

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

# Helpful Everyday Products

for people living  
with dementia

**Catalogue 2023**



## 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

**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.

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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% off the retail price. Full details on page 45.



## Clocks and watches



### The Rosebud reminder clock

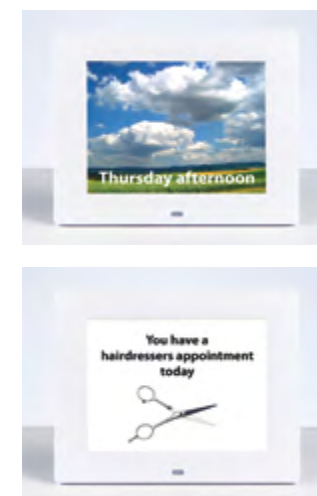
The Rosebud reminder clock has been developed to help prompt people with dementia to do daily tasks and relieve the stress and anxiety that can build up when unknown events occur.

- automatically adjusts to Daylight Saving Time
- four different screen display options
- can provide reassurance about what is happening
- 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** 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 the sun for day and moon for the night, this is perfect to help those who have difficulty knowing the time of day.

**£32.99**

VAT relief price  
**£27.49**

Code:  
AT9016



**BEST  
seller**

**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



**BEST  
seller**

**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. 217 x 173 x 23mm

**£76.99**

VAT relief price **£64.16**

Code: 8406

**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

**Digital clock with photo frame**

Designed to combine your favourite picture with an easy-to-read digital display. The large screen can be easily programmed to display four different formats and the clock will automatically adjust to the correct time.

Photo size:

150 x 100mm

Display size:

150 x 60mm

**£34.99**

VAT relief  
price **£29.16**

Code: AT2001

**Days of the week clock**

An easy-to-see weekday clock designed to help people recall the day of the week. This clock 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



**BEST  
seller**

**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

**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

### 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



### 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



### 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 with the upmost accuracy. The watch will automatically change in accordance with Daylight Saving Time. Batteries included.

**£54.99**

VAT relief price **£45.83**

Code: AT2212

### 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 is ideal for those with dexterity issues. Two face sizes available.

