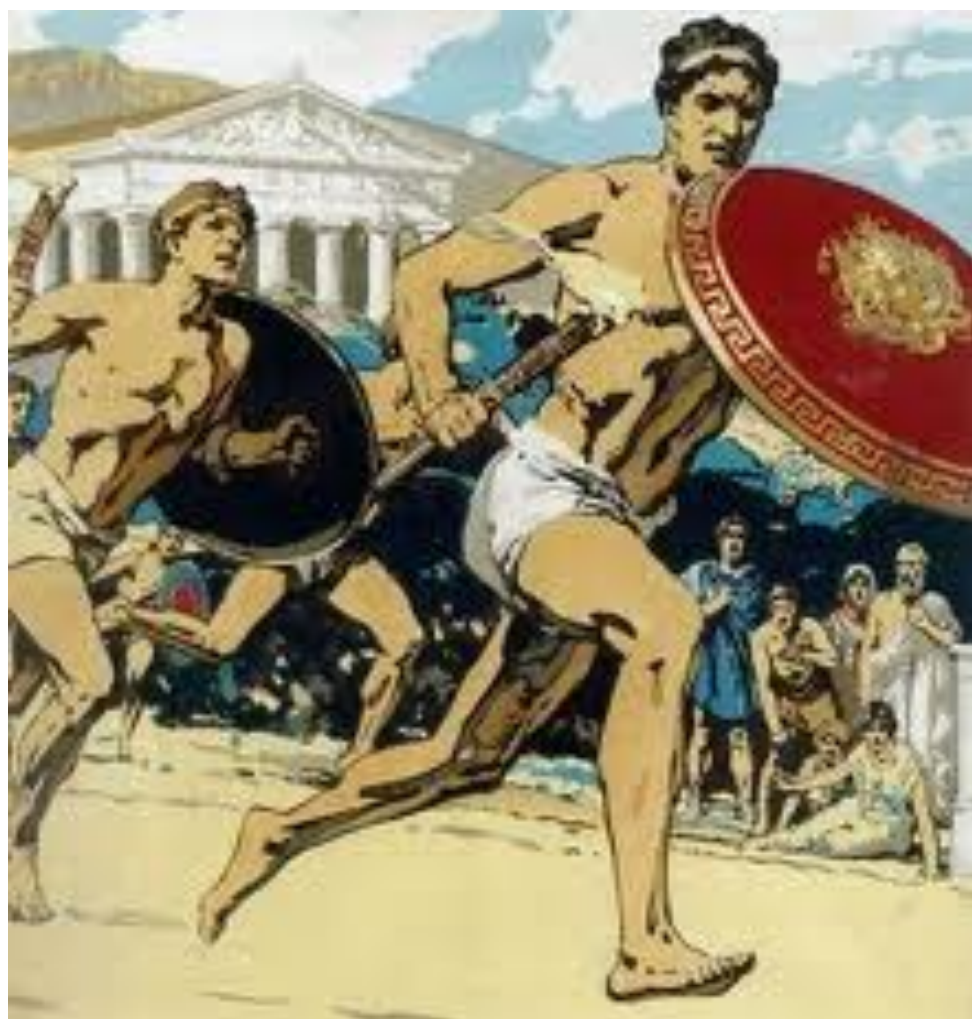




IDEOBICS

# ideobics

thinkstrong





ideobics

# ideobics

bringing **body** and

**thought** together

# ideobics

bringing **body** and  
**thought** together

# ideobics

bringing **body** and  
**thought** together



PERFORMANCE  
PHILOSOPHY



# Key inspiration: Jane Fonda



**What about my mind?**



# aerobic

(adj.) = living in **air**

# ideobic

**(adj.) = living in ideas**

Premise 1:

Premise 1:

Our bodies live in air

Premise 1:

Our bodies live in air  
but also in **ideas**.

## Premise 2:

Consumption of **good ideas**,  
like consumption of good air,  
makes us stronger.



ARTICLES | February 01, 2014

## ***Effect of Knowledge of APOE Genotype on Subjective and Objective Memory Performance in Healthy Older Adults***

Tara T. Lineweaver, Ph.D.; Mark W. Bondi, Ph.D.; Douglas Galasko, M.D.; David P. Salmon, Ph.D.

