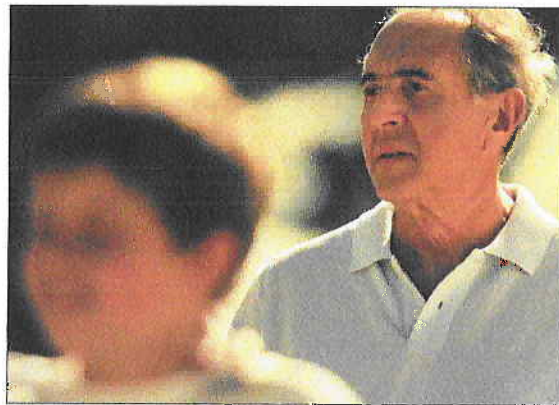




**WOMAN VO:**

Dad had been repeating things and



acting disoriented for awhile...

like something was stealing him away from us.



We wanted to be there for him...



to hold on to him.



**Woman VO:**  
We'd been noticing Mom



acting forgetful and confused...



...like she was  
drifting away.



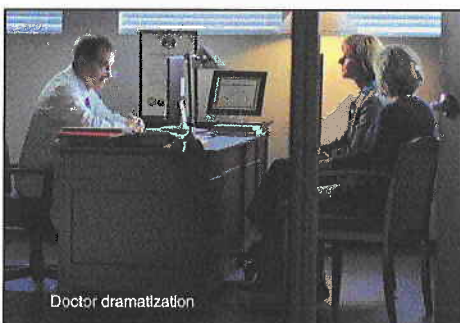
We wanted to  
be there for her...



... to hold on to her.



**Woman VO:**  
Mom's doctor said  
her symptoms



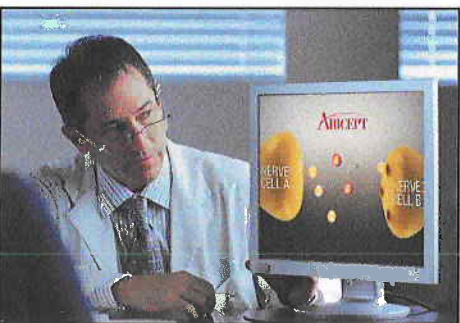
were signs of Alzheimer's,  
a type of dementia



and that prescription



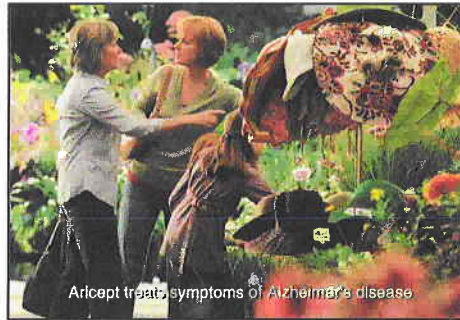
Aricept could help.



It's thought Aricept  
may reduce the breakdown  
of a vital chemical in  
the brain.

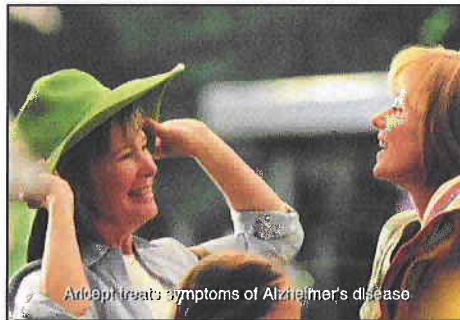
Studies showed Aricept...



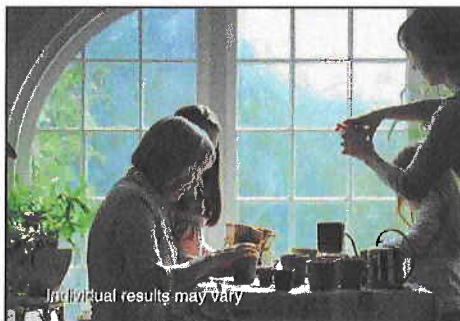


**Woman VO:**

...slows the progression  
of Alzheimer's symptoms.



It improves cognition and slows  
the decline of overall function.



**AVO:**

Aricept is well tolerated but  
not for everyone.



People at risk for stomach  
ulcers or who take certain other  
medicines should tell their doctors



because serious stomach  
problems, such as bleeding,  
may get worse.

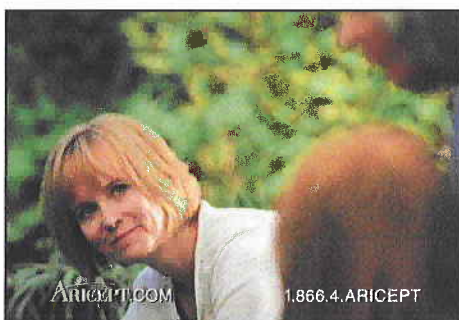
ARICEPT.COM

1.888.4.ARICEPT



**AVO:**

Some people may experience fainting. Some people may have nausea, vomiting, diarrhea, bruising or not sleep well.



Some people may have muscle cramps or loss of appetite or may feel tired. In studies these were usually mild and temporary.



