**Why Red?**

People who have Alzheimer's disease experience impairments not only in their cognitive abilities but also in their physiological status. Approximately 40% of Alzheimer's patients experience significant weight loss. This weight loss may be due to many different parameters but a study out of Boston University suggests that significant weight loss is due in part to the loss of the ability to distinguish contrast between colors. People with Alzheimer's are not able to distinguish light colored food and drink on or in typically light colored tableware. The researchers at Boston University used tableware that offered a high contrast to the food and drink (i.e. bright red and bright blue) and noticed that the participants in the study increased their food intake by 24% and liquid intake by 84%.

- More than 60% of people with Alzheimer's Disease have a decrease in visual capacity.
- Up to 50% of the fluctuations in the ability of someone with Alzheimer's Disease to perform activities of daily living can be attributed to deficits in visual capacity.
- Research indicates that people with Alzheimer's Disease experienced a 24% increase in food intake and 84% increase in liquid intake when eating and drinking with tableware that offers a high contrast color.
- The human eye has more receptors in the retina to see red than to see any other color.
- Alzheimer's patients show greater deficits in their ability to see colors in the blue-violet range.

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