**£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



### 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

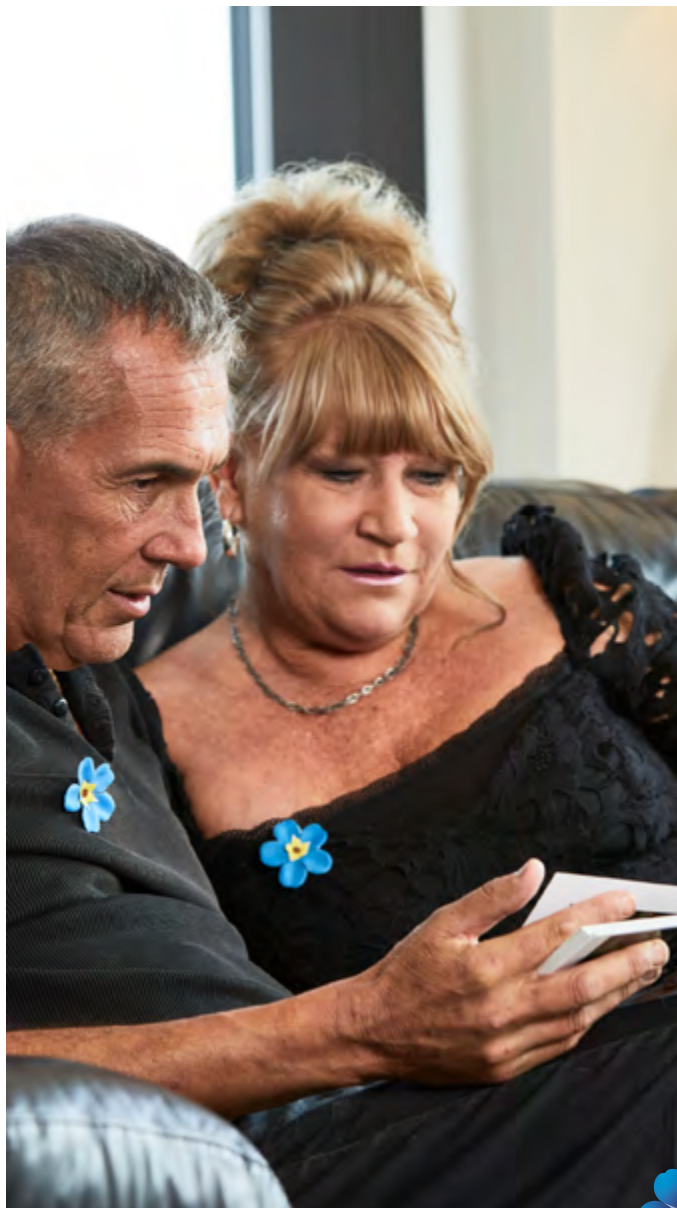
**£27.19**

VAT relief price **£22.66**

**Small** 28mm face size  
Code: AT2310

**NEW**





## Subscribe to our magazine today

Every two months, Dementia together magazine shares people's real-life feedback about products – and much more!

Email [magazine@alzheimers.org.uk](mailto:magazine@alzheimers.org.uk) or call **0330 333 0804** to get Alzheimer's Society's magazine in print, by email or on CD.



# Alzheimer's Society

Together we are help & hope for everyone living with dementia



## 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



### Extra photo 295 handset

**£109.99**

VAT relief price **£91.66**

Code: AT9020

**£44.99**

VAT relief price **£37.49**

Code: AT2003

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

### Amplidect 295 photo compact

A compact version of one of our popular phones.

- hearing aid compatible
- 10 one-touch memories with pictures on base
- photo, memory or regular dial
- 14 minute answering machine
- adjustable receiving volume (up to 30dB)

**£79.99**

**VAT relief price £66.66**

Code: AT2132



**BEST  
seller**

### 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

**£55.00**

**VAT relief price £45.83**

Code: AT2214



### Emporia SMART.5 phone

A smart phone which is very easy to operate, has an easy-to-read screen and extra loud and clear sound. When closed, the smart cover allows access to the most used functions through a unique set of responsive 'windows'. This makes answering or ending a call much easier, or having the camera or torch, for instance, accessible with one touch.

- easy to use
- loud and clear sound
- large 5.5" screen with easy-to-read text
- high definition rear camera
- 8MP front-facing camera for selfies and video calls
- rear button to call up to 5 contacts in an emergency
- 154-page smart phone training book.

Charging cradle and headset included.

**£249.00**

**VAT relief price £207.50**

Code: AT2135



### Doro 780X mobile phone

The Doro 780X is the most simple, easy-to-use mobile on the market.

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

**£154.99**

**VAT relief price £129.16**

Code: AT2136



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



### 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

### Simplicity clamshell V227

A simple, easy-to-use 2G clamshell style phone. No camera, no recording functions, just all the essentials for talking and texts.

- calls automatically answered when phone is opened
- large screen (2.8") with large font
- loud and clear sound
- assistance button
- charging cradle included



**£65.00**

**VAT relief price £54.17**

Code: AT2215



## 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 to whatever makes perfect sense to 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

**£119.99**

**VAT relief price  
£99.99**

Code: AT2142

**BEST  
seller**



To order visit [shop.alzheimers.org.uk](http://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

**BEST  
seller**



### The easy music player

Our new Easy Music Player has been developed by Ravenscourt Living in partnership with Alzheimer's Society based on feedback from people living with dementia. The aim has been 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
- also available in yellow

**£95.99**

**VAT relief price £79.99**

**White**

Code: AT2216W

**Yellow**

Code: AT2216Y



### 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.

**BEST  
seller**

**£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.

**NEW**

- LCD screen with backlight
- headphone socket
- bluetooth audio streaming
- 24 hour clock with automatic update



**£80.00**

**VAT relief price £66.67**

Code: AT2224



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



### Snakes & Ladders and Ludo

Snakes and Ladders / Ludo are two popular board games adapted to meet the needs of people living with dementia.

**£24.99**

**VAT relief price £20.83**

Code: AT9054



### Noodle nudges

Noodle nudges is a proverbs game developed by Annie Miller for her mum who had dementia and who struggled to engage in pastimes she used to enjoy. The idea is simple, matching the question cards to the answer cards. No complicated rules.

