



# LAUNEX LTD

## Coaching & Training

**Empowering with Clarity & Confidence**

2025

**Launex Dementia Care Support Torch**

## **Is It Alzheimer's or Dementia? Understanding the Difference**

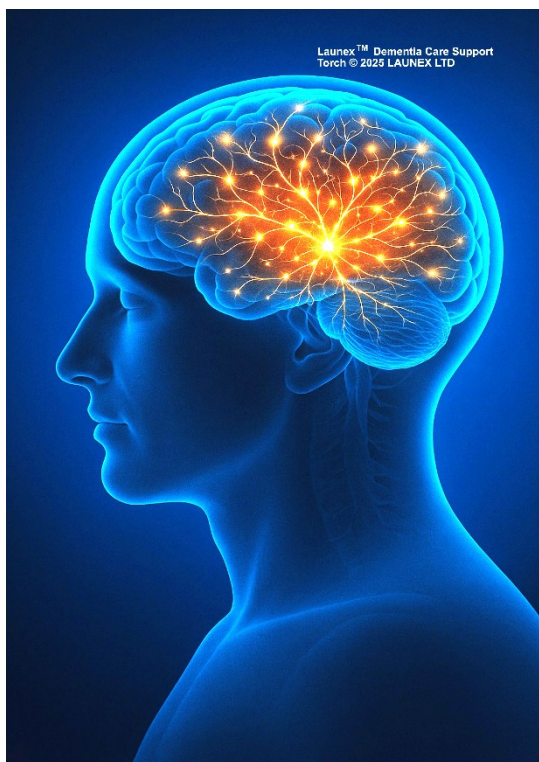
**Knowing a little is not enough  
when someone depends on you.**

Each insight connects to the  
*Dementia Care & Understanding –  
A Family Pathway Course.*

**From First Signs  
To End-of-Life  
And Beyond**



## Is It Alzheimer's or Dementia? Understanding the Difference



When families notice changes in memory or behaviour, a common uncertainty arises:

*“Is this normal for my age?”*

*“Is this dementia?”*

*“Is it Alzheimer's?”*

You might find yourself wondering:

*“Which one is it?”*

*“Does it even matter?”*

When families notice changes in memory or behaviour, a common uncertainty arises: **“Is this normal for my age, is this dementia, or is it Alzheimer's?”** You might find yourself wondering: “Which one is it? Does it even matter?”

Alzheimer's is one type of dementia, but not the only one. This is the very first question most families ask. The terms are often used interchangeably, and it can feel as though you are hearing two separate conditions.

Dementia is an umbrella term that describes a range of conditions affecting memory, thinking, and behaviour, and Alzheimer's disease is just one type beneath that umbrella. Yet when you search online, the explanations are tangled and confusing. You're told it could be “ageing,” “stress,” or “just forgetfulness.” But deep down, you know something has changed — and not knowing what to do next is the most uncertain part.

Understanding the difference between normal ageing, Alzheimer's, dementia and the type of dementia, matters. It is not just a medical detail, it is not just about terminology; it shapes how you ask questions, prepare for the future, and decide what support to seek. It is the first step in getting real answers and knowing who to turn to.

Recognising the difference between normal ageing and dementia helps families identify the early signs, understand the early stages of dementia, and take immediate, informed action before it escalates. Early detection can shape the treatment options available and give families valuable time to plan with confidence. Early understanding reduces fear, builds confidence, and allows support to begin before a crisis arises — turning uncertainty into a sense of control and partnership in care.

Understanding these differences is the first step. Once you begin noticing the small changes that stand out from normal ageing, it's time to look a little closer — because recognising the early signs is what opens the door to getting the right help sooner.



Anybody can do a quick internet search on what dementia or Alzheimer's is. We all look for fast answers, but if dementia were that simple, you'd already have them.

The truth is, dementia is never straightforward. It affects each person differently. Families deserve more than scattered advice; you deserve a structured, evidence-based pathway built on understanding.

Knowing a little is not enough when someone depends on you. Gain the knowledge of what, where, when, and how — with clarity and confidence. Lives are changed by action, and harmed by an absence of knowledge.

Launex turns complexity into clarity. Our Dementia Care & Understanding – A Family Pathway Course – From First Signs To End-of-Life & Beyond, breaks these terms down in plain language, shows you why the distinction matters, and gives you a clear pathway: from the first signs, to recognising care needs, to knowing who to turn to, what to put in place and when.

Launex understands how overwhelming those first questions can feel: *“What do I say to the GP? What if I am wrong? What happens next?”*

That is exactly where our Family Course begins. In the first three phases, we guide you through these early crossroads:

### **Phase 1 – Understanding the Difference**

Learn how to tell normal ageing apart from the first subtle signs of dementia. This phase clears the fog of uncertainty and helps you act early — before small changes grow into big worries.

### **Phase 2 – Recognising the Early Shifts and Setting Safe Dementia Care Foundations**

We focus on recognising and documenting those first signs, understanding the fundamentals of good dementia care, and exploring what kind of early care should be considered. We also learn to recognise and respond to risks such as neglect or abuse while preparing for professional assessment.

### Phase 3 – Taking the First Practical Step

Learn how to prepare for the first GP appointment, understand the dementia diagnosis pathway, and identify your key rights and early legal matters families should focus on from the start.

#### Call to Action

You do not have to figure it out alone.

✓ Download our next Torch

<https://launexltd.com/resources/torches>

✓ Start your Family Course today and gain the knowledge to support those depending on you.

Enrol directly at:

<https://launexltd.com/courses/dementia-care-course/>

✓ Every situation is unique. For tailored guidance and support, book a personal coaching session:

 [coaching@launexltd.com](mailto:coaching@launexltd.com)

Read more about coaching here:

<https://launexltd.com/launex-coaching/coaching-overview/>

View our current coaching rates:

<https://launexltd.com/launex-coaching/launex-coaching-rates/>

✓ Free Membership Invitation

Join the *Launex Dementia Support Membership* — Free

Gain access to our Support Library, exclusive tools, and community Q&A designed to help families navigate dementia care with confidence.

Sign up for free today at:

<https://launexltd.com/memberships/dementia-support/>

✓ Upgrade to the Launex Coaching Membership

For families and carers who want personal guidance, the Coaching Membership offers discounted one-to-one sessions, group coaching, and early access to new courses and events.

Learn more or join at:

<https://launexltd.com/memberships/launex-coaching-membership/>

✓ For more information, email [info@launexltd.com](mailto:info@launexltd.com) or visit <https://launexltd.com> to learn more.