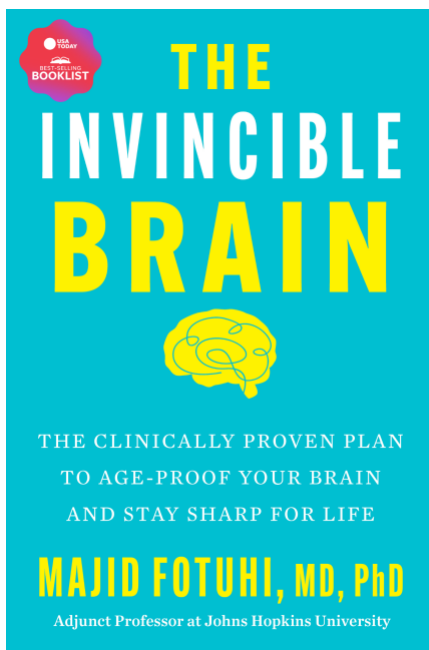

THE INVINCIBLE BRAIN

The Clinically Proven Plan to Age-Proof Your Brain and Stay Sharp for Life

Endorsed by Sanjay Gupta, MD; David Perlmutter, MD; and more (see below)
by Dr. Majid Fotuhi



Did you know that in just 12 weeks, you can prevent and reverse cognitive decline, boost memory, and enhance mental sharpness at any age? In the new book [The Invincible Brain: The Clinically Proven Plan to Age-Proof Your Brain and Stay Sharp for Life \(March 3, 2026 // Harper Wave\)](#), Dr. Majid Fotuhi, MD, PhD, world-renowned neurologist and adjunct professor at Johns Hopkins, unveils a groundbreaking glimpse into the remarkable, resilient brain, and offers a science-backed plan to unlock its true potential.

Dr. Fotuhi is leading the charge in revolutionizing how we understand human intelligence, brain health, and age-related cognitive decline. Supported by over 35 years of original research, *The Invincible Brain* demonstrates how targeted lifestyle changes can prevent, treat, and even reverse the effects of early Alzheimer's disease, dementia, ADHD, concussions, and other neurological issues.

Dr. Fotuhi's 12-week program is backed by extraordinary clinical results, published in peer-reviewed scientific journals, showing that *more than 80%* of patients achieve exceptional improvements in memory, focus, and other cognitive functions. In elderly patients with mild cognitive impairment, MRIs show a 3% increase in the volume of the hippocampus, the key brain region for learning and memory.

This actionable guide provides a step-by-step formula for unlocking your brain's hidden potential, building resilience, and maximizing mental acuity at any age. In this book, you'll discover:

- **The Five Pillars of Brain Health:** The most essential strategies to optimize fitness, sleep, nutrition, mindset, and brain training for lifelong cognitive vitality.
- **A New Understanding of Alzheimer's:** The truth about dementia and Alzheimer's, including the latest in testing and treatment.
- **Customizable Brain Exercises:** Fun, scalable techniques to enhance memory, problem-solving, and focus.
- **A Brain-Boosting Diet Plan:** A nutrient-rich plan that can reduce markers of Alzheimer's disease and keep your brain up to 18 years younger.

- **Stress Management Tools:** DIY biofeedback and mindfulness practices that can boost heart rate variability to build a calmer and more resilient brain.
- **Sleep Optimization Techniques:** Proven methods to boost deep sleep for overnight brain detoxification and renewal.

The Invincible Brain delivers everything you need to empower your brain to thrive—in as little as 12 weeks. Your smarter, sharper future begins now.

About the Author



Dr. Majid Fotuhi earned his PhD in Neuroscience from Johns Hopkins University in 1992 and his Medical Degree from Harvard Medical School in 1997. Currently, he serves as an adjunct professor at the Mind/Brain Institute at Johns Hopkins University, while also teaching at George Washington University and Harvard Medical School. With 37 years of experience in teaching, clinical practice, and neuroscience research, Dr. Fotuhi has pioneered a multidisciplinary approach to enhancing brain vitality and cognitive performance at any age. His groundbreaking “Brain Fitness Program” combines a comprehensive baseline “Brain Portfolio” assessment with 12 bi-weekly brain training sessions. This program targets lifestyle optimization and cognitive stimulation to improve memory, focus, and overall brain health. Dr. Fotuhi’s program has delivered measurable success for patients dealing with memory loss due to aging, concussions, and ADHD, as documented in several peer-reviewed journals. He is also the author of three books, including the highly acclaimed *Boost Your Brain: The New Art and Science Behind Enhanced Brain Performance*. Recognized

as one of the leading experts in memory and successful aging, Dr. Fotuhi has delivered lectures at academic institutions and major organizations in over 20 countries – including a TEDx presentation in the Philippines. Passionate about sharing the latest discoveries in the field of brain rehabilitation and neuroplasticity, he has been featured in interviews with more than 50 prominent media outlets in the United States and around the globe.

