



100%
of our profits
help people
living with
dementia

Gifts that make a difference

Winter catalogue 2026



**Alzheimer's
Society**

It will take a society to beat dementia



Hello readers,

I'm Maria from London and I care for my husband of 55 years, Roger. After a series of strokes, he was diagnosed with vascular dementia in 2024.

Caring is a 24/7 job. But I love him and I want to care for him at home as long as I possibly can.

After the diagnosis, Roger got really down and wouldn't leave the house. I managed to get him to a Dementia Cafe run by Alzheimer's Society and he loved it. We have barely missed one since.

The Dementia Adviser who runs the cafe is Sam. He generates a lovely atmosphere. If anything worries me, I can talk to him.

Christmas has always been big for us with games, laughter and lots of family and friends. Roger's dementia means that sometimes the noise can be too much for him. But Sam's encouraging words means I have found a way to tailor Christmas so Roger can enjoy it as well.

We still love Christmas and Alzheimer's Society have put together another fabulous range of Christmas essentials alongside great gift ideas for people living with dementia and all the family in their Winter catalogue. Every purchase you make helps end the devastation of dementia. You're helping people get the vital support they need, funding groundbreaking research and contributing to our fight to make dementia the priority it should be. Thank you for your support. It will take a society to beat dementia.

I would like to take the opportunity to say a big thank you for your support. There are lots more cards and gifts online, so do take a look at **shop.alzheimers.org.uk**.

Christmas can be particularly hard, and many people feel lonely and isolated at this time of year. You are not alone. If you are finding it tough, please know that you can call the **Dementia Support Line** on **0333 150 3456** where fantastic Dementia Advisors will be able to offer you support.

Wishing you a Merry Christmas.

Maria

Christmas wreath and bauble

Our Alzheimer's Society exclusive single card features a detachable wooden laser-cut hanging decoration. Made in the UK.

Message inside:
With best wishes for
Christmas and the
New Year.

140 x 140mm

£5.99

Code: PLU2616



Other products featured on the cover can be bought on our online shop.

Look out for VAT relief prices in pink.

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

All our packs of 10 cards come with envelopes in bio-degradable packaging, are printed in the UK on FSC board and can be recycled.



Magical Forest

Message inside: With best wishes for Christmas and the New Year. Silver foil.

140 x 140mm

£4.99

Code: PLU2600



Home to the Harbour

Message inside: Merry Christmas and a Happy New Year.

140 x 140mm

£4.99

Code: PLU2609



Forget-me-not & Roses

Message inside: Season's Greetings.

140 x 140mm

£4.99

Code: PLU2517



Christmas Story

Message inside: Wishing you Peace at Christmas.

140 x 140mm

£4.99

Code: PLU2606



Dove of Peace

Message inside: Wishing you Peace at Christmas.

140 x 140mm

£4.99

Code: PLU2604



Jolly Robin

Message inside: Season's Greetings.

140 x 140mm

£4.99

Code: PLU2605



All our packs of 10 cards come with envelopes in bio-degradable packaging, are printed in the UK on FSC board and can be recycled.



Christmas Postbox

Message inside:
Merry Christmas and
a Happy New Year.

140 x 140mm

£4.99

Code: PLU2519



Winter Town

Message inside:
Merry Christmas and
a Happy New Year.

140 x 140mm

£4.99

Code: PLU2608



Festive Cats

Message inside:
Season's Greetings.

140 x 140mm

£4.99

Code: PLU2612



London by Night

Message inside:
Season's Greetings.

140 x 140mm

£4.99

Code: PLU2610



Highland Cow and Robin

Message inside:
Happy Christmas.

140 x 140mm

£4.99

Code: PLU2613



Christmas Quackers

Message inside:
Happy Christmas.

140 x 140mm

£4.99

Code: PLU2602

All our packs of 10 cards come with envelopes in bio-degradable packaging, are printed in the UK on FSC board and can be recycled.



Christmas card – 3D

Message inside: Season's Greetings.
Two parts of the card slot together to create a mini tree.

140 x 140mm.

£5.99

Code: PLU2615



Night before Christmas

Message inside:
Merry Christmas and
a Happy New Year. Gold foil.

170 x 120mm. Large card

£5.99

Code: PLU2601



North Pole Express

Message inside:
Happy Christmas.

140 x 140mm

£5.99

Code: PLU2614



Christmas Camper Van

Message inside:
Merry Christmas.

155 x 205mm. Large card

£5.99

Code: PLU2611

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

Hoe, hoe, hoe

Alzheimer's Society branded small cards. Message inside: Happy Christmas.

