



## Morris Notelovitz M.D. Ph.D.

**BHP Founder & Inventor**

Morris Notelovitz M.D. Ph.D. is a graduate of the University of Witwatersrand, Johannesburg R.S.A., where he received his medical degree (MB, BCh) in 1958, followed by a Doctorate in Medicine (M.D.) from his alma mater in 1968 and a Ph.D. in Medicine from the University of Stellenbosch (1977) for original research that defined insulin-independent diabetes in young pregnant Natal Indians. He was made a member of the Royal College of Obstetricians and Gynecologists in 1964 and was elected Fellow of the College in 1978. He is also a Fellow of the American College of Obstetricians and Gynecologists (1978).

Dr Notelovitz has had a special interest in the menopause and midlife issues since 1969. Based on early experience gained in two traditional menopause clinics (Addington Hospital RSA 1969; Univ. of Florida 1976), he established the first multidisciplinary research center addressing gynecologic and non-gynecologic climacteric and menopausal issues, The Center for Climacteric Studies at UF (1980-1985). Research and clinical experience at this institute, resulted in the formation of a broader concept of adult women's health and preventive medicine for the care of younger and peri / postmenopausal women.

Dr Notelovitz is the Founder and President Emeritus of the Women's Medical and Diagnostic Center Inc., The Women's Research Center Inc., and Woman to Women America program, Gainesville FL (1986-1997). Based in one facility; this center provided comprehensive multidisciplinary integrated health-care for adult women as well their participation in clinical research and educational activities.

Dr Notelovitz was the principal investigator in 76 clinical investigation. He was involved in osteoporosis research and management since 1980. Other interests include enhancement of postmenopausal health (including the brain) through provider and consumer education, individualized biomarker monitored hormone therapy, exercise tailored to adult women, the design of women's healthcare facilities and the coordination of services for the practice of adult women's health and preventive medicine.

Published work includes over 210 peer reviewed articles, 40 abstracts and 42 chapters contributed to various medical texts. He is the principal author of four major books for the lay public: Stand Tall! Every Woman's Guide to Preventing Osteoporosis, The Essential Heart Book for Women, Menopause & Midlife Health, a comprehensive review of midlife health issues, and Estrogen: Yes or No. He has edited three books for physicians and is the author of Osteoporosis: Prevention, Diagnosis and Management.

Dr. Notelovitz is the principal inventor of 4 patents: one on breast cancer chemoprevention by testing for and inhibiting genes responsible for estrogen producing breast tissue enzymes (US 6,901,278); three apply the known biology of brain aging to the composition, formulation and methods of using botanicals and natural compounds ( and their synthetic derivatives) for the promotion of healthy brain aging and the prevention of age related decline in cognition and memory including modulation of the progression of mild cognitive impairment, a pre-condition to Alzheimer's Disease.

Dr. Notelovitz is the Founder, Chief Scientific Officer and Manager of Cognifem LLC, and more recently, the Brain Health Project LLC.