

**100%**  
of our profits  
help people  
living with  
dementia



# Helpful Everyday Products

for people living  
with dementia

**Catalogue 2024**



**Alzheimer's  
Society**

Together we are help & hope  
for everyone living with dementia

# Welcome

Our new catalogue offers a fantastic range of products designed to help with everyday life for people living with dementia.

Our products are tested and reviewed by people living with dementia. This helps us choose the best products and give helpful advice and guidance. We share this feedback with our suppliers and work with them to improve products and instructions.

We also aim to offer you the best prices by regularly checking our competitors.

You can buy all the great products shown here and lots more besides online at **shop.alzheimers.org.uk**

If you need any assistance with your order, please call our team on **0333 366 0035** (local rate)

Every purchase you make funds the work we do at Alzheimer's Society, and means we can give help and hope to everyone living with dementia today and in the future.

Thank you for your support,

**Jon Wingrave**

Commercial Trading Manager,  
Alzheimer's Society

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## Look out for VAT relief prices in pink.

People living with dementia and people purchasing on their behalf can buy many of our products VAT free – a saving of 20%. Full details on page 41.

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**You can help:** Write a product review on our website and help people choose the best product for them. We're always looking for new product ideas, so do get in touch if there's something you'd like to see added to our range.



# Clocks and watches



## The Rosebud reminder clock

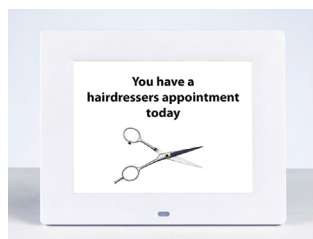
The Rosebud reminder clock has been developed to help prompt people with dementia to do daily tasks and relieve the stress and anxiety that can build up when unknown events occur.

- automatically adjusts to Daylight Saving Time
- four different screen display options
- 20 in-built reminders
- size: 218 x 172 x 25mm

**£83.99**

VAT relief price **£69.99**

Code: 8407



To order visit [shop.alzheimers.org.uk](https://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

**Day and night clock**

Our day and night analogue dementia clock gives you the features of a traditional clock but with the added benefits of visual prompts for the time of day. With clear images of both sun for day and moon for night, this is perfect to help those who have difficulty knowing the time of day.

**£32.99**

**VAT relief price**  
**£27.49**

Code:  
AT9016

**VISO 50 analogue and digital clock**

This easy-to-read, radio-controlled analogue clock with digital display changes automatically to the correct Daylight Saving Time.

Size: 260 x 380 x 45mm

**£79.99 VAT relief price £66.66**

Code: AT2213

**Dual display digital clock**

Our easy-to-use, dual display digital clock shows the date, time and day of the week as well as a simple 'Now it's Monday' display. Auto adjusts screen brightness. Mains power adapter. 7" screen.

**£49.99**

**VAT relief price £41.66**

Code: AT2331

**Day and date wall clock**

A high-contrast day and date wall clock which is easy to read with its large, clear 300mm face.

Size: 304 x 304 x 40mm

**£29.99**

**VAT relief price £24.99**

**Yellow**

Code: 8325

**White**

Code: 8326



## Talking Time Pal

Press the button to announce the time and date in a loud clear voice. Worn by keychain, lanyard or easily fits into the pocket.

**£16.49**

**VAT relief price £13.74**

Code: 8408



## Talking button clock

Tells the time and date at the press of a button, in a clear voice. Time and date easily set.

**£23.46**

**VAT relief price £19.55**

Code: 8411



## Days of the week clock

An easy-to-see clock which only shows the day of the week so it's great for those who are used to telling the time with a traditional clock but now need a simpler solution. Size: 25cm

**£22.90**

**VAT relief price £19.08**

Code: AT2311



## Radio-controlled day clock

An easy-to-read, radio-controlled large screen clock, which displays the time, day of the week and date in a simple format.

Size: 280 x 190mm

**£44.99**

**VAT relief price £37.49**

White

Code: 8171

Wood effect finish

Code: AT9015

## Radio-controlled digital watch

This sleek, modern looking, talking watch with large, easy to read digital face is the perfect item for a visually impaired user. This radio-controlled watch speaks in a loud clear voice. The watch will automatically change with Daylight Saving Time. Batteries included.

**£54.99**

**VAT relief price £45.83**

Code: AT2212



**Talking watch with gold case**

High quality quartz watch with brown croc leather effect strap. Ideal for users with dementia or visual impairments. Press the button to hear the time spoken in a clear voice. Includes alarm function and available in two face sizes.

**£38.49****VAT relief price****£32.08****Large**

42mm face size

Code: 8425

**£38.49****VAT relief price****£32.08****Small**

38mm face size

Code: 8426

**Easy-to-see watch**

If you prefer a watch where you can see the numbers without needing to put your glasses on, this is the watch for you! Available in two sizes, this watch features an easy grip crown, making setting the time hassle free. Batteries included.

**£27.19****VAT relief price****£22.66****Large**

42mm face size

Code: AT2309

**£27.19****VAT relief price****£22.66****Small**

28mm face size

Code: AT2310

**Radio-controlled talking watch**

Press a button and this watch will speak the time in a clear voice. Ideal for users with a visual impairment. This highly accurate, radio-controlled watch automatically changes in accordance with Daylight Saving Time. Expandable bracelet strap.

**£54.99****VAT relief price****£45.83****Large**

40mm face size

Code: AT9018

**£54.99****VAT relief price****£45.83****Small**

35mm face size

Code: AT9019


**NEW**

## Relish Day Hub and Day Connect clocks

The Day Hub day clock with Task Alerts™ has been developed to help people living with dementia with time and date orientation, helping them to manage daily routines and maintain independence.

It has a special task list feature that provides a visual daily record of tasks to be done and is easy to use, helping to give peace of mind and reassurance that regular tasks have been completed.

Pair this device with the Day Connect day clock to start using the Task Alerts in multiple rooms throughout your home.

