



THE ALZHEIMER'S MYSTERY

1 x 52

Beta Digital M&E 16/9 Ratio
English & French versions

By the year 2000, an estimated 100 million people around the world will be afflicted with Alzheimer's disease. There are already four million Alzheimer's sufferers in the United States, one million in Japan, and three million in Europe, 20% of the world's over-80 population is stricken with the disease. And as the global population grows increasingly older, the number of Alzheimer's cases is expected to rise at an exponential rate, touching anywhere from 160 to 200 million people by the year 2030.

From Rita Hayworth to Ronald Reagan and boxer Sugar Ray Robinson, public figures suffering from premature senile dementia have helped to make the general public more aware of the devastating disease.

First identified in 1906 by German physician Alois Alzheimer, the disease is still in many ways a medical mystery, even though it has been researched extensively. The anticipated increase in life expectancies will mean new and extremely difficult problems for public health care systems in industrialized countries.

"The Alzheimer's Mystery" tells both the social and medical story of a devastating disease that may one day be detected as early as conception.

Available for English-Speaking territories

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