

**NATURE  
IN A ROOM.**

 **ALAMAR**  
LA FORZA DELLA NATURA

# ALAMAR'S NATURE CURES.

Alamar videos are made with a precise technique, based on harmonic frequencies and cycles that resonate with the perceptions of the brain. More than 2500 videos convey the archetypes of Nature, from the different environments to the seasons, from the elements to the colours, with trees, plants, medicinal flowers and more. All images bear witness to the beauty of Nature.

**Compared to other nature scenery films, the Alamar videos** have the advantage of always holding the attention, without the necessary cognitive effort that a documentary requires, or the static nature of shots that never change. Each theme, in fact, consists of 15 different scenes that are coherent with each other, alternating in a fade-out with a short loop and a longer loop. It is possible to watch any video either individually or in sequence, being able to choose the Short Sequence for those with attention difficulties, or the Long Sequence, more relaxing and beneficial, for those more aware and predisposed to relaxation techniques.

The Alamar collection differs from other videos in that it is designed to capture and propose the regenerative aspects of Nature. Watching the films promotes psycho-physical relaxation, the recovery of residual capacities and an improved state of health and well-being.

The films are accompanied by the sounds of Nature, with a unique sound cleansing. Being enveloped in natural sounds allows an immediate and deeper immersion in the regenerating scenario.

Alamar videos are natural works of art, where therapy merges with beauty, rediscovering the natural rhythms of life.



# SCIENTIFIC EVIDENCE.

“Experience with Nature, real or reproduced, has psychological and physiological regenerative effects.”

Rita Berto, Ph.D. in Perception and Psychophysics at the University of Padova (Italy).

A natural environment is able to influence our daily physical and psychic well-being. It is a necessary condition for improving quality of life, alleviating stress and regenerating cognitive and attentional capacities.

Contact with Nature offers a real opportunity for the recovery of cognitive resources and the restoration of optimal levels of physiological activation. Two theories can explain the positive effects of Nature on human functioning: **the Stress Recovery Theory (SRT) and the Attention Restoration Theory (ART).**

According to SRT, natural environments are regenerative because they promote recovery from any kind of stress and especially because they immediately evoke feelings of pleasure and a state

of relaxation. Viewing natural scenes increases activity in brain regions associated with a positive mental attitude, emotional stability, altruism, empathy and deep love.

According to ART, stimulating the use of involuntary attention by being in contact with the natural environment is an effective way of regenerating directed attention. It also promotes social and collaborative behaviour, increases willingness to relate to others and good mood.



# THE ACHIEVEMENTS OF ALAMAR LIFE.

Watching the Alamar films now has years of experimentation behind it in the field of care, with certified results. In particular, significant improvements have been observed among people with Alzheimer's, such as memory recovery, anxiety control, serenity, increased vitality and cooperation. Some of them have even resumed speaking after years.

**Trials carried out in several Italian Care Home facilities** attest to the ability of Alamar films to significantly improve quality of life and recover residual capacities, as also evidenced by an increase in the MMSE. They also find an important reduction in levels of depression and behavioural disorders.