- task list feature where daily tasks can be written down and then 'ticked off' by pressing a button
- task button glows green for the rest of the day to confirm the task has been completed
- customisable screen, brightness and audio levels
- automatically dims to ambient light levels
- maintains perfect timekeeping even if accidentally unplugged
- automatically updates for Daylight Saving Time

**£179.99**

**VAT relief price £149.99**

**Day Hub day clock**

Code: AT2336

**£99.99**

**VAT relief price £83.33**

**Day Connect day clock**

Code: AT2337

To order visit [shop.alzheimers.org.uk](https://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

## Simple tablet

The Simple tablet by Emporia is the most user friendly tablet on the market. It's designed to make digital activities like reading news, watching videos, editing photos, emailing, and using WhatsApp, Facebook, and the internet, effortless and enjoyable. Enjoy the perfect balance between convenience and functionality.

You can also purchase the Simple tablet with a keyboard and a book jacket case for ease of use and added protection.

Tablet manual included.

- large screen with text that is easy to read
- back camera and selfie camera
- LTE mobile communication standard
- touchscreen
- wide landscape screen
- keyboard with touchpad
- infinitely adjustable stand
- battery running time when open: 27 hours

**£300.00**

**VAT relief price**

**£250.00**

Code: AT2332



Simple tablet with  
keyboard cover

**£350.00**

**VAT relief price £291.67**

Code: AT2333





**BEST  
seller**



# Phones

## Amplidect combi photo 295 phone

An easy-to-use package that includes a desk phone with integrated answering machine and a cordless photo phone.

- 15 minute answerphone function built into base
- hearing aid compatible
- adjustable receiving volume control (up to 30dB)
- 4 one-touch memories, 3 with pictures
- speaker phone
- photo button templates available

**£109.99** VAT relief price **£91.66**

Code: AT9020



BT Openreach will be switching off their existing analogue network by 31 December 2025 and most people in the UK will need to have a digital phone line. The phones we sell are all compatible with digital phone lines.

## Extra photo 295 handset

**£44.99**

VAT relief price **£37.49**

Code: AT2003

To order visit **shop.alzheimers.org.uk** or call **0333 366 0035** (local rate)

## Big button phone

This simple phone has a unique ergonomic design for ease of use. It is dementia friendly and hearing-aid compatible.

- adjustable receiving volume (up to 30dB)
- 3 one-touch memory buttons
- 8 photo ID memory buttons
- hands-free speakerphone

**£64.99**

**VAT relief price £54.16**

Code: 7004



## Talk home telephone

Easy to use amplified, cordless telephone with answering machine, large LCD screen and hands-free speakerphone.

- 60 minute digital answering machine
- caller ID lists up to 30 contacts
- hands-free speaker phone
- amplification up to +30dB

**£60.00**

**VAT relief price £50.00**

Code: AT2214



## Simplicity bar phone

Aptly named Simplicity, this mobile phone features a wide landscape screen, and text that is easy to read.

- 3 speed dial buttons
- assistance button
- large, illuminated buttons
- two battery covers / splash resistant
- wide screen and large fonts

**£45.00**

**VAT relief price £37.50**

Code: AT2137



## Emporia smart phones

### Smart.6

The Smart.6 has the latest 5G technology, top camera, Near Field Communication (NFC for paying with phone), fingerprint sensor and voice input. Includes technical support for those with limited hearing. Emergency call function and smart cover that allows you to operate essential functions when the phone is closed.

Comes with a charging cradle and a comprehensive printed user manual.

**NEW**



**£399.99**  
**VAT relief**  
**price**  
**£333.33**

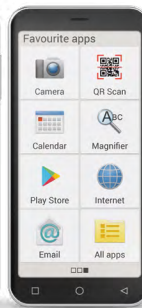
**Smart.6**  
**6.58-inch**  
**touchscreen**  
**Code: AT2338**

### Smart.5Mini

A smaller pocket sized smart phone which is easy to operate and easy to read with a loud and clear sound.

Both phones include:

- face recognition
- compatible with hearing aids
- handy magnifier for reading small print
- high definition front facing camera for video calls and selfies
- emergency button
- torch



**£200.00**  
**VAT relief**  
**price**  
**£166.67**

**Smart.5Mini**  
**4.95-inch**  
**screen**  
**Code: AT2402**

## Doro 780X mobile phone

The Doro 780X is the simplest easy-to-use mobile on the market.

- 3 speed dial buttons
- assistance button
- 3G/4G technology
- bluetooth/Wi-Fi/GPS
- safety timer

**£159.99**

**VAT relief price £133.33**

Code: AT2136



To order visit [shop.alzheimers.org.uk](http://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

## Safer walking GPS locator



The Safer Walking locator was developed with input from people living with dementia

and their carers to make the product and instructions as simple and easy to use as possible.

The Safer Walking locator works in conjunction with the Safer Walking App (available to download from google play or app store).



Locator can:

- make a 2-way voice call to the device at any time (if you speak to the person with the locator they can speak back to you through the GPS locator)
- set safe zones and receive notifications when the device enters/exits these zones
- SOS button sends an alert to relatives/carers
- shows locator's location live
- receives SOS notifications and low battery alerts
- 1 month's worth of route history
- water resistant

Comes with charging dock.

**£149.99** Code: AT2401

Please note the GPS locator requires a **£14.99** monthly subscription, which includes unlimited data.

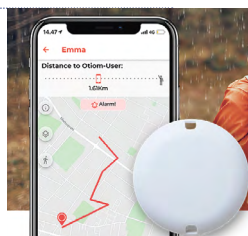
## Otiom – GPS locator tag

This is a partner product available through our Shop. The supplier, Pentland Medical, donates 10% of the purchase price to Alzheimer's Society.

Otiom is a small, simple and sturdy locator tag, that people living with dementia can carry on their person. It offers the choice to move about freely as location is only shared with relatives and carers if the individual moves out of their safe zone.

With the Otiom-app on their smartphone, relatives and carers will be notified as soon as the person with the tag leaves home and out of their safe zone.

**Starter kit £360**



Otiom comprises of:

- a wearable tag, a charger and 2-4 homebases
- it has no distracting buttons, sounds, plugs or lights
- long battery life
- each tag is 100% waterproof
- smartphone app is available for iOS and Android
- multiple caregivers can have access to the app
- no monthly subscription is required
- 30 day, money back, returns promise





# Activities and entertainment

## Relish radio and music player

The Relish radio has been designed to enable people living with dementia to listen to the music that they want independently. With three buttons to pre-set to favourites, and a fourth for your own music, it means you can easily find the stations or playlist you love.