*Am J Psychiatry* 2014;171:201-208. doi:10.1176/appi.ajp.2013.12121590

[View Author and Article Information](#)

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[Article](#) [Figures](#) [Tables](#) [References](#) [CME](#)

text **A** **A** **A**

### **Abstract**

**Objective** The knowledge that one carries the apolipoprotein E (APOE)  $\epsilon 4$  allele risk factor for Alzheimer's disease was recently found to have little short-term psychological risk. The authors investigated the impact of knowledge of carrying the risk allele on subjective ratings of memory and objective memory test performance of older adults.

**Method** Using a nested case-control design, the authors administered objective verbal and visual memory tests and self-rating scales of memory function to 144 cognitively normal older adults (ages 52–89) with known APOE genotype who knew ( $\epsilon 4+$ ,  $N=25$ ;  $\epsilon 4-$ ,  $N=49$ ) or did not know ( $\epsilon 4+$ ,  $N=25$ ;  $\epsilon 4-$ ,  $N=45$ ) their genotype and genetic risk for Alzheimer's disease prior to neuropsychological evaluation.

**Results** Significant genotype-by-disclosure interaction effects were observed on several memory rating scales and tests of immediate and delayed verbal recall. Older adults who knew their  $\epsilon 4+$  genotype judged their memory more harshly and performed worse on an objective verbal memory test than did  $\epsilon 4+$  adults who did not know. In contrast, older adults who knew their  $\epsilon 4-$  genotype judged their memory more positively than did  $\epsilon 4-$  adults who did not know, but these groups did not differ in objective memory test performance.

**Conclusions** Informing older adults that they have an APOE genotype associated with an increased risk of Alzheimer's disease can have adverse consequences on their perception of their memory abilities and their performance on objective memory tests. The patient's knowledge of his or her genotype and risk of Alzheimer's disease should be considered when evaluating cognition in the elderly.