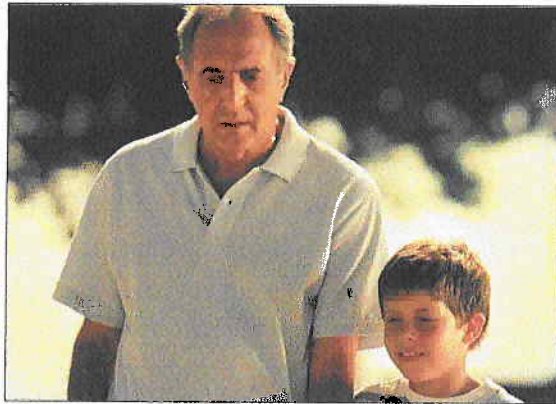
**Woman VO:**

If it helps Mom be more like herself longer, that's everything to us.

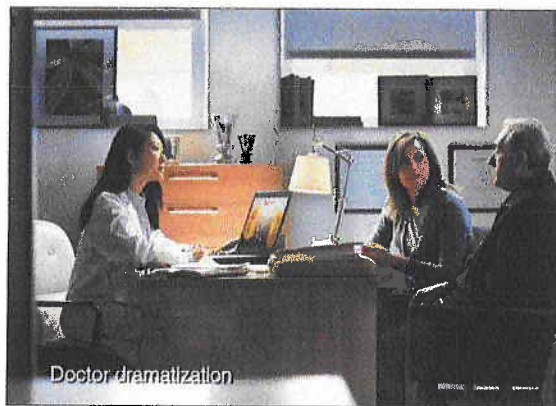


**AVO:**

Don't wait.  
Talk to your doctor  
about Aricept.



**WOMAN VO:**  
Dad's doctor said  
his symptoms



were signs of Alzheimer's,  
a type of dementia,

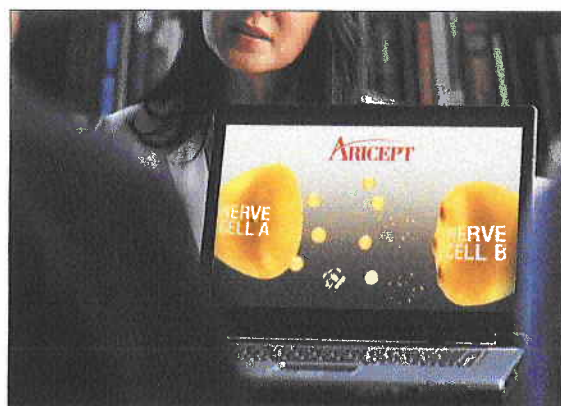


and that prescription

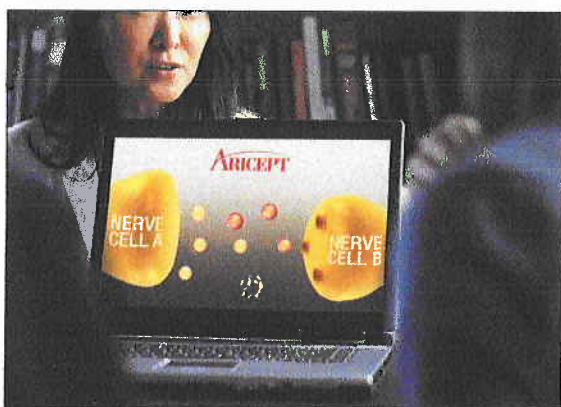


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It improves cognition and slows  
the decline of overall function.



**AVO:**  
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not for everyone. People at  
risk for stomach ulcers or who  
take certain other medicines  
should tell their doctors  
because serious stomach  
problems, such as bleeding,  
may get worse.

See our ad in More

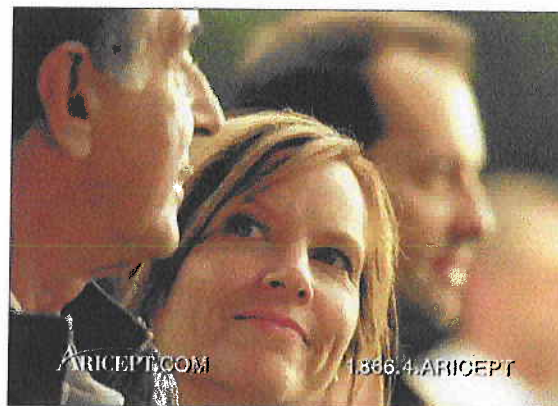


**AVO:**

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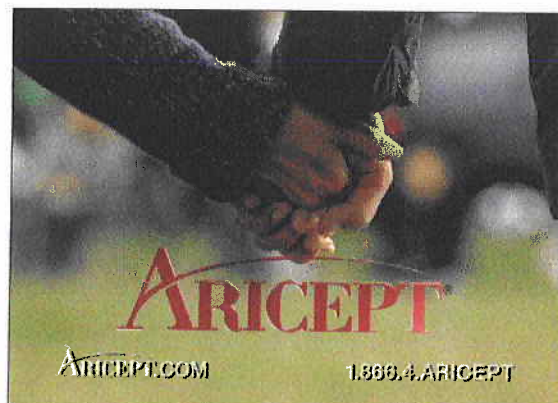


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**WOMAN VO:**

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**AVO:**

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