Unique to the Relish radio, the top panel can be personalised with whatever works for you.

Size: 245 x 108 x 182mm

- stereo DAB+/FM
- USB playback
- big buttons
- easy-to-use control panel
- ability to pre-set stations
- battery or mains powered

**£149.99**

**VAT relief price**

**£124.99**

Code: AT2142

**BEST  
seller**



To order visit [shop.alzheimers.org.uk](https://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

### One button radio

The one button radio is easy to use, with just one button the radio can be powered on and off. The station and volume can be pre-set, then dials removed and replaced with a secure panel meaning the radio is always ready to use.

- AM/FM analogue radio
- easily set to a preferred station and volume
- mains and battery operated

**£83.99**

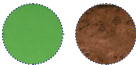
VAT relief price **£69.99**

Code: AT9061



### Simple music player

You can easily load the player with music of your choice. Then lift the lid to automatically switch on and play music. A single big button skips to the next track.



**£109.99**

VAT relief price  
**£91.66**

Red

Code: 8147

**£109.99**

VAT relief price  
**£91.66**

Green

Code: 8148

**£141.99**

VAT relief price  
**£118.33**

Walnut

effect finish

Code: 8149

### Koto Easy radio

A simple to use, DAB+/FM radio with an on/off button, choice of three radio channels and a volume dial. Channel set-up is hidden away under the control panel cover.



**£80.00**

VAT relief price  
**£66.67**

Code:

AT2224





## Easy radio and music player

The Easy radio and music player was developed by Ravencourt Living in partnership with Alzheimer's Society based on feedback from people living with dementia. The aim was to get a great product at the best price.

The main controls can be hidden to leave one button.

- stereo DAB+/FM
- USB playback
- bluetooth speaker
- bluetooth to headphones
- clear display
- single button operation

**£95.99**

**VAT relief price £79.99**



To order visit **shop.alzheimers.org.uk** or call **0333 366 0035** (local rate)



## Matching Memories

A fun interactive game designed to prompt meaningful memories and the sharing of life stories. Topics such as hobbies, books, holidays, special days and working life prompt discussion through questions such as 'Have you played any instruments?', 'Did you enjoy every job you had?' Lovely large cards with clear font and colours. 33 topics and two sets of questions for each topic.



**NEW**

**£17.99**

Code: AT2404



## Cardholders – set of 4

Ideal for use by people who have poor grip, or for those with small hands, the playing card holder consists of two plastic discs held together by a spring. Once sorted, the card holder will then fan and grip the cards throughout the game.

**£14.99**

Code: AT2247



## All About Us game

Developed for people with dementia, this storytelling board game uses conversation as a way of exploring your life from childhood through the present and into the future. All players share their stories and explore their life with each other.

**£29.99**

**VAT relief price £24.99**

Code: AT2210



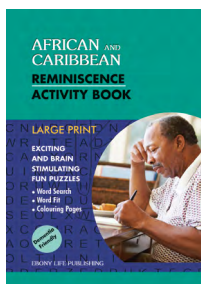
Created for people living with dementia who have familiarity with African and Caribbean cultures, these products are intended to be used as vital cultural aids to interact and engage with family including younger generations and wider society.

## African and Caribbean reminiscence activity book

60 A4 pages including word searches, word fit and word unscrambler puzzles as well as colouring pages reflecting everyday African and Caribbean life.

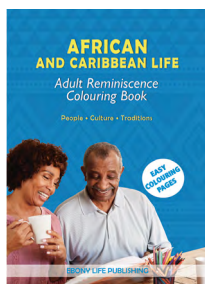
**£9.70**

Code: GF2204



## African and Caribbean colouring books

Lively drawings to colour which feature images such as hairdressers, market stalls, steel pan players, dancing, popular fashion and food.



**£10.70**

Detailed  
Code:  
GF2206

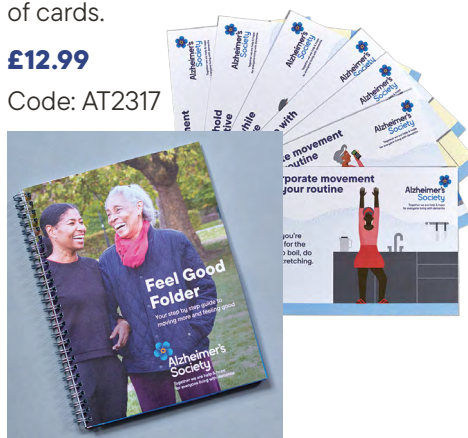
Easy  
Code:  
GF2205

## Feel Good Folder

Our new Feel Good Folder can be used independently, or with the support of a loved one, carer or professional to encourage a more active lifestyle for people living with dementia. Includes a diary, wallchart and movement deck of cards.

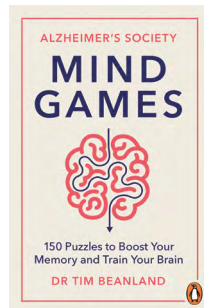
**£12.99**

Code: AT2317



## Mind Games – by Dr Tim Beanland

Dr Tim Beanland, Head of Knowledge at Alzheimer's Society, provides expert insights into the science of brain health and the benefits of regular mental exercise.



Puzzles may help to improve brain function and prevent age-related cognitive decline. Featuring 150 puzzles to challenge memory or skills with pictures, words, numbers or logic.

Also included is a 7-day programme, plus practical tips and advice to keep your mind active and engaged.

**£16.99** Code: BO2301

## Aquapaints

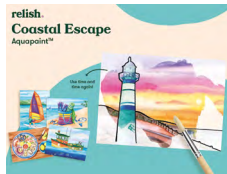
Aquapaints give a lovely balance of creative touch, sense of achievement and pure joy for people with dementia. Simply brush the 'white' sheets of paper with water and watch as the beautiful pictures magically appear. Once finished, leave the sheets to dry to use them time and time again. Size: 260 x 210mm

**£19.99 VAT relief price £16.66**

More designs available on the Shop.