**£12.99**

Code: GF2103



### 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



### Cardholders – set of 4

Ideal for use by people who have poor grip, or for 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



### Circuit Marble Maze

Circuit Marble Maze is a game designed to encourage dexterity and coordination. Guide the marble around the track by tilting the maze with both hands. Helps with stress and reassurance or for those who have difficulty sleeping.

**£19.99**

**VAT relief price £16.99**

Code: AT2238



### Colouring books

Sharpen your pencils and bring a little delight to the day! Our beautifully illustrated colouring books aim to engage, stimulate and relax people living with dementia. The clear outlines and coloured-in suggestions will help lead the way.

**£9.99**

**Everyday Joys**  
Code: AT2107

**Radiant Nature**  
Code: AT2108

## 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



**Wonderful Animals**

Code: AT2017



**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

## The Black Dementia Company

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.

### Wordsearch and More

African and Caribbean culture is central to the tasks in the Wordsearch book which includes short quiz activities too.

**£12.00**

Code: AT2119



### Tropical colouring books

These colouring books feature designs that are associated with the tropics, including flowers and people.

**£12.00**

**Vol 1**

Code: AT2121



**£12.00**

**Vol 2**

Code: AT2120



### 16 piece jigsaws

**£16.00** VAT relief price **£13.33**



**Kingsway Stores**

Code: AT2219



**Christ Church Cathedral**

Code: AT221



**Giddy House**

Code: AT2218

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



## Jigsaws

Our jigsaw puzzles provide just the right balance of challenge, interest and engagement for people with dementia. Easy-to-handle pieces fit in the box perfectly, creating a picture that evokes happy memories.

### 13 piece jigsaws

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



**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

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



**Seaside Nostalgia** Code: AT2023

**Road Trip** Code: AT2022

**Steam Train** Code: AT2024

**Spring Picnic** Code: AT2032

**Autumn Market** Code: AT2033



**Bathing Birds** Code: AT2036

**Cat's Whiskers** Code: AT2035

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

**Winter Snow** Code: AT2114

All images available online

**BEST  
seller**

## 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.

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



**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

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



**Farmer's Market** Code: AT2025

**Lakeside Vacation** Code: AT2026

**Wild Coast** Code: AT2031

**Monet's Garden** Code: AT2027



**Burano Island** Code: AT2034

**City Dusk** Code: AT2040

**Dancing Shoes** Code: AT2144

All images available online



# BRAIN WORKOUT

# Wordsearch

See if you can find all of these geographical features in the grid

ARCHIPELAGO	BUTTE	DUNE	LAGOON	SAVANNAH
ATOLL	CANYON	FJORD	LLANO	SCREE
AVALANCHE	CONTINENTS	FOREST	OASIS	SHOTT
BASIN	DELTA	GULF	OCEAN	STALAGMITE
BEACH	DONGA	HILLS	PLAYA	TIDES
BEDROCK	DOWNLAND	ISLAND	ROCKS	VOLCANO

```

E H C N A L A V A S S S O B G T
O A I O P G Y T I Y T G U L F E
N N H L N L O K D N A L N W O D
A N A O L L I E E L L L R R T
C A D L L S L N E K A A P O E I
L V C Z L T I P S C G N J C S D
O A C A A T I V H O M F I K T E
V S N A N H J C O R I O A S I S
Q D F O C Y A N T D T O C E A N
E S C R E E O S T E E E T T U B
X N A U B D U N E B O R A W N T
  
```

To find out the answers please email [individualgivingteam@alzheimers.org.uk](mailto:individualgivingteam@alzheimers.org.uk) and include Brainwork Wordsearch in the subject line.

**Fancy yourself a puzzler? Do you enjoy word, number and logic puzzles? Sign up to Brain Workout today and you'll get a puzzle pack delivered to your door every month – these mind simulating puzzles will keep you on your toes!**

**Visit [alzheimers.org.uk/brain-workout](https://alzheimers.org.uk/brain-workout) today to sign up to a monthly gift which helps provides vital support to people living with dementia.**



**NEW**

## Help around the home

### 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



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



### 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 help ease a common problem and help people maintain independence in the surroundings of their own home.

