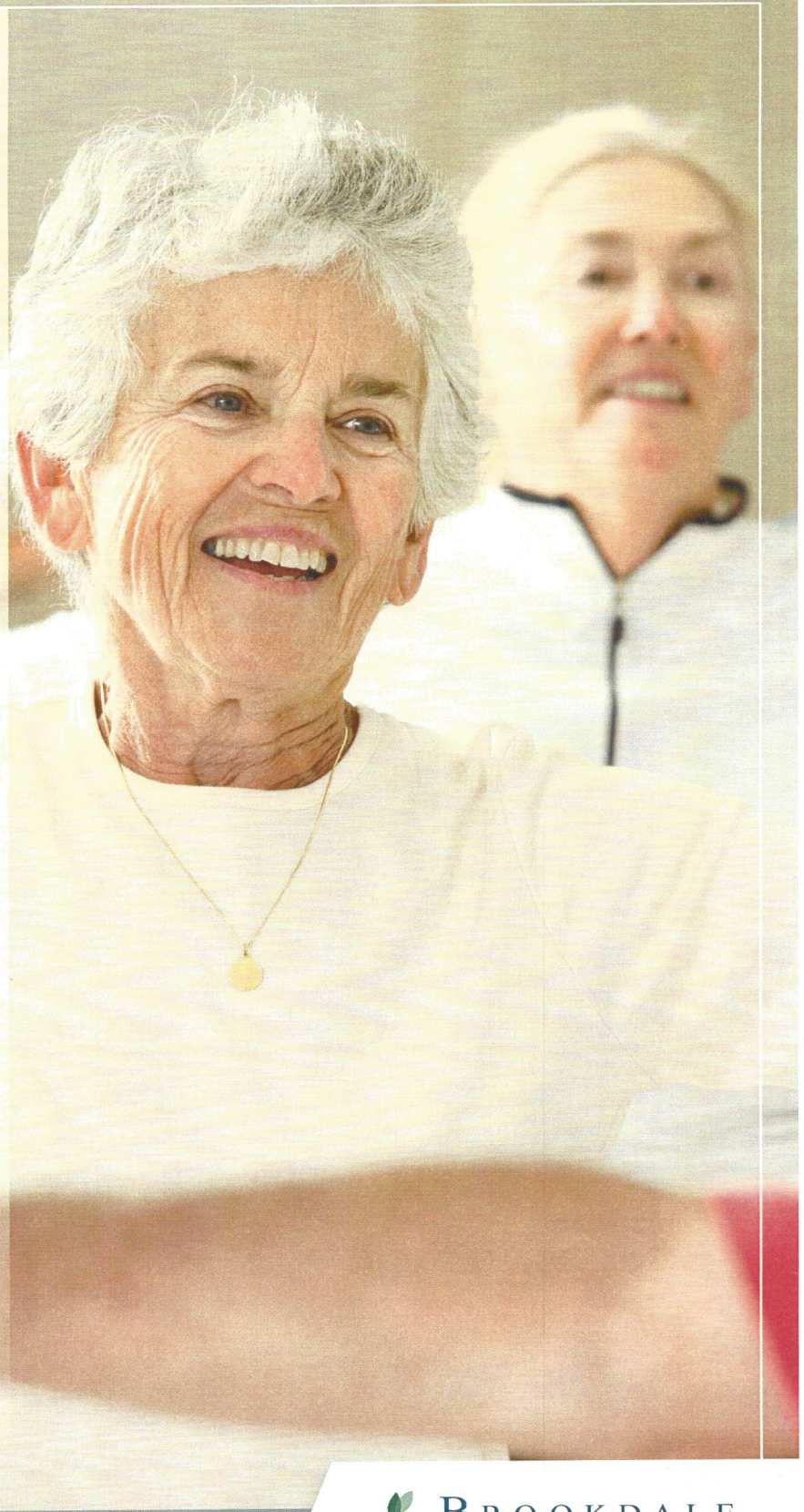
*You can always build
stronger muscles.*

Every year, millions of Americans over age 65 fall and suffer varying degrees of injury. But did you know that falls are largely preventable? A loss of balance is often associated with the loss of muscle mass that so many seniors experience after age 60. That's where strength training comes in.

Call us today at 1-888-305-4854.

We cordially invite you and a guest to join us for a free Brookdale B-Fit class.

*Senior and Stronger means
staying healthier longer.*



BROOKDALE
— SENIOR LIVING SOLUTIONS —
ALL THE PLACES LIFE CAN GO™

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Let's build strength
TOGETHER.

Join us May 27 for a live B-Fit strength training webcast, and learn the basics of building strong muscles from a B-fit expert.

The webcast is expected to attract an unprecedented Brookdale crowd.

Wednesday, May, 27
2:30 p.m. CST

Call us today at 1-888-305-4854.

*To register, go
to brookdale.com.*



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It's not just what it does for
THEIR BODY.

It's what it does for
THEIR BRAIN.

Brookdale is making house calls to seniors to give them the smartest reason yet to take up weight training.