**Garden Wonders**  
Code: AT2015



**Coastal Escape**  
Code: AT2234



**Classic Vehicles**  
Code: AT2113



**Magnificent Birds**  
Code: AT2233

## The Little Book of...

Illustrated books featuring live recordings of some of the UK's favourite birds at the touch of a button.

**£14.99**

\*Also available in Welsh. Code: GF2213W



**The Little Book of the Dawn Chorus**  
Code: GF2214



**The Little Book of Woodland Bird Songs**  
Code: GF2215



**The Little Book of Garden Bird Songs\***  
Code: GF2213

## Jigsaws

Our wide range of jigsaws provide just the right balance of challenge, interest and engagement for people at different stages of dementia. Easy-to-handle pieces fit in the box perfectly, creating a picture that evokes happy memories.

### 13 piece jigsaws

**£17.99** VAT relief price **£14.99**



**Summer Birds** Code: AT2021

**Lily Pond** Code: AT2018

**Orient Express** Code: AT2019



**Blooming Lovely** Code: AT2146

**Puppy Playtime** Code: AT2020

**Life of a Kitten** Code: AT2039

### 35 piece jigsaws

**£17.99** VAT relief price **£14.99**



**Bathing Birds** Code: AT2036

**Road Trip** Code: AT2022

**Steam Train** Code: AT2024

**Spring Picnic** Code: AT2032



**Seaside Nostalgia** Code: AT2023

**The Fair's in Town** Code: AT2143

**Winter Snow** Code: AT2114

All images available online



### 35 piece jigsaws

**£17.99** VAT relief price **£14.99**

Cat's Whiskers Code: AT2035

Autumn Market Code: AT2033



### 100 piece jigsaws

Our 100 piece jigsaws offer that perfect mixture of challenge, reward, and simple pleasure – especially for people with early stage dementia. The larger size of the puzzle means more people can get involved in assembling a beautiful picture over a nice cup of tea.

**£17.99** VAT relief price **£14.99**



**Island Paradise** Code: AT2204

**Farm Life** Code: AT2028

**Great Outdoors** Code: AT2203



**Sunset in Paris** Code: AT2205

**Jungle Life** Code: AT2206

All images available online



## 63 piece jigsaws

**£17.99** VAT relief price **£14.99**



**Monet's Garden** Code: AT2027  
**Farmer's Market** Code: AT2025  
**Lakeside Vacation** Code: AT2026  
**Wild Coast** Code: AT2031



**Dancing Shoes** Code: AT2144  
**Burano Island** Code: AT2034  
**City Dusk** Code: AT2040

All images available online





## Fidget Widget Toolkit

The Fidget Widget Toolkit helps to keep hands busy and relaxed. It was developed as a collaborative project by Alzheimer's Society, UCLAN and Relish.

**£69.99**

**VAT relief price**

**£58.33**

Code: AT2115

Some individual fidgets are available on the Online Shop.

## Precious Petzzz

Breathing pets could provide loving comfort, a sense of security and are a therapeutic tool for nurturing and play. Made of 100% synthetic fur.

Pet: 250 x 170mm

**£24.95**

Cat Code: AT9056

Mutt Code: AT9057



## Tactile Turn

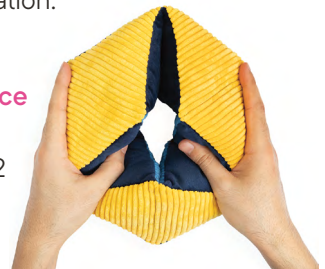
This folding fabric soft ring is designed to help to keep hands busy and relaxed, whilst providing comfort and soothing agitation.

**£24.98**

**VAT relief price**

**£20.82**

Code: AT2232





## HUG™

HUG is a soft comforter designed to be cuddled. It has weighted limbs and a soft body that contains a simulated beating heart and music player that can be programmed to play a person's favourite music. Research has shown HUG can improve a person's quality of life by reducing anxiety, agitation and enhancing social interaction.

Alzheimer's Society has partnered with HUG by LAUGH® through the (Alzheimer's Society) Accelerator Programme to ensure HUG gets to people who really need a cuddle.

**£150.00**

**VAT relief price £125.00**

Code: AT2164

## Companion pets

These beautiful companion pets look, feel and sound just like the real thing! With soft fur, gentle purrs and friendly meows, the orange tabby cat brings comfort, joy and companionship with its soothing, interactive presence.

The built-in sensors and VibraPurr technology allow the companion cat to respond to hugging, petting, sounds and motion with cat-like movements and the sound and feel of real purring.

**£124.00**

**Ginger Cat** Code: AT2319

**Silver Tabby** Code: AT2320



Other cats, dogs and birds are available on the Shop.



To order visit [shop.alzheimers.org.uk](https://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)



# Clothing and footwear

We work with our partners The Able Label and Friendly Shoes to provide a wide range of easy dress clothing and footwear for men and women. Visit our Online Shop to see the range and place an order. They donate 20% of the purchase price to Alzheimer's Society.

## The Able Label

The Able Label design and make beautiful clothes that make dressing easier, encouraging independence and self

confidence. There is no overhead dressing and there are no fiddly fastenings yet when they're worn, no one would ever know they were adapted.



## Friendly Shoes

Friendly Shoes is making footwear accessible for everyone with its easy-on shoes. Created by an occupational therapist, the shoes have wide opening zips making them very easy to put on and take off, independently or with the help of a carer.



**20%**  
of sale price  
is donated to  
Alzheimer's  
Society







# Help around the home

## Tilt-to-pour kettle

The lightweight design, combined with the rotating cradle of the Uccello kettle, means you only have to 'tilt-to-pour', eliminating any lifting, straining, or trying to balance and aim when pouring hot water!

- 1.5 litres capacity
- auto shut-off with overheating protection

**£59.95**

**VAT relief price £49.96**

**Red & white**  
Code: AT2220

**Black & white**  
Code: AT2221

**All white**  
Code: AT2230

**All black**  
Code: AT2229

To order visit **[shop.alzheimers.org.uk](http://shop.alzheimers.org.uk)** or call **0333 366 0035** (local rate)

### Good grips cutlery

Specially designed cutlery featuring cushion grips to help users keep hold of the utensils, even when wet. Handles have a soft, flexible ribbing which is latex-free, and the stainless steel utensils have a special design that allows the cutlery to bend to any angle, adapting to any grip.

