



WHITE CLIFFS
SENIOR LIVING

A WATERMARK RETIREMENT COMMUNITY

REDEFINING MEMORY CARE

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ASSISTED LIVING • MEMORY CARE





CREATING EXTRAORDINARY AND INNOVATIVE COMMUNITIES WHERE PEOPLE THRIVE

OUR VISION

Watermark's Thrive Memory Care program is based on more than 30 years of experience delivering outstanding care and innovative programming in an encouraging, residential environment. Every resident brings a unique life experience to our community and we incorporate their personal background, preferences and needs into the daily fabric of our program. We challenge traditional assumptions about what is possible and we always focus on what residents *can* do, never what they cannot.

THRIVE MEMORY CARE:

- Nurturing Environment
- Dining for the Soul
- Thrive Dining™
- Thrive Programming
- Specialized Training and Certification
- Extraordinary Outings



**DAYS FILLED WITH THE THINGS YOU
LOOK FORWARD TO AND ENJOY**

NURTURING ENVIRONMENT

We create “like home” memory care neighborhoods that are comfortable and familiar. Our residents are surrounded by wonderful aromas from delicious meals, music, laughter, family members, fresh flowers, natural light, children, pets, the changing of the seasons and reminders of things to look forward to today, tomorrow and beyond. We fill the days with favorite pastimes and make sure to create plenty of meaningful moments.





FAVORITE FOODS WITH GOOD FRIENDS

DINING FOR THE SOUL

Beyond nutritious and delicious, meals are times to gather, connect and enjoy life's simple pleasures. Old favorites and interesting new delights are always on the menu and with Thrive Dining™, those same choices come in attractively served, bite-size portions to make meal times even more enjoyable. Our Personal Pantry Program even provides residents personal space to store favorite items like mint Milano cookies or tomato bisque, so comfort foods are always close at hand.





GROW AND CONNECT IN MEANINGFUL WAYS

THRIVE PROGRAMMING

EXPRESSIVE ARTS: We use music, art and movement to tap into all forms of creativity for an alternative form of communication beyond words.

PHYSICAL WELLNESS: From traditional fitness classes, to innovative offerings such as *Tai Chi*, *Sit and Dance* and *Armchair Fitness*, our physical fitness programs are tailored to residents' abilities, preferences and needs.

LIFE HISTORIES: Using past occupations, preferred hobbies and treasured talents, we create opportunities for meaningful connections, plus a feeling of true accomplishment, purpose and joy.

WATERMARK UNIVERSITY: Residents, associates, family members and local experts share their interests to ensure we always have opportunities to learn, grow and connect with each other in meaningful ways. We feature dozens of classes and examples include *The Writer's Circle*, *Conversational Spanish*, *Music and Movement*, and *Facebook for Seniors* to name a few.



GUIDANCE, CARE AND CONNECTIONS

MEET THE NAYAS

Here, the art of caregiving goes beyond the traditional title, so we call our caregivers *Nayas*, a word originating from the ancient language of Sanskrit. A Naya is a guide, person of wisdom and a leader who is engaged in the present moment.

Specially trained and certified Nayas communicate through validation rather than correction to show understanding and support. We know that behaviors are a response to an unmet need. From this thoughtful foundation, we cultivate a sense of well-being and connection.

We partnered with the National Council of Certified Dementia Practitioners to train our Nayas how to incorporate residents in the rhythms of daily living. Together, they work side-by-side cooking, cleaning, preparing and serving home style meals, and anything else that evokes a sense of purpose.



EXPERIENCES THAT MAKE A DIFFERENCE

EXTRAORDINARY OUTINGS

Our group trips shatter the expectations of what's possible. Our residents, associates, families and volunteers work together to plan safe, adapted outings to ensure our residents thrive. Recent examples from Watermark communities coast to coast include fishing trips, a day at the Jersey Shore beach and Atlantic City, a train trip to New York City and even an overnight camping excursion.



MAKE SOME
NOISE IN HEART
AND SOUL
DRUMMING CLASS



KEEP FIT IN
SIT AND
STRETCH CLASS



EXPLORE
WATERCOLOR
IN THE
ARTIST WITHIN



RELAX WITH
MASSAGES
AND MANICURES



SNUGGLE WITH
FURRY FRIENDS



HELP MIX DOUGH
FOR AFTERNOON
COOKIES



RELIVE HISTORY
IN LIFE
STORIES CLASS



GREET THE
DAY WITH
CHAIR YOGA



OUTING TO THE
FARMER'S MARKET



FIND YOUR
RHYTHM IN
JAZZ AND DANCE
COLLABORATION
CLASS



SIP LEMONADE
ON THE PATIO



POP POPCORN
AND WATCH THE
BIG GAME