120 x 120mm

£3.99

Code: PLU2607

**Bunny and Robin**

Alzheimer's Society branded small cards. Message inside: Merry Christmas.

120 x 120mm

£3.99

Code: PLU2603

**Money wallet**

A single card with envelope which presents money gifts tidily. Blank inside. Not Alzheimer's Society branded. Gold text is foiled. 175 x 90mm

£2.65



Ho ho ho Santa

Code: CE2627



Bear

Code: CE2628



Robins

Code: CE2503



Gnomes

Code: CE2504

To a special couple at Christmas...

Single card. Blank inside. Not Alzheimer's Society branded. 120 x 170mm

£2.99

Code: CE2639



From our house to yours

Single card. Message inside: Wishing you a Merry Christmas and a Happy New Year. Not Alzheimer's Society branded. Gold foil stars. 160 x 160mm

£3.40 Code: CE2618



Pop-up pack of 5

Pack of 5 cards with envelopes. Pop-up, coloured foils, cut to shape. Not Alzheimer's Society branded. Message inside: Wishing you a Happy Christmas.

145 x 104mm.

£10.95

Tower Bridge Code: CE2419

Battersea
Code: CE2625

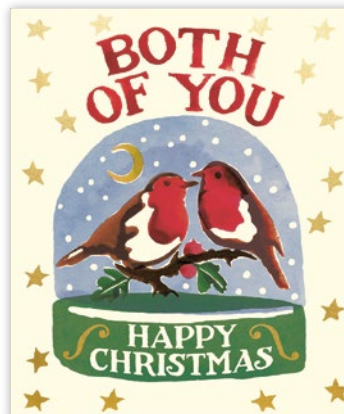


Both of you

Single card. Message inside: Merry Christmas. Not Alzheimer's Society branded. Gold foil text.

156 x 186mm

£3.95 Code: CE2617





Tractor in the countryside large Advent calendar

458 x 375mm when unfolded

£9.99

Code: CE2620



Gnome Advent calendar card

Message inside: Wishing you a Merry Christmas and a Happy New Year. Foiled. Comes with own envelope. 158 x 158mm

£4.50 Code: CE2632

Dates, dinners & dogs walks wall planner

Practical wire bound week-to-view organiser for up to 6 people.

310 x 310mm

£12.99

Code: CE2665



Cat treat Advent calendar

Treat your cat to some festive fun with this Advent calendar packed with salmon, chicken and rice treats enriched with vitamins and probiotics. Just be ready to help open the doors!

Net weight 55g

£6.99

Code: CE2615



Dog treat Advent calendar

Spoil your pooch this Christmas with a tasty Advent calendar filled with turkey, sweet potato and cranberry treats, plus vitamins and no added preservatives. Just don't let them open all the doors at once!

Net weight 55g

£6.99

Code: CE2616



Garden flowers planner

Glorious month-to-view organiser for up to 5 people and key dates. Open size: 287 x 425mm

£10.99

Code: CE2668



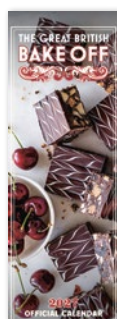
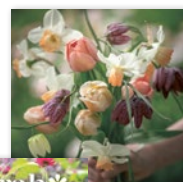
Sarah Raven wall planner

Pretty month-to-view wall planner featuring growing tips and a monthly recipe.

Open size: 305 x 614mm

£10.99

Code: CE2673



The Great British Bake off slim calendar

Delicious recipes feature on each month-to-view page. 145 x 425mm

£6.99

Code: CE2671



Double hearts magnetic planner

Attractive week-to-view magnetic calendar with pencil.

110 x 285mm

£6.99

Code: CE2664



Coastlines of Britain wall planner

Spectacular photographic calendar with month-to-view planner.

Open size: 311 x 614mm

£10.99

Code: CE2662



Memory calendar 2027

Val Horncastle, who had dementia for the last seven years of her life, developed the idea of the Memory Calendar with her husband Keith. Val wanted to know not just the day and date but also why the particular day was important to her. The calendar was and continues to be a great success. View the calendar online to read their story in full.

A page per day calendar showing today's date with space for your own reminders and notes. 100 x 165mm

£13.00 Code: AT2608

Big letters & numbers calendar

Featuring extra large daily grid spaces and nice bold print, this calendar offers plenty of room for your daily notes. Month-to-view.