e.g. nocebo



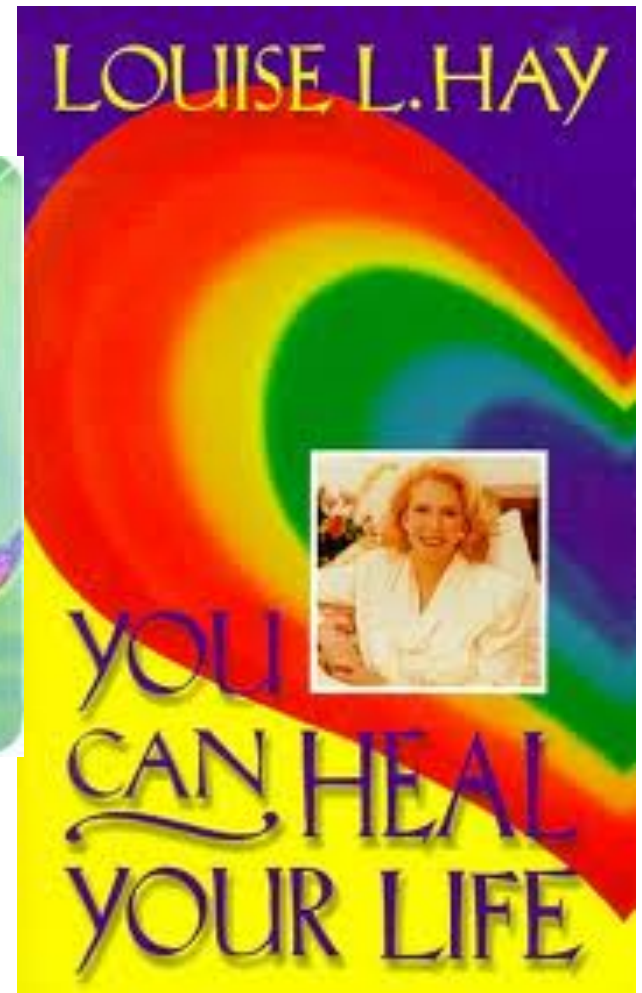
IDEOBICS

# Considering our mind-body sensory acting:

*from Jakob von Uexküll to Louise Hay...*

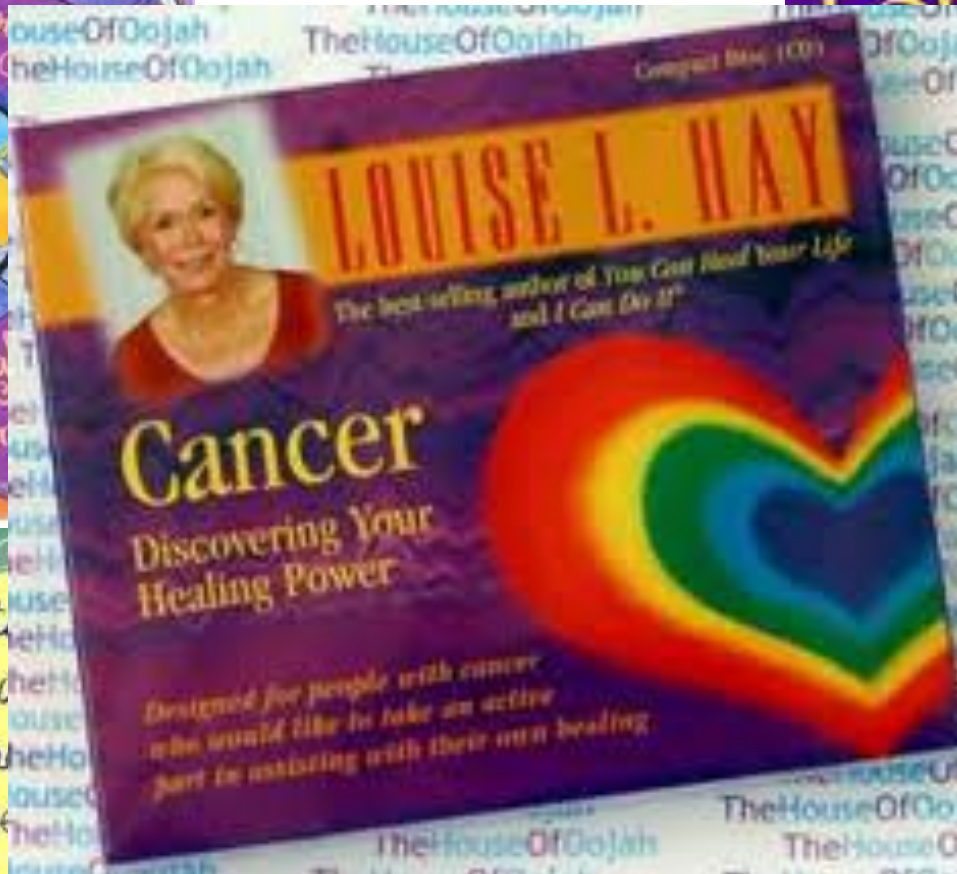
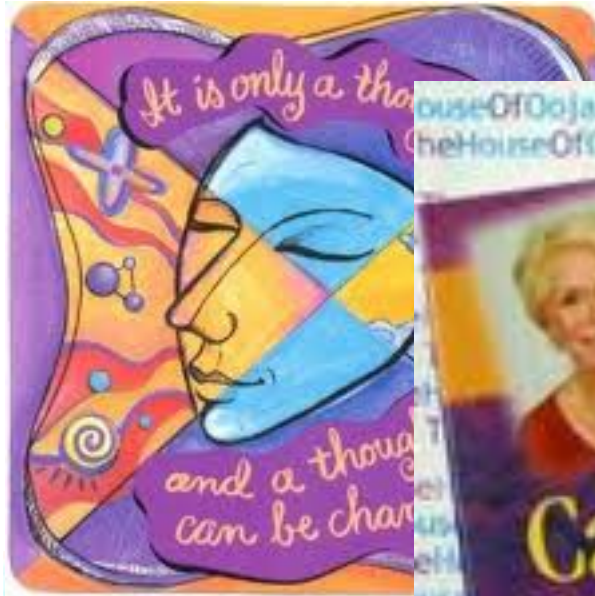


