



Lilly launches new "Brain Health Matters" campaign in partnership with Julianne Moore, empowering the public to prioritize brain health

September 9, 2025

Acclaimed actress, author, and advocate Julianne Moore joins cause in the United States to encourage early, ongoing brain health conversations between people and their doctors

Nearly four in five Americans say they would want to know if they have Alzheimer's disease before symptoms interfere with daily activities, highlighting the growing desire for open conversations and early detection¹

With the number of people aged 65 and older with Alzheimer's dementia projected to reach 13.8 million by 2060¹ and rapid advances in science, early action to support brain health is more important than ever

INDIANAPOLIS, Sept. 9, 2025 /PRNewswire/ -- Eli Lilly and Company (NYSE: LLY) today announced the launch of "Brain Health Matters," a global campaign encouraging people to take charge of their brain health and lower their risk of dementia from conditions like Alzheimer's disease. This multi-year, multi-channel campaign builds on 35 years of research in brain health, with Lilly aspiring to make proactive care a regular part of long-term wellness plans.

To raise campaign awareness and motivate action—particularly among women, who account for almost two-thirds of Alzheimer's disease diagnoses—actress, author, and advocate Julianne Moore has partnered with Lilly in the United States.¹ Drawing on her acclaimed role in *Still Alice* and her advocacy work, Moore aims to empower individuals to talk with their doctors about dementia risk, annual cognitive assessments, and lifelong brain health habits.

"As our population ages and we see the positive impact of earlier intervention in symptomatic Alzheimer's disease, it is becoming critical that we assess brain health regularly. This campaign is about getting more people to talk about brain health and prioritize it along with other aspects of routine healthcare. By having early and regular conversations with each other and our health care providers, we can take real steps to stay ahead of Alzheimer's disease and reduce the stigma around this disease," said Anne E. White, executive vice president and president of Lilly Neuroscience. "We're honored to partner with Julianne Moore to help people understand why brain health should be on their priority list."

Why early action matters

Alzheimer's disease can begin as early as 20 years before symptoms appear, when amyloid—a protein the body produces naturally—abnormally accumulates in the brain as plaques. Individuals can take proactive steps with their doctor to support brain health—including understanding risk factors and which of those may be modifiable through lifestyle changes.¹⁻³ For people with Alzheimer's disease, research indicates that earlier detection and accurate diagnosis contribute to better care for patients.

"Brain health is something we don't talk about often enough," said Julianne Moore. "One of the things that has stayed with me from my conversations with people living with Alzheimer's disease is that taking responsibility for one's brain health is essential for protecting our freedom to do the things that make life meaningful. I've seen how much proactive care matters in helping us keep doing what we love. That's why I'm encouraging everyone to prioritize their brain health through regular conversations with their doctors."

Making brain health a priority

Launched during World Alzheimer's Month, Brain Health Matters empowers people to take charge of their brain health with new tools and resources on how people can:

- Ask their doctor about risk factors for dementia due to Alzheimer's disease and cognitive assessments at their appointment; and,
- Start building their personal cognitive health plan by discovering everyday habits that help support their brains.

The Brain Health Matters campaign is designed to reach audiences through the platforms they use most, with the campaign running on U.S. television, digital and audio platforms starting in September, and complemented by an informational website. The campaign will feature additional social media content, event activations, speaking appearances, and more. Lilly plans to expand the global campaign to other nations around the world in the near future.

To learn more about risk factors for dementia from conditions like Alzheimer's disease and why it may be time for a cognitive assessment, visit [BrainHealthMatters.com](https://www.lilly.com/brainhealthmatters).

PP-AD-US-0884 09/2025

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About Lilly

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providing solutions to some of the most debilitating immune system disorders; and transforming the most difficult-to-treat cancers into manageable diseases. With each step toward a healthier world, we're motivated by one thing: making life better for millions more people. That includes delivering innovative clinical trials that reflect the diversity of our world and working to ensure our medicines are accessible and affordable. To learn more, visit [Lilly.com](https://www.lilly.com) and [Lilly.com/news](https://www.lilly.com/news), or follow us on [Facebook](https://www.facebook.com/lilly), [Instagram](https://www.instagram.com/lilly), and [LinkedIn](https://www.linkedin.com/company/lilly). C-LLY

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2. Porsteinsson AP, Isaacson RS, Knox S, et al. Diagnosis of early Alzheimer's disease: clinical practice in 2021. *J Prev Alzheimers Dis*. 2021;8:371-386. doi:10.14283/jpad.2021.23
3. Livingston G, Huntley J, Liu KY, et al. Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission. *Lancet*. 2024;404:572-628.

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The Lilly logo is rendered in a vibrant red, cursive script. The letters are fluid and interconnected, with a classic, elegant feel. The 'L' is particularly large and prominent, leading into the 'i', 'l', 'l', 'e', and 'y' which follow in a similar flowing style.

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SOURCE Eli Lilly and Company