Open size:
305 x 614mm

£10.99

Code:
CE2661



Beautiful gardens slim calendar

A month-to-view slim calendar with 12 stunning garden views. 145 x 425mm

£6.99

Code: CE2660



Bumble & Buddies slim calendar

A month-to-view slim calendar with charming animal illustrations. 145 x 425mm

£6.99

Code: CE2672



Garden flowers deluxe diary

Gorgeous diary designed by Emma Bridgewater with a two-week-to-view layout.

185 x 235mm

£11.99

Code: CE2666



Bear gift bags with tags

£4.50

Large landscape

360 x 290 x 136mm

Code: CE2629

£3.50

Medium portrait

180 x 230 x 100 mm

Code: CE2630



Holly roll wrap

Size:

4m x 700mm

£4.00

Code: CE2623



Little robin roll wrap

Size: 3m x 700mm

£4.75

Code: CE2529



Little robin tissue paper

4 sheets of paper.

Size: 123 x 291mm

£3.00

Code: CE2530



Little robin gift tags

Pack of 4 gift tags.

Size: 87 x 120mm

£2.50

Code: CE2531



Geo stars bottle bag

Size: 120 x 360 x 89mm

£3.50

Code: CE2638



Geo stars tags

Pack of 4 gift tags.

Size: 85mm diameter

£2.50

Code: CE2637



Christmas tree decorated tags

Pack of 4 gift tags.

Size: 152 x 100mm

£2.50

Code: CE2631

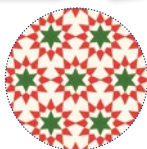


Geo stars roll wrap

Size:
3m x 700mm

£3.75

Code: CE2636



Jolly Santa roll wrap

Size:
3m x 700mm

£3.75

Code: CE2635



Merry Christmas paper sticky tape

Elevate your Christmas wrapping and crafting! This paper 'Merry Christmas' tape is made from paper rather than plastic making it an eco choice too!

Size: 2m long tape.

£4.00

Code: CE2655



Gnomes gift tags

Pack of 4 gift tags.
Size: 152 x 100mm

£2.50

Code: CE2509



Gnomes roll wrap

Size:
3m x 700mm

£3.75

Code: CE2511



Gnomes gift bag & tag

£3.50

Medium

180 x 230 x 100mm

Code: CE2634

Medium landscape

250 x 200 x 100mm

Code: CE2633



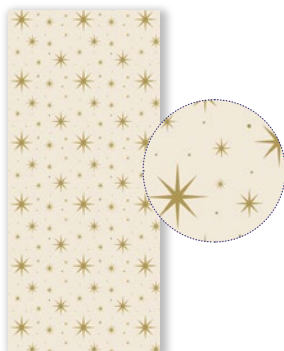
Gold tree gift tags

Pack of 4 gift tags.
Gold foil.

Size: 152 x 100mm

£2.50

Code: CE2430



Gold star tissue paper

Sophisticated tissue paper,
perfect for finishing touches
in gift bags (4 sheets).

£2.50

Code: CE2437



Merry Christmas tissue paper

Luxurious tissue paper,
perfect for finishing touches
in gift bags (4 sheets).

£2.65

Code: CE2626

Deluxe Partridge and pear crackers

Premium crackers with velvet ribbon ties and deluxe practical culinary gifts. Includes a hat and a scroll with games and activities for all ages. Pack of 6. Size: 12 inch

£25.00

Code: CE2651



Partridge long napkins

Larger 40cm napkin size suited to long Christmas meals! Made from 100% FSC recycled paper. Pack of 16. Size: 40cm²

£6.00

Code: CE2648



Under the mistletoe dining set



£39.99

Tablecloth

1300 x 1800mm

Code: CE2640



£19.99

Napkins 4 napkins

Size: 45cm²

Code: CE2641



£21.00

Apron

650 x 850mm

Code:

CE2643



£14.99

Tea towels

Pack of 2

500 x 700mm

Code:

CE2642

£23.00

Runner

400 x 1800mm

Code: CE2644



Gold star dinner candle – single

An elegant straight dinner candle with scattered star pattern. Burns for up to nine hours. Paraffin wax.

280 x 20mm

£4.50

Code: CE2650

Gold pear ornament

Hand-painted gold pear tree decorations representing abundance, generosity and good fortune. Recycled cotton mache.

80 x 80 x 80mm

£7.00

Code: CE2647

Gilded paper stars

Origami style decorative stars which are double sided and add style to a room for any festive occasion.

Mixed sizes, largest:
300 x 300 x 70mm

£15.00 Code: CE2656



Mini crackers with enamel charms

Compact set of 6 crackers hand filled with a traditional snap, hat, joke and a metal charm.

Size: 150mm



£12.00

Code: CE2649



Robin dinner candle holder

Hand-painted ceramic robin candle holder which would look great with our star candles!