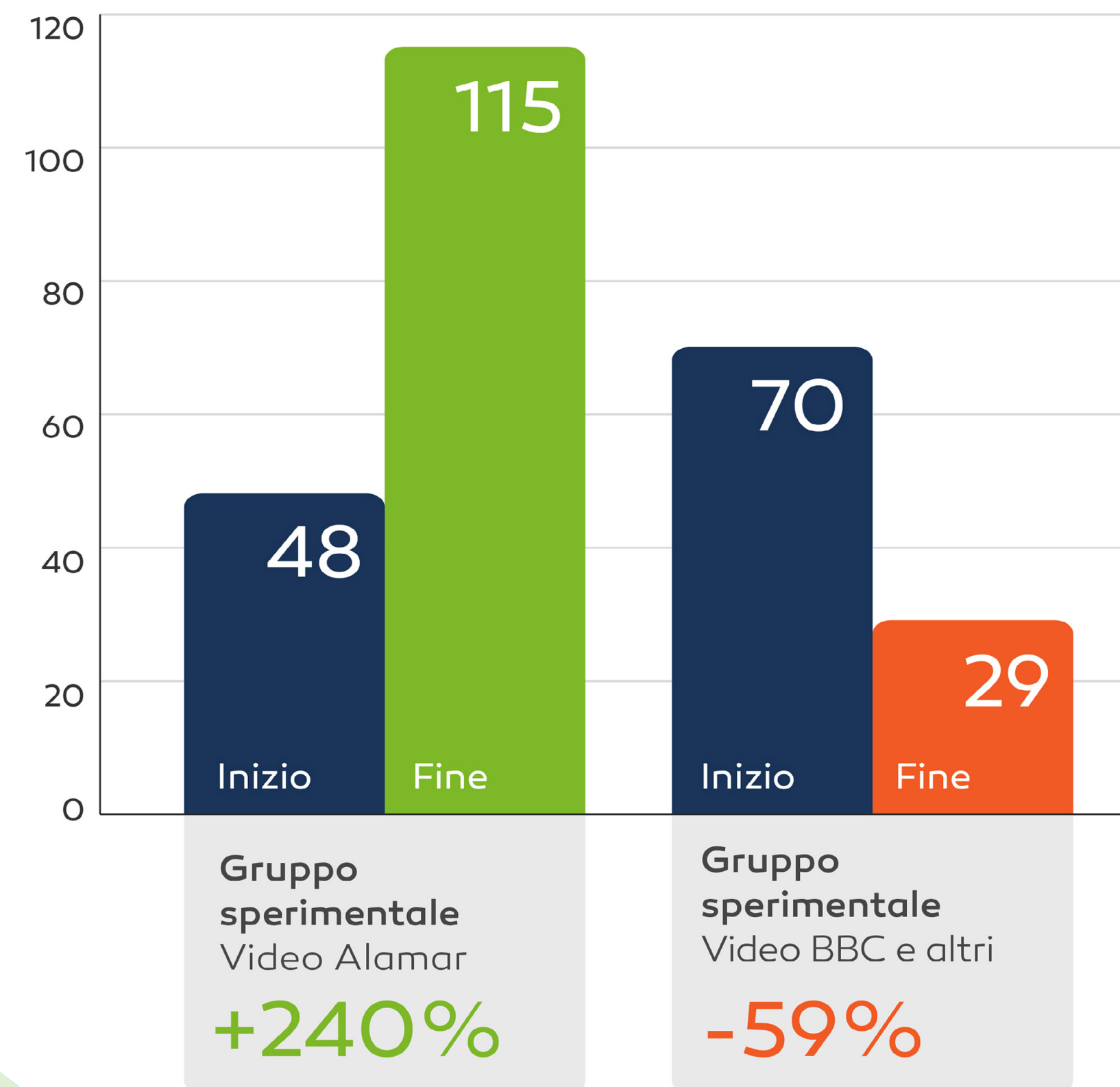
A 3-month study was performed comparing the Alamar methodology with the most beautiful Nature videos on the web: Alamar videos improved the quality of life of people with Alzheimer's disease (+ 240%), while other Nature videos, BBC and others, worsened it (- 59%), compared to the initial conditions.

Reports indicate a serene and welcoming environment, immediate relaxation, helpfulness and cooperation. Improvements are also reported at the physical level, reductions in insomnia, psychomotor agitation, irritability and aggressiveness.

Greater integration with others, increased visual and conversational interaction, and retrieval of unusual words are also reported.

Familiar images are able to evoke fragments of life even in severely impaired individuals. They also stimulate the desire to recount them.

Sperimentazione Alzheimer NATURA VS NATURA.  
Cornell Brown Quality of life.



# THE BENEFITS FOR CARE STAFF.

“This video, which also brings us back to peace, has to be turned on. Two, three armchairs, the video goes and you have created an environmental pause so that the person can sit, rest for three or four minutes and restart. Doing this is an improvement.”

Letizia Espanoli, Expert trainer of Alzheimer’s units - Sente-Mente Project creator.

A trial at the Faculty of Psychology of the University of Padua measured the benefits of Alamar films on 90 subjects, mainly young university students, after just 6 minutes of viewing. All received high scores on the scale of perceived restoration, a significant improvement in mood pleasantness, an increase in positive emotions and greater relaxation.

Caregivers also benefit from the therapeutic effects of the films, including increased empathy, a fundamental requirement in care work. Moreover, thanks to the relaxed and collaborative atmosphere, staff are facilitated in their work.

“The projections of the Relaxation Channel manage to give a rhythm to the work of caring, which is slow and delicate. This slowing down can be perceived in so many actions of daily life: one sees more, hears more, feels more.”

“Toilet practice generates stress and discomfort in the elderly. Thanks to the films, bath time became an opportunity to remember, lowering defences and fears, reducing shyness, and increasing trust and compliance with the Practitioner.”

“The nature paintings are really beautiful and they also create an aesthetically pleasing environment to be in.”





# APPLICATIONS IN CARE HOMES.

Alamar films are used in many areas in homes for the elderly, especially with people living with dementia. They promote harmony and good mood throughout the unit, with relaxing projections in the lounge and rooms. They support all kinds of activities, bringing concentration and passion to the task at hand. They make it possible to personalise care for the most fragile individuals, with ad hoc programming to support their well-being.

## LOCATIONS

Lounge

Multi-sensory room

Activity room

Canteen room

Assisted bathroom

Long-stay rooms

Reception/Meeting room

## ACTIVITIES

24-hour relaxation viewing.

Customised screenings.

Before activities, to regenerate attention and stimulate participation.

Creative inspiration for artistic workshops.

Evocative storytelling, to foster the recovery of memories and identity.

Creative storytelling, to support imagination and fantasy through play and complicity.

Cognitive stimulation.

Multisensoriality.

Relaxation sessions after psychomotor activities, laughter yoga and the like.

Music therapy, singing.

Natural setting for therapies and motor activities, such as physiotherapy treatments.

Dance-therapy: images as a cue for movements. The sea to stimulate swimming, tree branches...