# Think Positive: Louise Hay (1926 - 2017)





# Louise Hay: affirmations





Problem	Probable Cause	New Thought Pattern
Abdominal Cramps	Fear. Stopping the process.	<i>I trust the process of life. I am safe.</i>
Abscess	Fermenting thoughts over hurts, slights and revenge.	<i>I allow my thoughts to be free. The past is over. I am at peace.</i>
Accidents	Inability to speak up for the self. Rebellion against authority. Belief in violence.	<i>I release the pattern in me that created this. I am at peace. I am worthwhile.</i>
Aches	Longing for love. Longing to be held.	<i>I love and approve of myself. I am loving and lovable.</i>
Acne	Not accepting the self. Dislike of the self.	<i>I am a Divine expression of life. I love and accept myself where I am right now.</i>
Addictions	Running from the self. Fear. Not knowing how to love the self.	<i>I now discover how wonderful I am. I choose to love and enjoy myself.</i>
Addison's Disease	Severe emotional malnutrition. Anger at the self.	<i>I lovingly take care of my body, my mind and my emotions.</i>
Adenoids	Family friction, arguments. Child feeling unwelcome, in the way.	<i>This child is wanted and welcomed and deeply loved.</i>
Adrenal Problems	Defeatism. No longer caring for the self. Anxiety.	<i>I love and approve of myself. It is safe for me to care for myself.</i>

What's the use? Feeling of nullity, guilt, inadequacy. Self-rejection.

Who are you allergic to? Denying your own power.

A desire to leave the planet. The inability to face life as it is.

I live in the now. Each moment is new. I choose to see my self-worth. I love and approve of myself.

The world is safe and friendly. I am safe. I am at peace with life.

At the same time...





# 80s hardbodies





# Mind-Body exercise?

# Mind-Body exercise?

Yoga?

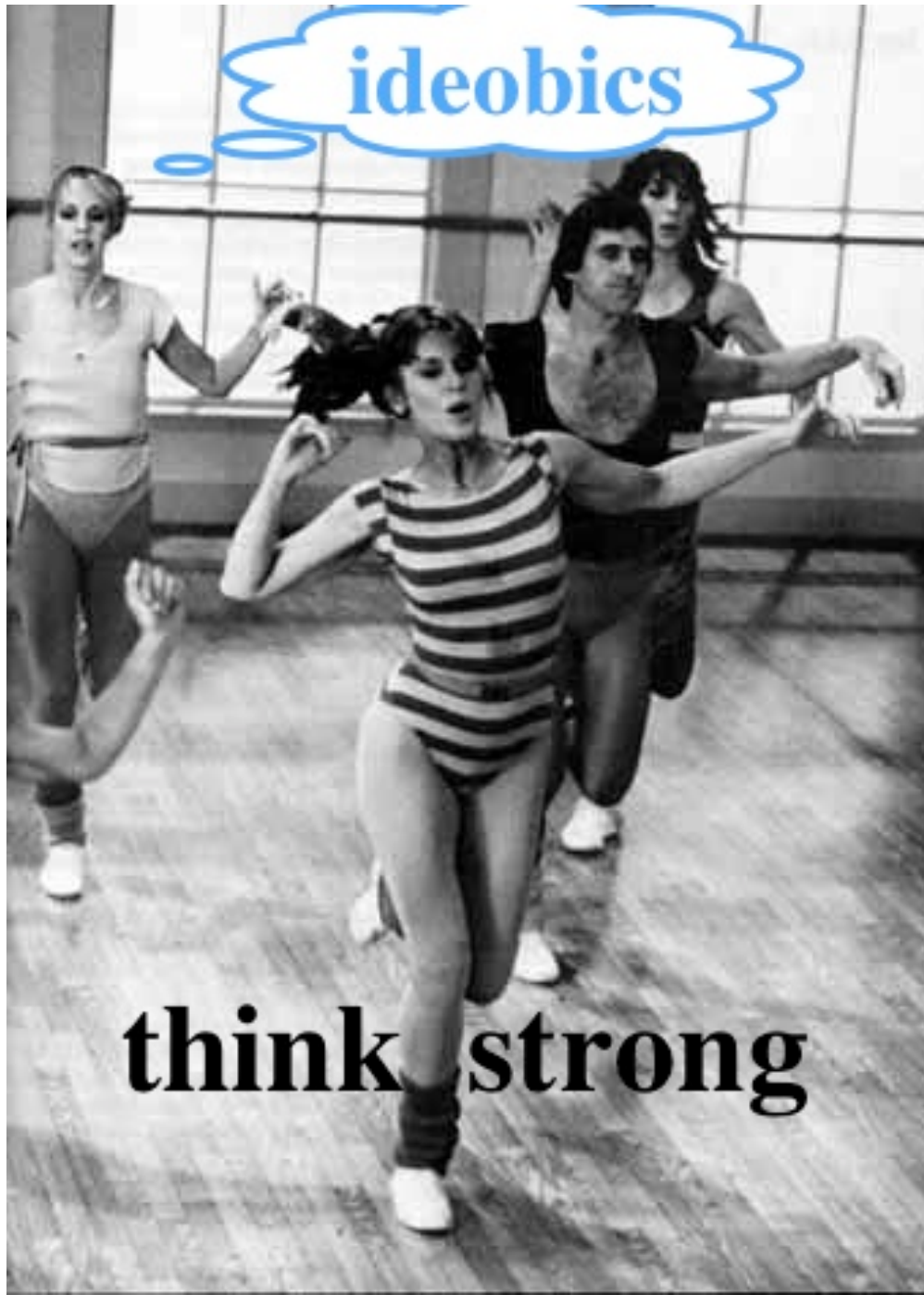
# Mind-Body exercise?