Size: 130 x 65mm. Holds 20mm width candles.

£12.50

Code: CE2654



Partridge paper chains

Nostalgic recycled paper chains with an easy slot and tab assembly. Each strip is coloured on both sides making over 6.5 metres of chain!

£7.00

Code: CE2652





Silver heart charm

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

£34.99

Code: JW2101

**BEST
seller**

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



Silver bead bracelet

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

£64.99

Code: JW9011



Scarf

Our forget-me-not flower printed lightweight scarf is made from 100% twilled polyester. Size: 180 x 70cm

£22.00

Code: GF2611



Silver heart earrings

Also available in gold.

Size: 13 x 15mm

£39.99

Code: JW9003



Silver lozenge necklace

Sterling silver. Chain included is 16-18 inch.
Lozenge size: 20 x 7mm

£44.99 Code: JW2607



Silver lozenge earrings

Sterling silver. Lozenge size: 14 x 8mm

£44.99 Code: JW2605



Round twist ring

Sterling silver. Adjustable to any finger size.
Charm size: 10mm diameter

£49.99

Code: JW2608



Circle surround necklace

Sterling silver. Chain included is 16-18 inch.
Pendant size: 25mm diameter

£49.99 Code: JW2606



Circle surround drop earrings

Sterling silver.
Approx size: 22 x 22mm

£49.99

Code: JW2604

Thank you cards

Pack of 10 cards with envelopes.

£4.99

Code: BR2352

**Eco pen**

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

£2.99

Code: BR2008

**Forget-me-not seedball tin**

Each tin includes a coir disc made from coconut husk which is a super compost. Also included are 3 seed balls (approximately 90 seeds in total) to grow forget-me-nots on top of the hydrated coir.

Size: 100 x 90mm

£13.00

Code: GF2632

**Exclusive scented candles**

Custom-made candles with a blend of soy, rapeseed, coconut and bees' waxes. Our clear candle has a delicate fragrance of rose, lily, freesias and fresh linen. The mulled wine candle has fruity notes of orange, cloves, cinnamon and vanilla.



£19.99

Inspired by... 200g

Code: BR2354



£11.99

Mulled wine 100g

Code: BR2353



Forget-me-not garland bauble

New collectible forget-me-not bauble designed exclusively for us. Ceramic bauble comes boxed and with string.

70mm (diameter)

£14.99

Code: GF2633

Bauble and heart hanger

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

£13.99

Heart hanger

85 x 70mm

Code: GF2207



£13.99

Bauble

70mm (diameter) x 85mm (height)

Code: CE2135

Forget-me-not window stickers

Decorate your windows with our forget-me-not flowers. 18 individual stickers create an uplifting display visible from both sides of the window. Easy to apply, reposition and reuse year after year. Made in the UK.



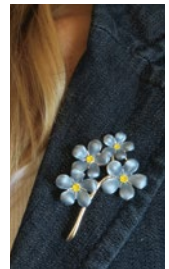
£4.95

Code:
GF2623

Silver-plated forget-me-not blue flower brooch

Each pretty brooch is hand finished with blue and yellow enamel details on the flowers. Pin back with safety catch.

Size: 30 x 46mm



£22.00

Code:
JW2601

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

£179.99

VAT relief price
£149.99

Day Hub clock
Code: AT2336



£99.00

VAT relief price
£83.33

Day Connect clock
Code: AT2337



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.

£56.99

VAT relief price
£47.49

Large 40mm face size
Code: AT9018

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.

£27.99

VAT relief price
£23.33

Large
42mm face size
Code: AT2309

Small
28mm face size
Code: AT2310





The Rosebud reminder clock

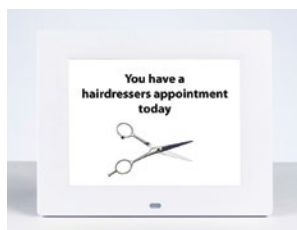
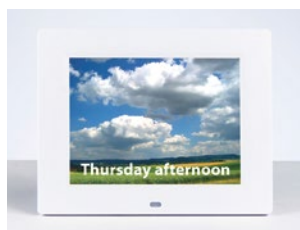
The Rosebud reminder clock has been developed to help prompt people with dementia to do daily tasks and relieve the stress and anxiety that can build up when unknown events occur.

- 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

£102.00

VAT relief price £85.00

Code: 8407



Idem smart reminder clock

The Idem smart reminder clock offers people living with dementia a smart clock which can help to stay oriented, independent and connected to family and friends with simple, intuitive technology. Family or caregivers can remotely manage reminders, messages (including photos), notes and events in real-time from their smartphones or tablets via Idem's easy-to-use free app. Additionally, functions can be set to allow the user to respond on the screen to alerts and notify the users on the app if a reminder hasn't been seen or followed.