**£18.99**

**VAT relief price £15.83**



**Fork**

Code: 8144



**Dessert spoon**

Code: 8146



**£14.39**

**VAT relief price £11.99**

**Teaspoon**

Code: 8192



**Knife**

Code: 8145



### Henro-grip cutlery

This cleverly designed cutlery helps prolong independent eating. Right-angled knife to make cutting easier. Available as a spoon, fork or knife, and also as a left or right hand version for the spoon and fork.

**Left red spoon**

Code: AT2253

**Right red spoon**

Code: AT2252

**Left red fork**

Code: AT2255

**Right red fork**

Code: AT2254

**Universal knife**

Code: AT2256

**£16.39**

**VAT relief price £13.66**



## Tritan and melamine crockery

High quality Tritan mugs with feeder lids and melamine crockery designed for anyone who may have problems with dexterity, vision and perception. They look and feel like ceramic but are lighter, making them easier to use.

**£7.14**

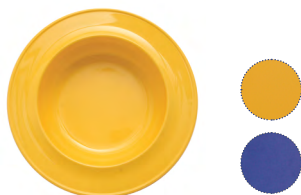
VAT relief price **£5.95**

Yellow  
bowl

Code: 8338

Blue  
bowl

Code: 8337



**£5.40**

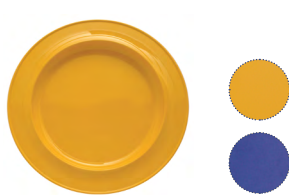
VAT relief price **£4.50**

Yellow  
side plate

Code: 8336

Blue  
side plate

Code: 8335



**£8.34**

VAT relief price **£6.95**

Yellow  
dining plate

Code: 8334

Blue  
dining plate

Code: 8333



**£4.74** VAT relief price **£3.95**



Yellow mug

Code: 8340



Blue mug

Code: 8339

**£7.08** VAT relief price **£5.90**



Yellow mug with  
feeder lid

Code: 8342



Blue mug with  
feeder lid

Code: 8341

## Snack tray stackers

Neat little trays which can be stored in the fridge and are ideal for cold cut meats, cheese and fruit. Perfect for preparing snacks in advance. The box has a 470ml capacity and the lid opens up 90 degrees for easy access. Trays can be easily stacked.



Dishwasher,  
freezer and  
microwave safe.  
Size: 170 x 245  
x 37mm

**£2.99**

Code:  
AT2409

## Kitchen Genie

5 in 1 Opener! Kitchen Genie makes it easy to open jars, bottles, screw tops, and can ring-pulls with minimal effort.



**£3.99**

Code:  
AT2408





### Scarf protector

A stylish and dignified solution for men for keeping clothes clean and dry. Features a waterproof back layer and quick fastening hook and loop on the front for easy wearing and changing. Machine washable (40°C) and tumble drier proof.

**£14.99** VAT relief  
price **£12.49**

Code: AT2162



### Pashmina-style clothes protector

This fashionable pashmina-style protector offers an elegant and dignified solution for keeping clothes clean and dry when eating and drinking.

**£16.99**  
VAT relief  
price **£14.16**

**Navy**

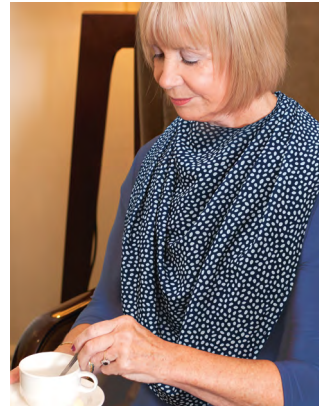
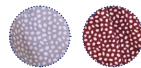
Code: 8368

**Grey**

Code: 8366

**Burgundy**

Code: 8367



### Foldable walking stick

A lightweight easy-to-grip handle with an additional removable wrist strap. It folds into its own travel bag. When needed, it will automatically lock into place with a small shake, ready to give the user additional support when walking outside or indoors.

- non-slip rubber ferrule
- adjustable height from 82cm–94cm

**£19.99**

Code: AT2312

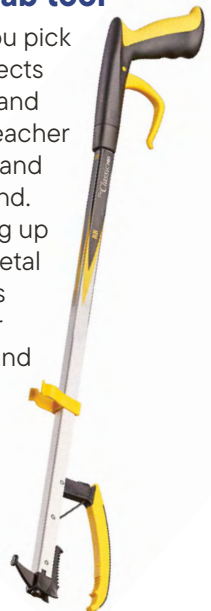


### Reach and grab tool

Reachers help you pick up a range of objects without bending and stretching. This reacher is 32 inches long and has a magnetic end. Perfect for picking up keys and other metal objects. Reachers are also useful for getting dressed and reaching objects from a chair.

**£11.50**  
VAT relief price  
**£9.58**

Code: AT2326





## Sensor light

An LED motion sensor light which helps avoid tripping or falling when getting up in the night.

**£16.99**

Code: AT8009

**BEST  
seller**



## Daylight touch desk lamp

This daylight touch-sensitive lamp has very bright 1700 lumen LEDs. The daylight simulation will also help users with low vision, promoting long-term eye health.

**£82.50**

Code: AT2101



## Soothing sounds night light

Relax to a choice of 20 realistic nature sounds and tranquil melodies. Incorporating a useful night light, this portable solution is the ideal aid for insomnia or to help mask the effects of tinnitus.

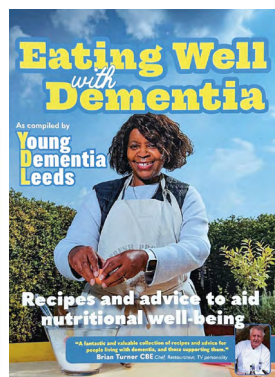
**£47.99** Code: AT2308



## Eating well with dementia edited by Liz Menacer

The first book of its kind tailored to and developed with people living with dementia, their families and carers. This book offers a wide variety of recipes that are easy to cook and delicious to eat, from finger foods to classic favourites.

