

# Aspirational Communications



**THEN...** Progressive, unstoppable, and irreversible problems with memory, thinking, communication, and behavior were widely but inaccurately considered a normal part of aging.



**NOW...** (thanks to research) Alzheimer's disease is recognized as a discrete health condition and basic research is fueling new drugs and other interventions for risk-reduction, prevention, detection, diagnosis, treatment, and cures.



**IMAGINE...**(thanks to research) Aging and cognitively thriving without the threat of dementia or Alzheimer's.

**Research is the solution to what ails us!**

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**THEN...** 130,000 new cases of HIV infection occurred annually in the U.S. during the peak of the AIDS epidemic in the 1980s, and most cases were fatal.



**NOW...** (thanks to research) The development of Highly Active Antiretroviral Therapy (HAART), revolutionized the battle against HIV/AIDS and transformed the virus from a death sentence to a manageable chronic condition.



**IMAGINE...**(thanks to research) A universal HIV vaccine and complete eradication of HIV/AIDS, worldwide.

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**THEN...** Prior to 1921, children who developed diabetes before the age of 10 often died within 2 months of their diagnosis.



**NOW...** (thanks to research) Type 1 diabetes is a manageable condition with regular use of insulin, and monitoring blood sugar, eating and exercise.



**IMAGINE...**(thanks to research) A cure for type 1 diabetes.

**Research is the solution to what ails us!**