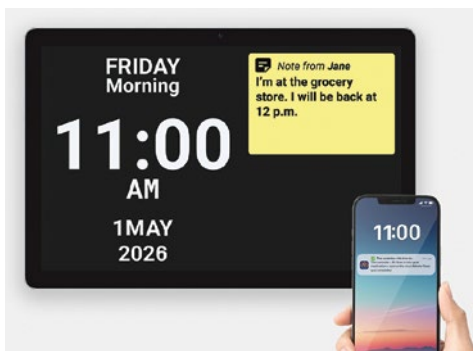
£268.88

VAT relief price £224.07

Code: AT2584

- clock comes with its own stand
- 2 notes and/or events can remain on screen
- mains powered
- app works on android or iOS
- multiple users can use the app

**BEST
seller**



Forget-me-not mug and tray

This lightweight forget-me-not melamine two-handled mug and serving tray is designed to be a plate and cup-holder to help individuals with reduced grip or mobility. Dishwasher safe. Two mug lid types are available on our online shop.

Tray £14.99

Code: AT2576

Mug £12.50

Code: AT2575

**Mug & tray set
£25.99**

Code: AT2577



**BEST
seller**



Tilt-to-pour kettle

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

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

Red & white

Code: AT2220

All white

Code: AT2230

Black & white

Code: AT2221

All black

Code: AT2229

£71.99

**VAT relief
price £59.99**



Digital photo frame

This digital photo frame uses the Frameo app to easily capture and share photos and videos instantly. Designed to stimulate

priceless memories, it offers a fun, secure way for multiple friends and family to share content from anywhere in the world. Ideal as a thoughtful gift for someone living with dementia, it supports connection and engagement through simple, intuitive technology.



£79.99

**VAT relief
price
£66.66**

Code:
AT2590



Doro Leva X10

A simple mobile which is easy to hold, hear and make calls with. Four large speed dial buttons make it easy to reach frequent contacts and it can also limit incoming calls to trusted callers only.

- 4G
- bluetooth
- Wifi
- GPS
- safety timer
- daily reminders
- SOS button

**BEST
seller**



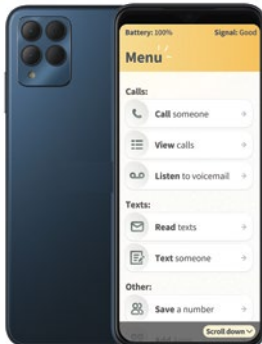
£149.99 VAT relief price **£124.99**

Code: AT2568

Chatsie

The Chatsie smartphone offers a straightforward and user-friendly experience with quick setup and intuitive design. Chatsie features remote support which enables authorised loved ones to assist whenever needed.

- largest font on mobiles
- 6.81" screen size
- text messaging via dictation facility
- remote support function from family or carer
- camera



£299.00
VAT relief
price
£249.17

Code:
AT2580

Swissvoice mobile

Our new easy-to-use big button mobile phone is designed to be simple! Also includes an amplified loudspeaker charging base, a standard charging base and a safety lanyard.

SIM card is not provided, but mobile is unlocked for a micro size SIM card.

- simple slow press on a large touch screen
- three photo favourite contacts
- M4/T4 hearing aid compatible
- WhatsApp functionality
- memory capacity 16 GB
- Wifi accessibility
- SOS button
- 4G

£199.99
VAT relief price **£166.66**

Code: AT2554



Our mobile phones are unlocked handsets, allowing you to add your own SIM card with preferred number.

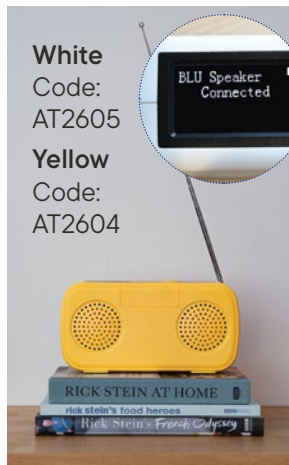
To order visit shop.alzheimers.org.uk or call **0333 366 0035** (local rate)



Talking easy radio & music player

A small portable radio and music player that can hide main controls leaving one button visible. New talking display.

- stereo DAB+/FM
- USB playback
- works as bluetooth speaker
- bluetooth to headphones
- clear display



£133.00

VAT relief price £110.83

Relish radio and music player

The Relish radio has three buttons to preset to favourites and a fourth for your own music so that you can easily find the stations or playlist you love.