**£14.99** Code: B02302





### Reusable sign sticker book

A storage folder of ingenious, peelable and reusable stickers which can identify places around the home. A simple and effective way to ease a common problem and help people maintain independence in the surroundings of their own home.

- 20 cupboard and drawer labels
- 10 door labels
- 6 coloured surrounds for light switches

**£38.34**

**VAT relief price £31.95**

Code: 8081

Larger signs are available from our Online Shop.

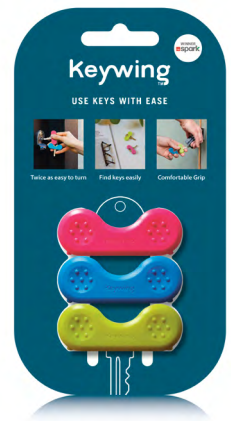


### Keywings – pack of 3

A simple solution to the problem of using keys which have a small surface area making them difficult to grip and turn. The Keywing clips over the key to provide a much wider finger contact area which improves grip and leverage when turning. The bright colours help identify individual keys.

**£12.99**

Code: AT2242



## No Rinse shampoo

Fresh clean hair without washing and rinsing! Simply apply to the scalp, massage to lift dirt and towel dry to remove. Alcohol and paraben free.

- 200ml



**£4.68**

VAT relief price

**£3.90**

Code: 7027



## No Rinse body wash

Foam on, massage in and towel off. No rinsing necessary and the non-drip formula can be used all over the body.

- 200ml



**£4.09**

VAT relief price

**£3.41**

Code: 7028



## Easi-Grip long reach toe nail cutters

These long reach scissors are slightly serrated to grip the nail and are easy for arthritic hands to use.

**£8.95**

Code: AT2303



## Easi-Grip table top nail clipper

Designed to assist those with limited hand functionality to cut and file finger nails. Fitted with non-slip feet for stability when used on a table-top.

**£7.95**

Code: AT2302

## Easi-Grip mini scissors

Ultra light weight self-opening scissors. Perfect for people whose hands or wrists struggle with scissors due to swollen and painful joints.

**£4.95**

Code: AT2301



### Pobroll® bed-bathing wrap

The pobroll is a totally waterproofed calming bed-bathing wrap designed to improve the user and carer experience of the bed bath by enhancing the level of comfort, dignity and respect of the person with dementia.

The smart yet simple design allows for truly person-centred care by combatting some of the stresses associated with the bed bath. The Pobroll keeps the bed dry and the individual warm and respectfully covered during personal washing. This reduces embarrassment or distress and allows for a calm and more agreeable bathing experience for all concerned.

This is a Partner product available through our Online Shop. Pobroll will donate 10% of each purchase to Alzheimer's Society.

**£312.00**

**VAT relief price £260.00**



#### Key features

- made of high-quality soft terry cotton and totally waterproof
- easy to use and highly adaptable
- keeps the bed dry during personal care
- keeps the individual warm, dry and respectfully covered
- reduces embarrassment and distress
- improves the bathing experience





# Show your support

## Forget-me-not t-shirts

Our fabulous forget-me-not flower t-shirts are a great way to support us. Also available in children's sizes, aged 3-8 years.

**Small** Code: BR2319S

**Medium** Code: BR2319M

**Large** Code: BR2319L

**XL** Code: BR2319XL

**XXL** Code: BR2319XXL

**XXXL** Code: BR2319XXXL

**£14.99**

**Child's t-shirt 3-4yrs**

Code: BR2318S

**Child's t-shirt 5-6yrs**

Code: BR2318M

**Child's t-shirt 7-8yrs**

Code: BR2318L

**£12.00**

## Baseball cap

Made from cotton drill, with stitched ventilation eyelets, a pre-curved peak and size adjuster.

Code: BR2345

**£12**

To order visit [shop.alzheimers.org.uk](http://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

## Forget-me-not flower pin badges x 10

Suitable for weddings, birthdays, anniversaries or any event to honour loved ones.



Example of personalisation



### 10 pins with 1 pack of 10 table cards

Each pin is 25mm diameter

Cards are 85 x 55mm folded

Table cards are supplied blank, ready to personalise with your own message. Not suitable for fountain pens.

**£25.00 each**

**Enamel blue** Code: WF2306

**Rose gold** Code: WF2308

**Gold** Code: WF2310

**Silver** Code: WF2312

**Eco bamboo** Code: WF2314

### 10 pins with no backing cards

Each pin is 25mm diameter

**£22.00 each**

**Enamel blue** Code: WF2301

**Rose gold** Code: WF2307

**Gold** Code: WF2309

**Silver** Code: WF2311

**Eco bamboo** Code: WF2313

### Forget-me-not flower wedding table cards x 10

Cards are 85 x 55mm folded

**£3.00** Code: WF2302

## Eco bamboo single pin

Our lightweight pin is made from bamboo – a strong, sustainable option.

**£2.50**

**25mm** Code: BR2339

**£4.50**

**50mm** Code: BR2340



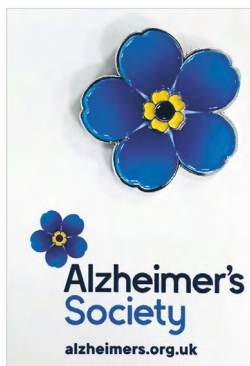
## Forget-me-not flower pin badge

Show your support for Alzheimer's Society by wearing our bright, new forget-me-not flower pin badges.

- 25mm badge
- Butterfly fastening

**£2.50**

Code: BR2302



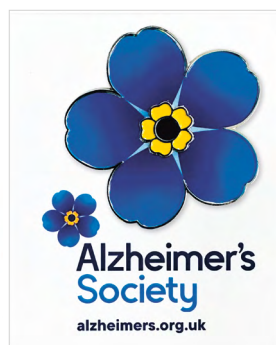
## Forget-me-not flower pin brooch

This brooch has been designed to feature on a jacket or coat lapel and is not suitable for fine or delicate fabrics. (See bamboo pin on page 34.)