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The Clinically Proven Plan to Age-Proof Your Brain and Stay Sharp for Life

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Advance Praise for *THE INVINCIBLE BRAIN*

"Majid Fotuhi has firmly established himself as one of the most important voices in the country when it comes to Alzheimer's disease. Like so many others, I have called him with my own questions. Now we all get to benefit from his wisdom through his wonderful new book. Mental

decline is one of our biggest fears, but Dr Fotuhi provides a necessary dose of reassurance and empowerment."

-Sanjay Gupta MD, Neurosurgeon, Emory, Chief Medical Correspondent, CNN

"The Invincible Brain is a powerful reminder that we are not prisoners of our genetics. Dr. Fotuhi brilliantly shows how science, lifestyle, and purpose converge to give us the ability to rebuild, rewire, and rejuvenate our brains at any age. His 12-week program is a science-based plan to make your brain unstoppable!"

-David Perlmutter, MD, author #1 New York Times bestseller, Grain Brain and Brain Defenders

"The Invincible Brain is one of the most empowering books on brain health I've read. Dr. Fotuhi convincingly shows that memory loss and cognitive decline are not destiny—and that the brain can grow stronger at any age. This is science-backed optimism done right."

— Robert Lufkin, MD, New York Times bestselling author, Lies I Taught in Medical School

"What Dr. Fotuhi teaches has given me new enthusiasm for life: I now feel confident about my memory and brain performance. My energy and attitude toward brain aging are supercharged! You're not bound to the brain your birthday says you should have. With Dr. Fotuhi's advice, a bigger, younger brain is yours for the taking." — Michael F. Roizen, M.D., former Chief Wellness Officer at Cleveland Clinic, co-founder of RealAge, and author of YOU: The Owner's Manual

"Want to grow a bigger brain, improve your memory, and save your brain from premature aging? Follow Dr. Fotuhi's advice. I do!" — Jean Carper, bestselling author of Stop Aging Now!

"Emerging evidence suggests that brain health and performance can be enhanced by specific lifestyle choices and simple interventions. If you want to think more clearly and effectively—now and as you age—Dr. Fotuhi has the guidance you need." — Barbara S. Slusher, Ph.D., professor of neurology, psychiatry, and neuroscience at Johns Hopkins School of Medicine

"Being a six-time USA Memory Champion and having boosted my brain from normalcy to champion status, I can say that Dr. Fotuhi touches on all the important keys to developing a healthy, powerful brain." — Nelson Dellis, six-time USA Memory

Dr. Fotuhi gives us the WHY and then the HOW to a program of total Brain Fitness that will help you be sharp and stay that way!!! Read this book to age gracefully and with vigor!! — John J. Ratey, M.D., Associate Clinical Professor of Psychiatry at Harvard Medical School, and

author of the international bestseller Spark: The Revolutionary New Science of Exercise and the Brain.

Q&A with Dr. Majid Fotuhi, author of *THE INVINCIBLE BRAIN*

- **You've said that Alzheimer's and dementia are largely preventable. What are the key modifiable factors that research shows could stop many of these cases?**

Compelling scientific research (summarized in my book) has shown that many poor lifestyle habits such as poor sleep, eating sugary junk food, high stress and anxiety, and low physical activity contribute to shrinkage in the brain with aging – which then lead to cognitive decline and Alzheimer's disease. This brain atrophy can be reversed through lifestyle routines that focus on the five pillars of brain health:

- Better Fitness
- Brain-healthy nutrition
- Quality sleep
- Mindset
- Brain training

- **What first inspired your passion for brain health and Alzheimer's prevention? Was there a personal or professional turning point?**

My passion grew from seeing patients improve far beyond their expectations. Many older patients who came to see me with concern for Alzheimer's disease ended up memorizing a list of 100 items, had more energy, and felt younger. Many of them hugged me and said: "Dr. Fotuhi, you saved my life." Those experiences convinced me that the brain can heal and grow at any age, and that we can indeed slow or even reverse age-associated cognitive decline and early stages of Alzheimer's disease.