Yoga?

---too subtle!

ideobics

**think strong**



# ideobics

**(n.) = exercises**

**for living in ideas**

# 10 easy askeses

1. Head – Neck : Acceptance - Choice
2. Shoulders : POWER
3. Chest : LOVE
4. Arms : Embrace - Emancipate
5. Wrists-fingers : Ease- Elegance
6. Stomach : PROCESS - PROGRESS
7. Hip : JOY
8. Knees : FLOW
9. Back : PLENTY
10. Feet : BALANCE

# 10 easy askeses

1. Head – Neck : Acceptance - Choice
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# HEAD

Face  
Self

I LOVE and I ACCEPT myself exactly as I am

**ΑΠΟΔΟΧΗ**

**ACCEPTANCE**



# Neck

Support the self

Turn to others

Possibility

I ACCEPT the past the present and the future,  
my path is OPEN.

ΕΠΙΛΟΓΗ

CHOICE



**ACCEPTANCE**

**CHOICE**

# Shoulders

Responsibility

Support

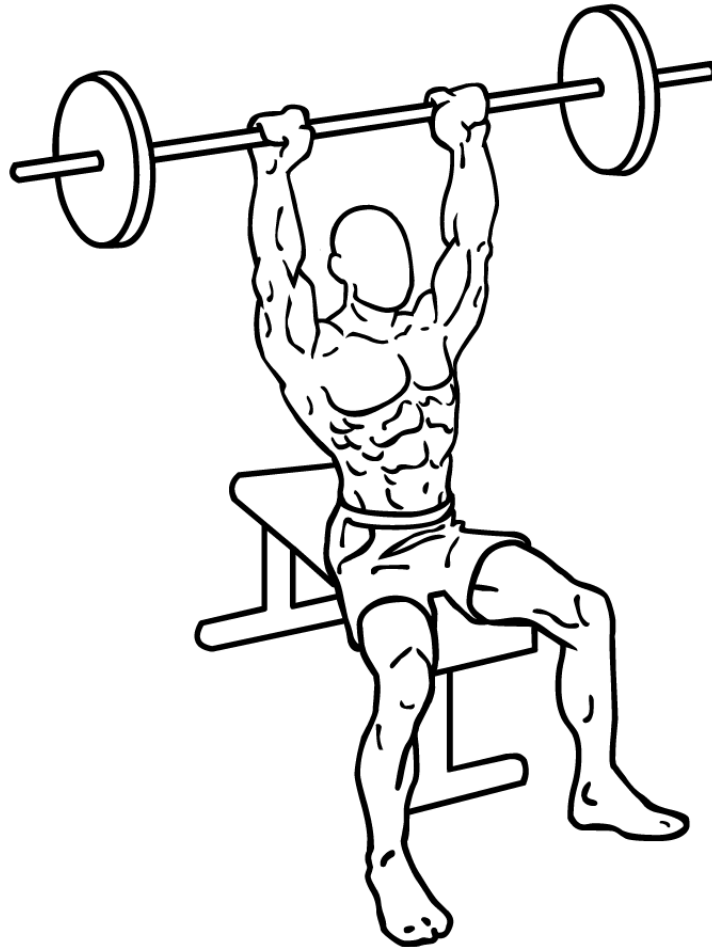
Strength

I am STRONG and SUPPORTIVE

**ΔYNAMH**

**POWER**

# POWER



# Arms

Reaching

Pulling - Directing

Letting Go

I EMBRACE life, I ACT in freedom

**EMBRACE EMANCIPATE**

# Arms

Reaching

Pulling - Directing

Letting Go

I EMBRACE life, I ACT in freedom

**EMBRACE LIBERATE**



**EMBRACE**





[http://commons.wikimedia.org/wiki/File:Amazona\\_autumnalis\\_-Belize\\_-open\\_wings-8.jpg](http://commons.wikimedia.org/wiki/File:Amazona_autumnalis_-Belize_-open_wings-8.jpg)

# EMANCIPATE



# Fingers -Wrists

Pointing

Touching

Handling

I GRASP it all,

I SENSE the goal



**ΑΝΕΣΙΣ – EASE**  
**ELEGANCE**

Chest

Feeling

Heart

Nourishing

Growing up

I breathe TAKE IN

**LOVE**



Take in



# Stomach

Digesting

Gut feelings

Can't stomach this!