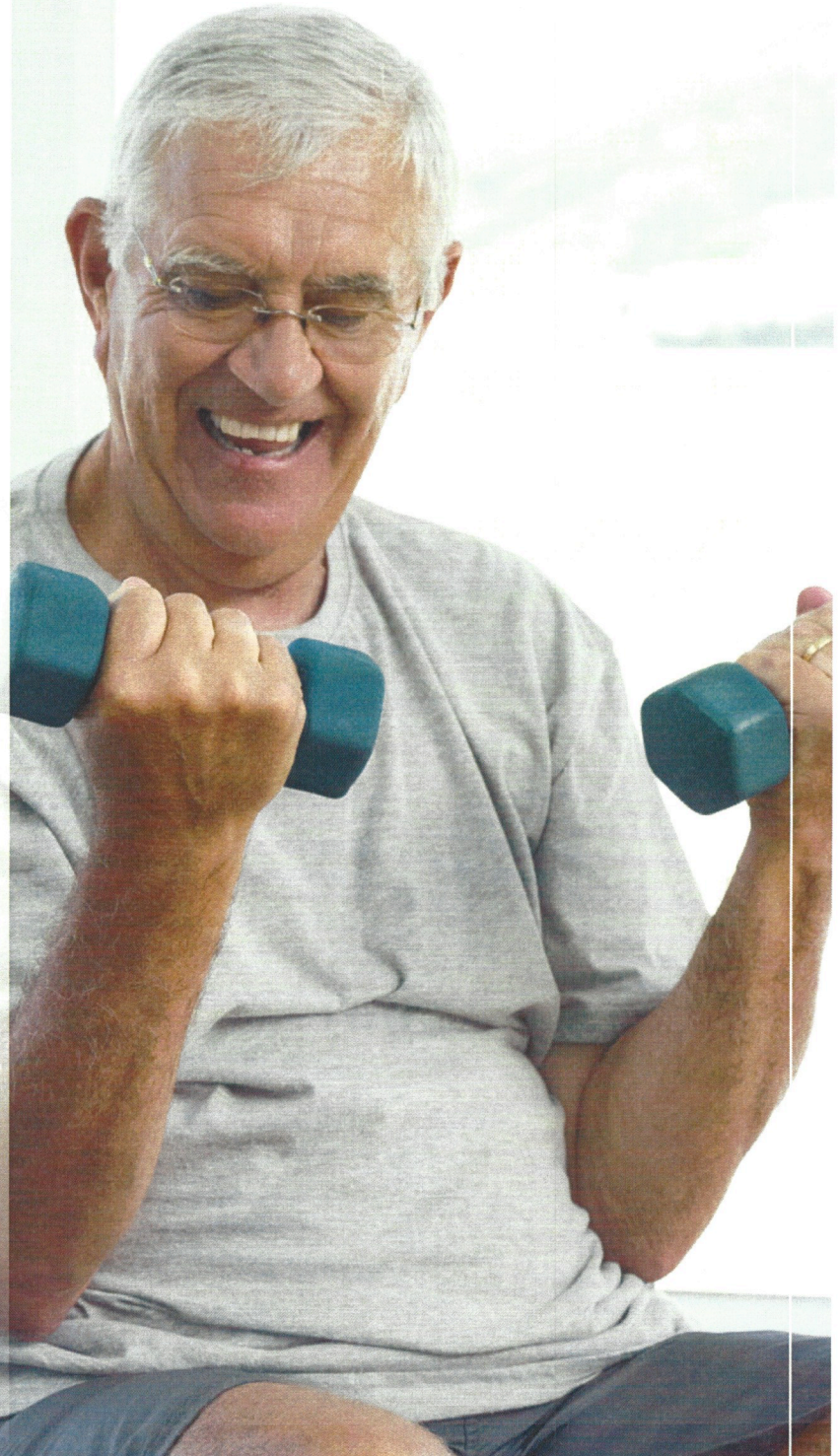
Building and maintaining strong muscle is key to healthy aging and continued mental strength. Plus, it's critical for seniors to be able to maintain their independence. So we're offering complimentary Senior and Stronger home visits to older men and women across the country.

Our wellness experts will fan out across cities in America to serve as the eyes, ears and voice of physicians like you who know the serious physical and mental dangers associated with losing muscle. As your partner in health, we hope to educate seniors about the importance of building and maintaining muscle through strength training, which helps reduce falls, joint pain and type 2 diabetes.

Ours will be a free service to help those you care for learn how to better care for themselves. Let us look in on your at-risk patients. Our mission is to help your patients realize that Senior and Stronger means staying healthier longer.

Call 1-888-305-4854 to find out more about how we can assist the patients in your care.

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*It's not just how it
will shape your body.*

It's how it will strengthen
YOUR MIND.

*You'll never think about weight
training the same way again.*

You may know the many physical benefits of weight training. The fact that it can build muscle, reduce joint pain, help control type 2 diabetes and reduce your risk of falling. But did you know strength exercise can improve brain function as well? That's why we're fanning out across America to speak with senior men and women and tell them the good news.

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