We Got Game

Claire Herring and Gemma Brooks saw a void in the marketplace for a product to help people boost their brainpower, so they created DaisyBrains.com.

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We felt that there was a void in the market for a product that focused on brain training specifically geared toward women. Women are being diagnosed with various forms of dementia (including Alzheimer's disease) at a rate of three to one when compared with men. And, during hormonal changes, women often complain about memory loss. DaisyBrains.com was developed to exercise different areas of the brain and provide tips on things that people can do to maintain health. But the DaisyBrains.com community also boasts a large number of men.

Personally, we complete brain exercises each and every day. Gemma likes to tackle the brain exercises as soon as she wakes up to get her morning started. I prefer to do mine in the middle of the day.

As a result, we both feel that we have improved in areas of concentration, memory and deductive reasoning. That's why we're confident that DaisyBrains.com can help other people too.

—As told to Real Health

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http://beta.docker.realhealthmag.com/article/boost-your-brainpower-24042-1840