More signs available online.

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

**£38.34**

**VAT relief price £31.95**

Code: 8081



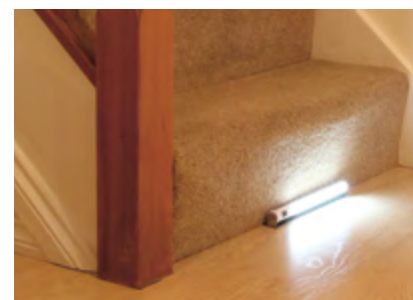
### Sensor light

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 helps low vision users as well 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: AT2307

**NEW**



### Foldaway portable light

This compact torch cleverly converts to a simple desk light for hands-free use.

- Three stages of dimming
- Can also be used as a power bank for charging phones on the go!
- Size: 150 x 45mm, weighs just 154g

**£27.99**

Code: AT2308

**NEW**



### Big Grip 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.

**£14.39**

**Vat relief price £11.99**



**Fork**  
Code: 8144



**Spoon**  
Code: 8146



**Teaspoon**  
Code: 8192



**Knife**  
Code: 8145

### Pashmina-style clothes protector

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

**£16.99**

**Vat relief price £14.16**



**Grey Dot Protector**  
Code: 8366



**Burgundy Protector**  
Code: 8367



**Navy Dot Protector**  
Code: 8368

### 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**



**Blue bowl**  
Code: 8337

**£5.40**

**Vat relief price  
£4.50**



**Blue side plate**  
Code: 8335

**£8.34**

**Vat relief price  
£6.95**



**Blue dining plate**  
Code: 8333



**Yellow bowl**  
Code: 8338



**Yellow side plate**  
Code: 8336



**Yellow dining plate**  
Code: 8334

**£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





### 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

**NEW**



**£16.39**

VAT relief price

**£13.66**



### 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

### Towel Off 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

**BEST  
seller**

**£4.68**

VAT relief price

**£3.90**

Code: 7027



### Towel Off 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

**BEST  
seller**

**£4.09**

VAT relief price

**£3.41**

Code: 7028



### Easi-Grip long reach toe nail cutter

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

**£8.95**

Code: AT2303

**NEW**



### Gentle cleansing wipes

A delicately scented, luxury cleansing wipe in canisters of 200, with foam burst technology for a creamy clean finish which also goes a lot further.

- pH balanced
- specifically developed for hospitals, GP clinics, nursing and residential homes.



**NEW**

**£6.99**

VAT relief price

**£5.83**

Code: AT2313



Now with Bluetooth!

## 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.



“

I think a lot of people living with dementia don't know how they're feeling or why they're feeling a particular way, and the comfort that the HUG doll will bring people in those situations is just really calming, a soothing effect, and it makes you feel loved.

Chris who is living with dementia

”



“

HUG is a comfort for Mum. Wherever Mum goes, HUG will go. There is a strong attachment and emotional bond.

The daughter of someone living with dementia

”

£150.00

VAT relief price £125.00

Code: AT2164

Find out more about HUG at [www.HUG.world](http://www.HUG.world)  
(or [alzheimers.org.uk/research/our-research/hug-by-laugh](http://alzheimers.org.uk/research/our-research/hug-by-laugh))



BEST  
seller

## 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

£29.99

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



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



# Organise your own 10 or 20 mile trek with family and friends this summer

Sign up for free at  
[alzheimers.org.uk/yourtrek](https://alzheimers.org.uk/yourtrek)



**Alzheimer's  
Society**

Together we are help & hope  
for everyone living with dementia

A photograph of a woman with short grey hair, wearing a pink long-sleeved shirt and blue trousers, sitting on a surface. She is looking towards the camera with a slight smile. A circular inset shows a close-up of the shirt's fabric.

THE  
**ABLE**<sup>®</sup>  
LABEL

Beautiful clothes. easier to dress

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

Four circular color swatches showing different fabric patterns: a solid light pink, a solid light blue, a solid dark blue, and a plaid pattern.