The top panel can be personalised to whatever makes perfect sense to you.

Size: 245 x 108 x 182mm

£149.99

VAT relief price

£124.99

Code: AT2142



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.

- playlist is set up via its USB cable

£109.99

VAT relief price £91.66

Red

Code: AT2508

£141.99

VAT relief price £118.33

Walnut effect finish

Code: AT2510



Droplet reminder hydration set

Droplet's sophisticated smart base plays friendly pre-set or personalised voice messages and displays reminder lights, encouraging you to drink to help maintain healthy hydration levels. Used with either the tumbler or mug. Also includes a flow control lid to help prevent spills. Dishwasher safe.

£29.95

Code: AT2551



Circuit Maze

A game designed to encourage dexterity and coordination. Guide the marble around the track by tilting the maze with both hands.

£22.99 VAT relief price **£19.15**

Code: AT2238



Advent Activity

This Advent activity provides meaningful moments of engagement, inspired by The 12 Days of Christmas. Designed especially for people living with advanced dementia and those who support them.

£29.99

VAT relief price **£24.99**

Code: CE2555



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

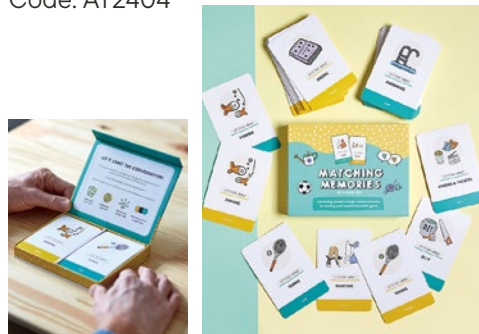


Matching Memories

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 on 33 topics and two sets of questions for each topic.

£17.99

Code: AT2404



Aquapaints

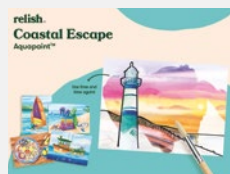
Aquapaints give a lovely balance of creative touch, sense of achievement and pure joy for people with dementia. Simply brush the 'white' sheets of paper with water and watch as the beautiful pictures magically appear. Once finished, leave the sheets to dry to use them time and time again. Size: 260 x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

£19.99 VAT relief price **£16.66**

More designs available on the Shop.



Garden Wonders
Code: AT2618



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 and night time animals at the touch of a button.

£14.99

Woodland bird songs

Code: GF2215

Garden bird songs (Welsh)

Code: GF2213W

Night time animals sounds

Code: GF2538

Wetland bird songs

Code: GF2537

Garden bird songs

Code: GF2213

The Dawn Chorus

Code: GF2214



**BEST
seller**

Looking back at...

Familiar stories with vibrant illustrations, larger print and shorter pages for ease of reading, along with the joy of rhyme and rhythm to aid memory recall. They also include enjoyable exercises to encourage social interaction, free audio downloads and simplified passages for those with advanced dementia. These books have been developed in collaboration with Alzheimer's Society.

£14.99

The Beatles

Code: BO2400



£14.99

The 1966 World Cup

Code: BO2402



£14.99

Coronation Street

Code: BO2404



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**



13 piece jigsaws available on our online shop from October 2026.

35 piece jigsaws

£17.99 VAT relief price **£14.99**



Steam train Code: AT2024

All images available online

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



35 piece jigsaws

£17.99 VAT relief price **£14.99**



Bathing Birds Code: AT2036

63 piece jigsaws

£17.99 VAT relief price **£14.99**



Monet's Garden Code: AT2027



Cat's Whiskers Code: AT2035



Farmer's Market Code: AT2025



Seaside Nostalgia Code: AT2023

Spring Picnic Code: AT2032

Steam Train Code: AT2024

The Fair's in Town Code: AT2143



Dancing Shoes Code: AT2144

Lakeside Vacation Code: AT2026

Burano Island Code: AT2034

All images available online

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**



Farm Life Code: AT2028

Great Outdoors Code: AT2203



Sunset in Paris Code: AT2205

Jungle Life Code: AT2206

All images available online

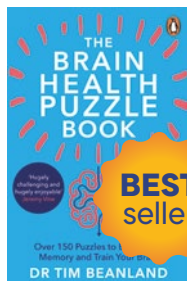
The Brain Health Puzzle Book

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.

The Brain Health Puzzle Book aims to target different areas of the brain and improve cognition.

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



£10.99 Code: BO2403

Timeless colouring book

28 carefully designed pages with nostalgic images and clear outlines, specifically created to stimulate and relax people living with dementia and provide a sense of accomplishment.