Process

I NOURISH life



ΠΡΟΟΘΩ

**PROCESS – PROGRESS**

# Hips

Creativity

Flexibility

Pleasure

I move with JOY





**There is JOY  
in every day!**

# Knees

Flow

Flexibility

Taking you forward

I BEND and I FLEX

I GO with the FLOW

# Go with the FLOW



# Back

SUPPORT

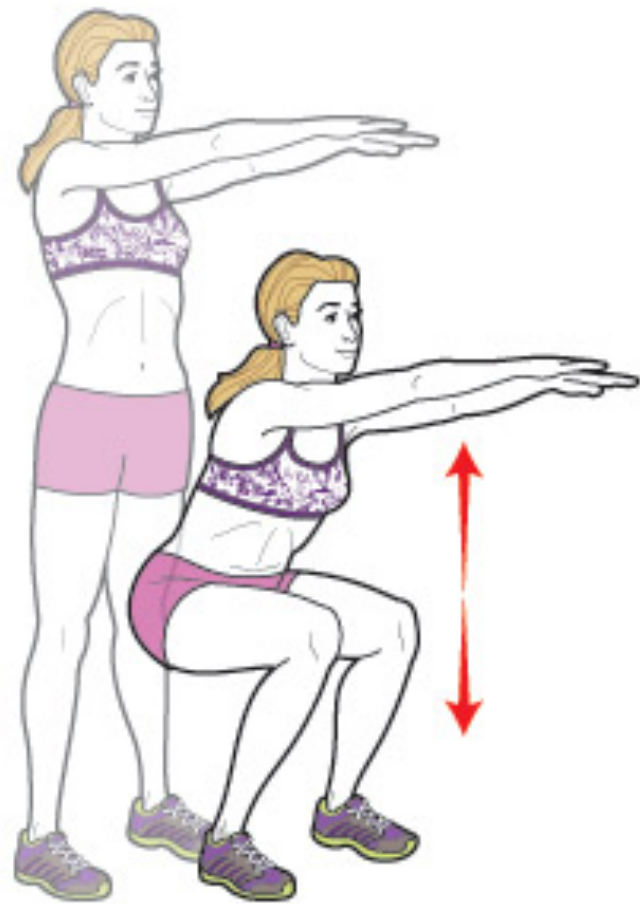
EASE

WEALTH

I am **SUPPORTED**

I LIVE in **PLENTY**

**PLENTY**



# PLENTY

## ΑΦΘΟΝΙΑ



# Feet

Grounding

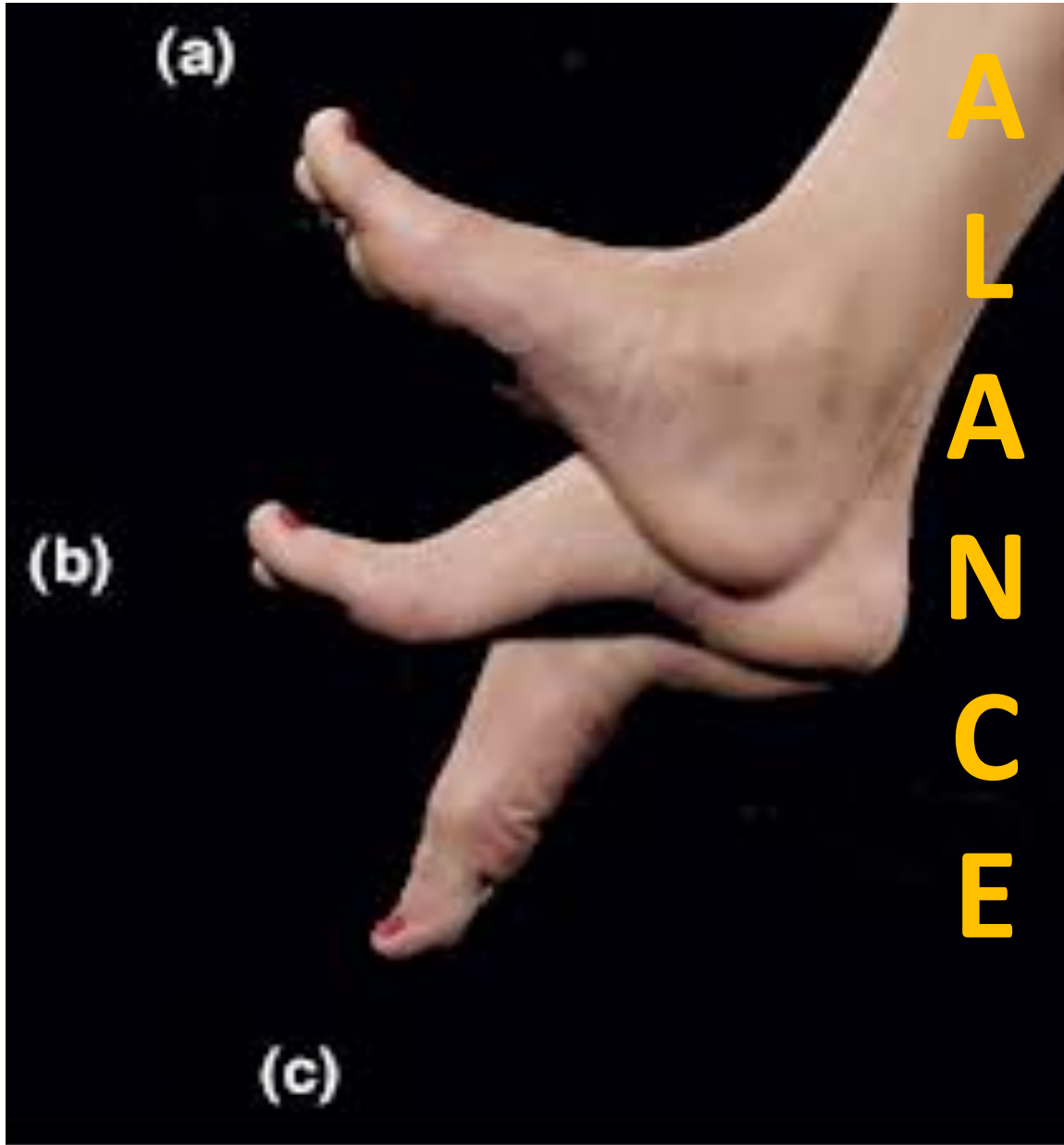
Base

Balance

I STAND tall

I BALANCE with ease

# B A L A N C E





# BALANCE

ΙΣΟΡΡΟΠΩ



# 10 easy askeses

1. Head – Neck : Acceptance-Choice
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5. Wrists-fingers : Elegance and Ease
6. Stomach : Progress
7. Hip : JOY
8. Knees : FLOW
9. Back : PLENTY
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thank you!

[sophia.efstathiou@ntnu.no](mailto:sophia.efstathiou@ntnu.no)



IDEOBICS



IDEOBICS