## Clothing and footwear

We work with our suppliers to offer a wide range of easy dress clothing and footwear for men and women.

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 is making footwear accessible for everyone with its easy-on shoes. Created by an occupational therapist, the company is helping people who couldn't previously find comfortable, functional and supportive footwear to fit.

### Camilla half sleeve seersucker shirt

Order online for full range of options and sizing.

- 100% cotton
- semi-fitted shape
- buttons for style only
- centre front velcro fastening
- easy-care, non-iron fabric

Please note: By visiting The Able Label via our online shop – 20% of the retail price of any clothing purchased will be donated to Alzheimer's Society. Items must be ordered directly.

**£52.00**

**VAT relief price**

**£43.33**

Order online at [shop.alzheimers.org.uk/clothing](https://shop.alzheimers.org.uk/clothing) or call **01622 744 242** quoting **ALZ5**



## Men's clothing

**Hughey short sleeve, easy-care velcro shirt**

- 35% cotton, 65% polyester
- non-iron
- Velcro fastenings discretely hidden behind buttons
- chest pocket

**£45.00****VAT relief price £37.50****Harvey check, short sleeve velcro shirt**

- 20% cotton, 80% polyester
- easy-care
- velcro fastenings discretely hidden behind buttons
- chest pocket

**£47.00****VAT relief price £39.17****Aubrey straight leg pull-on trousers**

- 65% polyester, 35% cotton
- elastic pull-on waistband
- belt loops
- optional fully opening zip fly with velcro top button
- length approx: 31"

**£47.00****VAT relief price £39.17****Washable incontinence underwear with functioning fly****£19.00****VAT relief price £15.83****Maxwell easy-care cotton pyjamas**

- 65% polyester, 35% cotton
- velcro fastening shirt, buttons for show only
- pull-on trousers with elasticated waistband
- fully opening fly and waist with velcro fastening

**£47.00****VAT relief price £39.17**

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

## Women's clothing

**Tabatha short sleeve velcro tee**

- 100% cotton
- front velcro fastening
- long sleeves 'Tabby' available
- coloured tape inside armholes – lime for left and red for right

**£39.00****VAT relief price £32.50****Delia below knee linen look velcro wrap skirt**

- 100% polyester
- fully opening
- wrap side velcro fastening
- coloured hanger loops – lime for left and red for right

**£55.00****VAT relief price £45.83****Jenny easy-care front opening velcro nightie**

- secure velcro fastening down the front
- easy care fabric
- 65% polyester, 35% cotton

**£45.00****VAT relief price £37.50****Monica straight leg velcro fly trouser**

- smart press front
- velcro fly – button for display
- side elasticated waistband for comfort
- easy care fabric – quick drying
- soft stretch fabric

**£59.00****VAT relief price £49.17****Velcro bra – black or white**

- 98% pima cotton, 2% elastane
- front fastening with velcro

**£42.00****VAT relief price £35.00****Superabsorbent washable full brief knickers**

- 100% cotton
- no pads required – built-in absorbent pad with waterproof back
- holds up to 350ml per day
- machine washable

**£19.00****VAT relief price £15.83**



### Friendly Shoes

Friendly Shoes are extremely easy to put on and off, with a discreet zip that opens up down the length of the shoe side, or around the back of the shoe. Available in sizes 3-13.

- fit wider feet, swelling and orthotics
- padded heel collar helps stabilise feet
- lightweight
- removable memory foam insoles help reduce impact
- anti-slip soles
- large zip toggle
- smooth, breathable linings
- deep toe box

### Excursion mid-top cafe au lait

Women's. Size 3-8

**NEW**



**£99.60**  
VAT relief price **£83.00**

### Force black

Men's and Women's.  
Size 4-12



**£75.60**  
VAT relief price **£63.00**

### Voyage concrete jungle

Women's. Size 3-8

**NEW**



**£87.60**  
VAT relief price **£73.00**

### Voyage navy & peach

Women's. Size 3-8



**£87.60**  
VAT relief price **£73.00**

### Excursion mid-top deep sea navy

Men's. Size 7-13



**£99.60**  
VAT relief price **£83.00**

### Excursion mid top pink & grey

Women's. Size 3-8



**£99.60**  
VAT relief price **£83.00**



## Show your support

**NEW**

### Forget-me-not t-shirts

Our fabulous forget-me-not flower t-shirts are a great way to support us. Available in children's sizes too, 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**

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

### Forget-me-not flower pin badge and wedding table cards x 10

Ideal to place at table settings to inform your guests that you are supporting Alzheimer's Society as part of your celebration with our brand new blue forget-me-not flower pin badges and celebration cards. Table cards are supplied blank.