£9.99 Code: AT2582



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



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

Tactile Turn

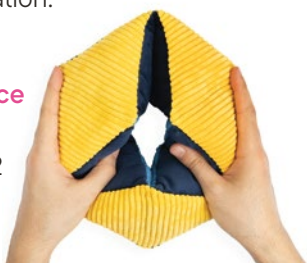
This folding fabric soft ring is designed to help to keep hands busy and relaxed, whilst providing comfort and soothing agitation.

£29.99

VAT relief price

£24.99

Code: AT2232



Berty the breathing dog

Berty has a heatable tummy, weighs in at 850g and best of all has 3 different breathing modes: restful, deep or calming. A very huggable therapy dog which helps to reduce anxiety and promote sleep.

£64.99

VAT relief

price £54.16

Code: AT2413





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.

- bluetooth

£129.99 VAT relief price **£108.33**

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, these cats bring 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.



£149.99

VAT relief price **£124.99**

Ginger cat Code: AT2319

Silver tabby Code: AT2320

Black & white cat Code: AT2321

£159.99

VAT relief price **£133.33**

Freckled pup Code: AT2322

Golden pup Code: AT2323



Our charming companion dogs bring comfort and joy with their loving presence as the pup responds to petting, sounds and motion with puppy-like movements and a gentle heartbeat.



Curiosity Box

The perfect gift for someone in the later stages of dementia. The timeless Curiosity Box with carry bag is the ultimate fidget activity that can be taken anywhere and helps entice inquisitiveness from the person with dementia. All products come with simple hints and tips to allow anyone to use them and have a meaningful interaction.

£34.99

VAT relief price £29.16

Code: AT2424



Fiddle Book

The Fiddle Book is a soothing sensory companion designed for individuals with anxiety, dementia, ADHD or autism. Its soft, velvety-textured back provides comfort, while four interactive sides offer engaging activities, including zippers, sequins, wooden beads, a photo book and belt buckles.

£29.99

VAT relief price £24.99

Code: AT2511



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 approx.

£26.95

Cat Code: AT9056

Dog Code: AT9057

We have lots of different dogs and cats petzzz available online.



These family games and gifts are great fun for all the family but have not been designed for people living with dementia.

Kazoo Karaoke

With 160 songs included and two kazoots per pack, this game offers simple gameplay that works well for family gatherings and post Christmas get togethers. 2+ players. Age 7+

£9.00

Code: CE2657



Christmas wonderball

This festive wonderball reworks the classic 'pass the parcel' game. Unwrap each layer to reveal over 20 different cracker surprises, keeping players engaged as the game unfolds.

Size 90 x 90mm

£12.00

Code: CE2659



Luxury socks

Our beautiful premium socks were specially designed for Alzheimer's Society by Victoria Richards, Jon Snow's sock and tie designer, in collaboration with Jon. They are made from soft cotton in Wales by Corgi Hosiery, who hold a Royal warrant and have been producing high-quality socks for over 130 years. Victoria will also be designing a very special limited edition hand painted silk tie, which will be available in our shop.

Socks and tie will both be available from late October 2026, and pre-orders can be placed now.

75% Cotton 25% Nylon

£18.99

Snow Blue socks

GF2612 Small (UK 6–7)

GF2613 Medium (UK 7.5–9)

GF2614 Large (UK 9.5–10.5)

GF2615 Extra large (UK 11–12.5)



Snow Gold socks

GF2616 Small (UK 6–7)

GF2617 Medium (UK 7.5–9)

GF2618 Large (UK 9.5–10.5)

GF2619 Extra large (UK 11–12.5)



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



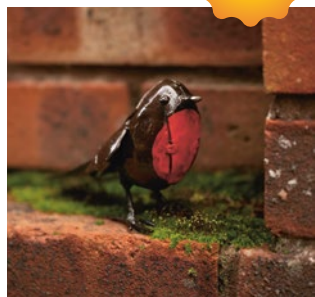
Robin garden sculpture

A cheery robin sculpture will bring joy to your garden all year round. Made from recycled metal. Approx size: 80 x 70 x 150mm

£12.50

Code: GF2320

**BEST
seller**



Forget-me-not garden sculpture and birdbath

Our bestselling all-weather, all-year-round flower sculpture can also now be bought as an exclusive birdbath! Made from recycled metals in Zimbabwe each one is unique. Approx size: 800 x 150mm



**BEST
seller**

£25.00

Sculpture

Code:
GF2210



£34.99

Birdbath

Code:
GF2403

Partridge cheesy jokes

A box of 64 cheesy jokes, presented like a cheese box – makes a smashing stocking filler or table favour.