- **You've said Alzheimer's is often over-diagnosed. What's being misinterpreted, and what are the conditions most often mistaken for it?**

Many people diagnosed with Alzheimer's actually suffer from brain atrophy due to a soup of reversible and treatable problems which include sleep apnea, insomnia, depression, obesity, diabetes, vascular disease, or anxiety. Unfortunately, many physicians don't appreciate the contribution of these conditions to the memory loss in their patients and prematurely jump to a diagnosis of Alzheimer's disease. The result can be catastrophic, as many of these patients become isolated and their cognitive decline accelerates.

In my practice, I always treated the treatable component of the medical conditions of my patients and provided them with coaching on how to improve the five pillars of their brain health. As a result, more than 80% of them had remarkable improvements in their cognitive functions.

- **How do you define “mild cognitive impairment,” and how does it differ from dementia or true Alzheimer’s disease?**

Mild cognitive impairment (MCI) is a transitional stage where memory or focus problems are noticeable but daily activities remain intact. MCI is considered to be between age-associated memory decline and Alzheimer’s disease. With the right interventions, many people with MCI can stabilize or even reverse their symptoms.

- **Your data show that patients with Mild Cognitive Impairment grew their hippocampus by 3% in 12 weeks. Can you explain what that means - and how it’s possible for the brain to grow younger?**

Hippocampus is a thumb-sized brain structure (near your ears) that is critical for learning and memory. This brain structure shrinks by about 1% per year after age 50, and more so in people with multiple risk factors. In my study, patients with MCI who completed my 12-week program improved their memory, and in about half of them, MRIs showed that their hippocampal volume had increased by 3%. In other words, their brain had become about 3 years younger in 12 weeks.

Through my research studies and the extensive review of the literature for more than 20 years, I had come to appreciate that the five pillars of brain health each can increase the size of the hippocampus. So I decided to combine the interventions that target all these pillars into one comprehensive program to see the highest degree of brain growth in a short period of time. As I had expected, many of my patients experienced a reversal of their brain atrophy, and actually grew their hippocampus volume.

- **You’ve helped patients with ADHD, concussion, and memory loss see measurable improvements. What do these results reveal about the brain’s capacity to heal itself?**

These conditions all respond to combined interventions that boost five pillars of brain health. At a cellular level, better diet, exercise, sleep, mindset, and brain training increase the number of synaptic connections in the brain, enhance blood flow, improve the waste-management system in the brain, and reduce inflammation. The combination of these interventions make your brain slightly larger, but significantly healthier and stronger. This is called neuroplasticity, which is our brain’s ability to heal, rewire, and grow at any age.

- **You’ve said “practice makes cortex.” What does that mean, and how does repetition reshape the brain?**

Cortex is a thick layer of cells that covers your whole brain, like a blanket. The cortical areas in front or back of your brain contribute to your different cognitive abilities such as reading, writing, typing, solving problems, doing your taxes, and advancing in your career.

Like hippocampus, cortex has an amazing degree of malleability. It has a great deal of plasticity. It can grow in size. When you challenge your brain with activities that push you out of your comfort zone and make you keep trying until you improve and get better at something, such as playing golf, cooking, learning a new language, or playing a new sport, you push your cortex (and your hippocampus) to have more synapses, more blood flow, and more connections. Your practices literally grow your cortex and hippocampus, literally.

Just like when your muscles grow larger when you challenge them with heavier weights, your cortex and hippocampus grow larger (and become stronger) the more you challenge them.

- **Many people still see intelligence as fixed. How does your research challenge that belief, and what role does neuroplasticity play in lifelong learning?**

Neuroplasticity shows that your brain can continue forming new connections and grow throughout life. The more connections you build in different parts of your cortex and hippocampus, the smarter you get. In contrast, if you don't challenge your brain on a regular basis, your brain capacity would not expand; it will shrink with aging. This means intelligence isn't fixed—it's constantly being molded by our environment, habits, challenges, and experiences.

- **You write that intelligence is 30% genetic and 70% environmental. What does that mean for people who feel they “just aren't smart”?**

With exercise, brain challenges, good sleep, and a healthy diet, anyone can enhance their cognitive abilities and mental sharpness. Every person can become one notch smarter, at any age.

Each of us has some innate talents and some acquired talents. This means we may be naturally good in some cognitive domains, and not so much in others. But we know for a fact that every person has the capacity to grow their cortex and hippocampus and become smarter in areas which did not come to them easily. For example, a student with not much innate talent to play the piano but who practices playing the piano daily would perform much better on a stage than another student who was born with a great ease to play the piano but who never practices.