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

Not suitable for fountain pens.

**£23.00**

Code: WF2306



### 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 lapel or coat and is not suitable for fine or delicate fabrics.

- 40mm badge
- Bar fastening

**£4.50**

Code: BR2328



### Forget-me-not flower reusable coffee cup

Fully recyclable double-wall insulated cup with twist-on lid. Made from BPA-free recycled plastic. Dishwasher safe and microwave safe.

**£8.99**

Code: BR2313



### Forget-me-not flower mug

Show your support as you enjoy tea, coffee or hot chocolate in our brand-new, pretty, ceramic forget-me-not flower mug. 330ml. Earthenware.

**£6.99**

Code: BR2312



### Forget-me-not flower key ring

Keep your keys safe and show your support for Alzheimer's Society with this brand new, stylish forget-me-not flower round key ring. 40mm diameter

**£3.99**

Code: BR2310



### 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.**

### Forget-me-not silver heart charm

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

**£34.99**

Code: JW2101



### Silver bar necklace

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

**£34.99**

Code: JW9009

### Silver bead bracelet

Sterling silver. Size: 12mm

**£47.00**

Code: JW9011



### Silver oval brooch

Elegant sterling silver brooch with silver plated fastening. Size: 41 x 9mm

**£29.99**

Code: JW2201



### Silver teardrop necklace

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

**£34.99**

Code: JW9000

### Forget-me-not cufflinks

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

**£44.99**

Code: JW9007



### Silver teardrop stud earrings

Size: 12 x 9mm

**£29.99**

Code: JW9012

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



### Thank you cards

Pack of 10 cards with envelopes.

**£4.99**

Code: BR2134



### Thinking of you cards

Pack of 10 cards with envelopes.

**£4.99**

Code: BR2135



### A5 notebook

96 pages lined.

148 x 210mm

**£6.99**

Code: BR9016



### Magnetic memo pad

52 sheets per pad.

Magnet applied on back.

99 x 210mm

**£3.99**

Code: BR9018



### Eco pen

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

**£2.99**

Code: BR2008

### Forget-me-not jugs

Our fine bone china jugs are perfect for pouring milk or displaying a lovely bouquet of flowers.



1 pint

**£20.00**

Code: GF2104

2 pint

**£28.00**

Code:

GF2209

### Forget-me-not single-handled mug

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

**£12.00**

Code: GF2105



### Forget-me-not double-handled mug

Our two-handled mug provides more stability for the drinker, without compromising on quality and design. 300ml

**£13.50**

Code: GF2106



### Forget-me-not small single-handled mug

Lovely fine bone china mug is delicately designed with beautiful forget-me-not flowers. 283ml

**£11.00**

Code: GF2208



### Forget-me-not bauble

A lovely ceramic bauble to hang on the tree or to give to someone as a gift. Size: 70mm (diameter) x 85mm (height)

**£10.00**

Code: CE2135



## 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**.



### Talking Point

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](https://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.

\*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 immediately replace the goods or refund your money. 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](http://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).

**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**

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.

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	
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**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](https://shop.alzheimers.org.uk/privacy)

Email \_\_\_\_\_ ☐ Please do not contact me by post

If you'd like to change what you receive from us at any time, 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)**



# Show your support



## Trolley token keyring

Designed to be used with any trolley at any shop or supermarket in the place of a £1 coin. Metal. Size: 25 x 85mm

**£2.50** Code: BR2311



## Forget-me-not seeds

Forget-me-not seeds are the perfect way to remember a loved one or celebrate an occasion.

**£2.50** Code: BR2309

## 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** 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.**



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Code HEP23