- 40mm badge
- Bar fastening

**£4.50**

Code: BR2328



## Biodegradable confetti

Dried blue and white delphinium flower petals make organic, dye-free and completely natural confetti.

**£3.99**

Code: WF2315



## Forget-me-not flower shopping bag

Foldable shopping bag made from navy polyester with short shoulder handles and a built-in drawstring pouch to tuck the bag into itself.

**£5.99**

Code: BR2308





**Our beautiful sterling silver and gold jewellery is made with real forget-me-not flowers. All are supplied in a gift box.**

### Silver and pearl pendant

A sterling silver heart charm with a cultured pearl. Size: approx 32 x 12mm

**£44.99**

Code: JW2303



### Silver bar necklace

Rectangle pendant with 18" adjustable silver chain. Size: 21 x 7mm

**£34.99**

Code: JW9009



### Silver bead bracelet

Elasticated bracelet – fits most wrists. Sterling silver. Size: 12mm

**£47.00**

Code: JW9011



## Silver heart charm

Specially designed for Alzheimer's Society. Size: 23mm high

**£34.99**

Code: JW2101



## Cufflinks

Sterling silver setting and fastening. Size: 17 x 14mm

**£44.99**

Code: JW9007



## Silver teardrop necklace

Supplied with 18" adjustable silver chain. Size: 19 x 11mm

**£34.99**

Code: JW9000



## Silver teardrop stud earrings

Size: 12 x 9mm

**£29.99**

Code: JW9012

To order visit [shop.alzheimers.org.uk](http://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)

The forget-me-not illustration is from the book 'Dear Alzheimer's' by Keith Oliver which is supported by Alzheimer's Society.



## A5 notebook

96 pages lined.

148 x 210mm

**£6.99** Code: BR9016



## Thinking of you cards

Pack of 10 cards with envelopes.

**£4.99** Code: BR2135



## Thank you cards

Pack of 10 cards with envelopes.

**£4.99** Code: BR2352

## Forget-me-not garden sculpture

An all-weather, all-year round happy little garden blossom! Made from recycled metals in Zimbabwe.  
Size: 800 x 150mm

**£23.99**

Code: GF2210



## Forget-me-not seeds

Perfect for remembering a loved one or make great wedding favours and stocking fillers.

**£2.50**

**Packet seeds**

Code: BR2309

**£2.50**

**Matchbox seeds**

Code:  
BR2202



## Eco pen

Handy ballpoint pen. Black ink. Partially made from recycled car parts.

**£2.99**

Code:  
BR2008



Lovely fine bone china range delicately designed with beautiful forget-me-not flowers to support the Alzheimer's Society.

## Pet bowls

Pretty pet bowls will grace any kitchen once they've been licked clean!

**£19.99**

**Large (dog):**  
60 x 200mm

Code:  
GF2324

**£15.99**

**Small (cat):**  
55 x 160mm

Code:  
GF2325



## Heart hanger

A lovely ceramic heart hanger to hang on the tree or to give to someone as a gift.

Size: 85 x 70mm

**£13.99** Code: GF2207



## Candles

Delicately scented candles with a fresh linen fragrance, set within soy wax, making them vegan and cruelty-free.

**£19.99**

**Large**  
85 x 75mm

Code:  
GF2326

**£12.99**

**Small**  
65 x 50mm

Code:  
GF2327



## Coaster

Elegant drip catcher for your cup, mug or glass.  
85mm diameter

**£9.00**

Code: GF2321



## Single-handled mug

Lovely fine bone china mug is delicately designed with beautiful forget-me-not flowers.  
330ml

**£15.99**

Code: GF2105

To order visit [shop.alzheimers.org.uk](http://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate)



## Information, advice and support

If you're affected by dementia, our national services are here to provide support. You can get our help in whatever way works for you – over the phone, online or in print.

### Dementia support line

Our support line is open seven days a week. It provides information, advice and emotional support to anyone affected by dementia. Please call **0333 150 3456** (national rate or less).

9am–8pm Monday to Wednesday,  
9am–5pm Thursday and Friday,  
10am–4pm at weekends.

Visit **[alzheimers.org.uk/get-support/dementia-support-line](https://alzheimers.org.uk/get-support/dementia-support-line)** for live online advice and information. If you speak Welsh, call our Welsh-speaking support line on **03300 947 400**.

### Dementia support forum

Our online community where you can ask questions, share experiences and get information and practical tips on living with dementia. It's free to use, open 24 hours a day and all you need is an internet connection.

Visit **[alzheimers.org.uk/onlineforum](https://alzheimers.org.uk/onlineforum)**

### Publications

Find practical information and advice in our wide range of publications covering all aspects of dementia and dementia care including legal and financial matters and coping and caring strategies.

Go to **[alzheimers.org.uk/publications](https://alzheimers.org.uk/publications)**



## For more information



please contact our  
Supporter Care team on  
**0330 333 0804** (local rate)

or email  
**[enquiries@alzheimers.org.uk](mailto:enquiries@alzheimers.org.uk)**

or visit  
**[alzheimers.org.uk](https://alzheimers.org.uk)**

## Choosing the right product

### Ethical considerations

Assistive products should enhance and enable independence, however they do have the potential to produce less positive outcomes. For example, if a product is misused it may replace human contact with the person with dementia, or restrict rather than enhance their freedom of movement. Some people might even find that the very presence of the product reminds them about their memory problems, which can cause distress.

### Professional advice

The information in the catalogue and on our website should not be considered medical guidance or professional advice. Before buying products it is advisable to contact an occupational therapist or GP, or the local authority social services department. Your local social services department may be able to supply you with some of the products we sell, so check with your local office to see whether they can. Even if they can't provide the products, the person with dementia may be eligible for a needs assessment, help in finding the best product or financial assistance.

### What is VAT relief?

This means you can save money as we don't have to charge 20% VAT.

### Which products qualify?

Products that are designed and manufactured specifically to help people with disabilities.

### Am I eligible for VAT relief?

Yes, if you have dementia or considered chronically sick or disabled, and you are buying the product for your personal use. This also applies if you are a parent, spouse or guardian buying on behalf of someone who is eligible.