- **You talk about the “Invincible Brain Mindset.” What is it and how can people start building one today?**

It's the belief that your brain can always improve, no matter your age or challenges. Your brain has a great deal of resilience and can grow and become stronger at any age. You build it by adopting daily habits that boost the five pillars of brain health.

- **Studies show that having a sense of purpose can reduce the risk of dementia. Why is meaning so powerful for the brain?**

Having a sense of purpose activates brain networks tied to motivation and emotional resilience while reducing stress. People who feel their life has meaning tend to live longer, happier lives and are less likely to develop dementia. They can function well even if they have some burden of Alzheimer's disease in their brain, much better than those who lack a passion for their future.

- **If you could change one daily habit to protect your brain, what would it be and why?**

Exercise would be my top choice. It boosts blood flow, stimulates neuron growth, enhances memory, and protects against age-related decline more effectively than any pill. Better fitness is the fountain of youth. It is the best way you can grow your cortex and hippocampus, and reduce your risk for strokes, heart attacks, and Alzheimer's disease.

- **You say Alzheimer's is a "soup of problems," not one single disease process. How should that reshape the way we treat and prevent Alzheimer's?**

Alzheimer's involves a mix of vascular, inflammatory, and metabolic factors. A dozen medical conditions, all of which are treatable and preventable, can shrink your brain and cause Alzheimer's disease. This concept, if adopted by more physicians and health systems, can revolutionize our approach to treating this disease. We need to realize that Alzheimer's is not just a mysterious disease; it is a soup of problems. Thus the best approach is a multimodal approach that reduces the factors that usually shrink the brain and includes a focus on exercise, sleep, diet, mindset, and brain training.

- **How do exercise and sleep specifically influence brain aging, inflammation, and memory?**

Exercise increases blood flow to the brain, promotes generation of new neurons and synapses, reduces, and increases brain growth factors. Deep sleep clears toxins like amyloid through the brain's glymphatic system. Together, they rejuvenate memory and reduce inflammation.

- **You've developed a "Brain Fitness Program." How does it work, and what are the five pillars of brain health you emphasize?**

My 12-week Brain Fitness Program integrates five pillars of brain health—exercise, nutrition, sleep, mindset, and brain training. Each of these interventions can increase the

brain's vitality and function. When combined, they improve cognition, mood, and even brain volume in a short period of time.

- **Can lifestyle really outperform drugs when it comes to cognitive decline?**

Yes. Clinical studies show that lifestyle programs can match or exceed the benefits of new Alzheimer's drugs on cognitive tests—without the high cost or side effects.

- **Your research connects gut health, stress, and diet to brain performance. What are the biggest “brain foods” and the most dangerous “brain drains”?**

Leafy greens, berries, nuts, and omega-3 fats are top brain foods because they reduce inflammation, increase blood flow to the brain, and protect neurons. Processed foods, excess sugar, and chronic stress are the biggest brain drains. They are toxic to your neurons.

- **You've said sometimes the best thing for your brain is to do nothing. Why is boredom so essential for creativity and problem-solving?**

Moments of boredom activate the brain's default mode network, which links ideas and sparks creativity. Periods of “doing nothing” give your mind space to make new insights.

- **How can people train their brains to replace repetitive negative thoughts with positive ones?**

The first step is to have an “aha” moment that their repetitive negative thoughts (RNTs) CAN be stopped. They need to learn and appreciate that a change in their thinking pattern can free them from their RNTs. They need to change their mindset and take ownership of their problems, instead of blaming them on others.

Just like any other form of brain training (such as learning to play the piano), they need to practice replacing positive thoughts for RNTs, starting with 5-10 minutes a day and gradually increasing it most of the day. Like physical exercise, mental training can change the brain's wiring toward optimism.

- **You often ask patients, “What percent of your usual self are you today?” Why is that question so revealing, and how can we all use it to check in on our brain health?**

That question helps me understand how severe a person's cognitive issues are, or at least how they perceive the strength of their current cognitive capacity as compared to ten years earlier. This allows me to tailor the intensity of the coaching and interventions they need to receive in order to return to their baseline level of brain performance, and hopefully increase it further.

People can also decide for themselves how much they have declined, and then use that as a measure of how intensely they need to work on improving their cognitive capacity and risk for developing Alzheimer's disease in the future.