# NATURE IN A BOX.

The Alamar Box is the device that turns any room connected to the TV signal into an oasis of well-being and harmony. It is a Mini Computer with a specially developed operating system, which contains the entire collection of Alamar films, so that you can experience the benefits of Nature in the whole department, all without the need for anything.

## THE RELAXATION CHANNEL

It offers different programming every day, active 24 hours, designed specifically for the world of nursing homes.

It is the fully automated solution that guarantees the selection of the most suitable films for each moment of the day, without requiring any management or programming effort.

A schedule designed in collaboration with the care staff accompanies people throughout the day, bringing inside what is happening in the landscape, with its changes of vegetation, colours, emotions.

It marks the cycle of hours, days, seasons; it transforms the same spaces into ever new regenerating environments.

It can be connected to a single device, or to the television circuit, reaching every television in the halls and rooms.



# A WEB TV BROADCASTING THE GIFTS OF NATURE.

TRY IT NOW

Alamar Web TV was born out of a desire to bring the benefits of natural environments to all, exploiting solutions based on digital streaming. It allows you to reach every room in the facility, even the most critical areas, without cabling: simply hang a smart TV on the wall and even the clinical bathroom becomes a regenerating oasis.

It is a service that can be used via any device connected to the network to bring a completely natural and easily manageable therapy to the place of care. Over 2,500 videos and 150 topics are distributed in 15 thematic channels, each accompanied by a description of the main features, to facilitate informed use and enable more effective non-pharmaceutical therapy. The Web TV allows the creation of endless customised playlists. It costs 89 € per year and can be used simultaneously in every department.

REQUEST 15 DAYS FREE TRIAL at [info@alamarlife.com](mailto:info@alamarlife.com)





# TESTIMONIALS

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Experience Nature videos constitute a care modality capable of reducing physical and pharmacological restraint for people with dementia, while also enabling the creation of that ‘feeling’ based relationship that is effective and fundamental when approaching a person suffering from Alzheimer’s.

**LETIZIA ESPANOLI**

Expert trainer and organiser of Alzheimer’s units - Sente-Mente Project creator.

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Regaining the memory of pleasant moments in one’s life can restore fragments of one’s identity to the person with Alzheimer’s, the one that is scattered throughout his or her life history. Reminiscence gives serenity and well-being and is therefore also an emotional and affective function, as well as a cognitive one: through the recovery of the memory, the person once again perceives the sense of having their own continuity in time, and comes out reassured. The lowering of anxiety, in turn, frees and improves all other cognitive functions.

**CRISTINA INNOCENTI**

Psychologist and psychotherapist, Transactional Analyst TSTA-p.

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**ANNA DACCORDO**

Psychotherapist LTC Santa Maria, Cles (TN) Italy.

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# TESTIMONIALS

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Romeo had not spoken for two years; he no longer expressed any emotion. We still accompanied him to the sessions because he liked to watch the videos. One day I projected the video of the sea and out of the blue we heard “Ah, the sea!”. He started telling us that he had asked his wife, kneeling on the beach, to get married. They then got married and went back there on their honeymoon. And he told us about his honeymoon.

**SAMANTA NOLDIN**

Dementia social educator LTC Santa Maria, Cles (TN) Italy.

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Within three minutes, no more, Anna slowly stops crying, his face relaxes, his mood changes completely from anguished to carefree. The videos really seem to be a great way for these people to bring back their fondest memories.

Another important note is the effect the videos have had on family members, many of them stopping with their loved one to watch them. getting emotional and sharing with each other some of the memories and/or feelings they have at that moment.

**MARIA RITA DI GIOIA**

Psychotherapist LTC C. Vannetti, Rovereto (TN) Italy.

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Mrs. A. arrives at the care home after being discharged from the psychiatric unit following a suicidal coma. Discharged with diagnosis of senile dementia with depressive aspects. Delusions of larceny present.

“I find it beautiful that when I look away and then watch television, there is another image, new and beautiful, a flower whose scent I seem to smell. And I am always amazed by this: it is always a surprise! Thank you so much for that.” Mrs. A., resident at Giovanelli LTC, Tesero (TN) Italy.

**SERENA ROSI**

Dementia social educator LTC Giovanelli, Tesero (TN) Italy.

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# TRAINING AND CONSULTING.

A training course is recommended for more effective use of the videos, to learn how best to conduct the proposed activities.

Personally held by Cristina Fino, the courses allow you to acquire all the necessary information to use the videos with awareness in all the opportunities offered by the method, for a more effective non-pharmacological therapy.

The basic training consists of two web meetings of two hours each.

Scientific evidence from a natural environment is presented: the Stress Recovery Theory and the Attention Regeneration Theory.

The benefits achieved by Alamar films through experiments carried out, testimonies and the motivations behind the method, which make it so effective, are highlighted.

The new devices are presented: the

Relaxation Channel, Box Plus and Web TV, with the prerogatives and uses of each.

It is explained when to favour short rather than long sequences, or when it is better to choose individual clips. It is shown how to create playlists for individual therapies and for conducting workshops and activities.

On the basis of the most critical issues experienced, the best solutions for counteracting them and restoring well-being and harmony in the care unit will be identified.



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