### What do I need to do?

If you are ordering by post please enter the VAT relief price shown in pink into the order form (postage is not exempt) and sign and state your disability on the order form. If you order online or place a telephone order you will be asked to confirm your eligibility. If you are buying on behalf of someone who is eligible you will be asked for their name.\*

If you are unsure whether you or the person you are buying for are eligible for VAT relief please read Notice 701–7 VAT relief for disabled people at **hmrc.gov.uk** or call HMRC's advice line on **0300 200 3700**. Please check eligibility as this is legally binding and there are penalties for false declaration.

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\*Alzheimer's Society's Online Shop are required to keep a record of all customers who have declared themselves eligible for VAT relief, their names, addresses, and qualifying medical condition and present this information to HMRC if requested.

## Help with your order

### Prices

As well as high quality products and expert customer service we always endeavour to offer competitively priced products in our catalogue and online. We regularly compare the market to ensure that we offer you the best prices we can. Many helpful products can also be purchased at a cheaper VAT free price by those eligible (see details on page 45).

### Delivery

Your order will be processed promptly and we expect to deliver in three to five days but please allow up to 14 days for standard delivery. Some products are despatched directly from the supplier and may take longer to arrive.

Express delivery – Orders placed by 1pm, Monday–Thursday, will be despatched for the next working day. There is no next-day service on Friday for weekend delivery. All express deliveries will be delivered between the hours of 08.00 and 20.00. Please note, next day service is not guaranteed by courier companies currently. Up-to-date delivery information is available online.

Following our departure from the EU, we are revising international delivery charges and processes. For the latest international delivery information visit our Online Shop **alzheimers.org.uk** or call our team on **0333 366 0035** (local rate).

### Returns guarantee

Every item in the catalogue is accurately described and honestly illustrated. If you find that a product is unsuitable, you are unhappy with the quality or your goods are damaged in transit, please return to us within 28 days of receipt. We will replace the goods or refund your money, providing the product is returned as delivered, in its original packaging, complete and undamaged. This is in addition to your statutory rights.

### Terms and conditions

For full terms and conditions including cancellation and returns policy please visit our Online Shop **shop.alzheimers.org.uk**

### Information and advice on our products

If you need further information about any of the products or how to order please call our team on **0333 366 0035** (local rate).

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**Whilst we try to hold the catalogue prices for the duration of the catalogue, we do reserve the right to reflect any significant changes from our suppliers. Our Online Shop will always reflect the most up-to-date prices.**



# Order form

Title ..... Initial .....  
Surname .....  
Address .....  
.....  
Postcode ..... Email .....  
Phone/Mobile .....

Send order form to:  
**Alzheimer's Trading**  
**PO Box 8032**  
**Eagle Avenue**  
**KETTERING**  
**NN16 6WZ**

Tel: **0333 366 0035**

| Code |  | Size | Description | Price | Total price |
|------|--|------|-------------|-------|-------------|
|      |  |      |             |       |             |
|      |  |      |             |       |             |
|      |  |      |             |       |             |
|      |  |      |             |       |             |
|      |  |      |             |       |             |

☐ Yes, I am happy for all gifts of money that I have made to Alzheimer's Society in the past 4 years and all future gifts of money that I make to be Gift Aid donations. Alzheimer's Society will reclaim 25p of tax on every £1 I give. I am a UK taxpayer and understand that if I pay less Income Tax and Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations across all Charities, it is my responsibility to pay any difference. Gift Aid is reclaimed by Alzheimer's Society from the tax I pay for the current tax year.

*giftaid it*

Sub total  
**UK standard delivery £3.99**  
**UK express delivery £7.99**  
Donation  
**GRAND TOTAL**

## Methods of payment (please print in block capitals) No card details are stored after use

☐ I prefer to pay by DEBIT/CREDIT CARD  
(please complete the details below)

Card no.

(Your card number is the large number across the centre of your card)

Start date (if applicable)

Expiry date

Issue no.

Name on card

Signature

**PayPal**  
accepted with  
online orders

## Declaration for helpful everyday products relief from VAT

I (or the person I am buying for) are eligible for VAT relief and are receiving from Alzheimer's Trading Limited the goods on this order form, for personal or domestic use only. I claim that the supply of these goods is eligible for relief from VAT under the VAT Act 1994. Insert the name of the person eligible and details of their qualifying condition below.

Note: it is an offence to make a false declaration.

Full name of person eligible .....

Date .....

Qualifying medical condition .....

Signed .....

We would love to stay in touch about our campaigning work, services, research, fundraising and volunteering. We will never sell your data on to third parties. Please fill in your details below if you would like to opt-in to email communications from us.

See how we respect your privacy and take care of your information at [shop.alzheimers.org.uk/privacy](http://shop.alzheimers.org.uk/privacy)

Email .....

☐ Please do not contact me by post

If you'd like to change your communication preferences, please call Alzheimer's Society Customer Care team on **0330 333 0804** (local rate) or [email enquiries@alzheimers.org.uk](mailto:email.enquiries@alzheimers.org.uk)

## Looking back at The Beatles

Take a rhyming Magical Mystery Tour with The Beatles!

Written by Matt Singleton and illustrated by Simon Reid this book includes a free audio download, read by Bill Nighy.

Suitable for people living with dementia or other cognitive difficulties.

Cognitive Books worked with Alzheimer's Society to involve people living with dementia – and their supporters – in the development of this book.

**£14.99** Code: BO2400

**NEW**



## Visit our Online Shop

As well as a much wider range of helpful products, our Online Shop also has a great collection of merchandise, sports clothing and gifts for all the family.

## How to order

Visit our Online Shop [shop.alzheimers.org.uk](http://shop.alzheimers.org.uk) or call **0333 366 0035** (local rate). You can order over the phone Monday to Friday 8:30am–5:30pm. If you call outside these hours, you can leave a recorded message for us to call you back on the next working day.

**Every purchase you make helps fund the work we do at Alzheimer's Society.**



Registered with  
**FUNDRAISING  
REGULATOR**



MIX  
Paper from  
responsible sources  
FSC® C017574

**100%**  
of our profits  
help people  
living with  
dementia

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Code HEP24