£9.00

Code: CE2645



Christmas treats baking kit

Get your pooch in the holiday spirit with homemade Christmas cookies – 100% natural, made from premium human-grade ingredients. Just add two eggs and water; everything else, including the cutter, is in the box!

£12.99

Code: GF2518

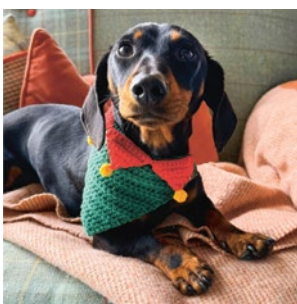


Elf pet bandana

Our hand-crocheted festive Elf bandanas are adjustable to comfortably fit small to medium-sized pets.

£12.00

Code: CE2658



Wildflower magnetic shopping list

A slim but chunky notepad perfect for noting down groceries needed or daily to-do lists. 84 pages.

95 x 230 x 12mm

£4.25 Code: GF2521



Wildflower notebook

Perfect for writing, taking notes, journaling, making lists and more! 176 sheets of ruled A5 white paper with an elastic closure.

£5.99

Code: GF2629



Wildflower gift pen set

Practical and stylish, this two pen gift set is perfect as a present or a treat for yourself! Black ink (standard refills).

£7.99 Code: GF2628



Christmas window reusable stickers

Bring festive cheer to your windows with this charming collection of decorative Christmas stickers. Easy to apply, reposition and reuse each year. Window stickers are visible from both sides of the window and are made in the UK.

£9.95

Traditional

A4 pack size – 16 stickers

Code: GF2621

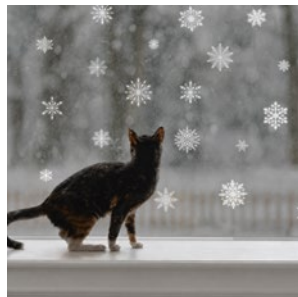


£4.95

Snowflakes

A5 pack size – 19 stickers

Code: GF2620



£9.95

Robins

A4 pack size – 28 stickers

Code: GF2622





Spiced Christmas dunker biscuits

Who doesn't love a biscuit to dunk in a cup of tea or coffee? These seriously delicious biscuits compliment a cuppa to perfection.

10 dunkers per pack, 150g

£4.25



Spiced Christmas tea dunker

Code: CE2537



Spiced Christmas coffee dunker

Code: CE2536



Lemon curd tea dunker

Code: CE2538



Salted butter coffee dunker

Code: CE2680

Christmas teddy bear stirrer

Luxurious velvety milk chocolate that makes a delicious hot chocolate drink when stirred into hot milk. 50g

£4.50

Code: CE2675



Reindeer bites

Enjoy a bag filled with mini milk chocolate reindeer!

Perfect stocking filler from Rudolph! 100g

£5.95

Code: CE2676



Street food supper tin

Global street food flavours made easy – this kit includes spice blends such as Jerk, Piri-Piri and Tandoori. Tin contains 4 spice blends, a spoon and recipe cards.

£20.00 Code: GF2624



Mulling spices tin

Perfect blend of spices to make mulled wine, cider or apple juice. Each sachet mulls 200ml. 5 x 10g Sachets

£6.50

Code GF2627



Forget-me-not flower pin and brooch set

Show your support for Alzheimer's Society by wearing our bright floral pin badge and brooch.

Size: Pins 25mm, Brooches 40mm

Enamel pin and brooch set

Pin has a butterfly fastening.
The brooch has a bar clasp.

£8.00

Code: BR2615

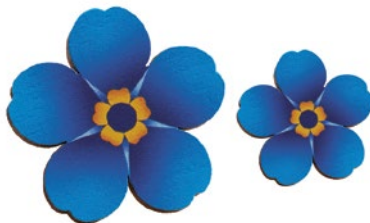


Wooden pin and brooch set

Pin and butterfly fastening – suitable for lighter weight fabrics.

£8.00

Code: BR2616



Individual badges can also be bought on our online shop.

Floral forget-me-not decoration – single card

An exclusive Alzheimer's Society branded card with a wooden laser-cut decoration which can be removed from the card to keep as a memento. Blank inside.

£5.99 Code: PLU2617



Flower water bottle

Insulated stainless steel bottle keeps drinks hot or cold for several hours and has 500ml capacity.

£15.00

Code:
BR2404



Forget-me-not seedball tube

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

£6.99

Code:
BR2524





Forget-me-not flower pin badges x 10

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

10 pins with no backing cards

Each pin is 25mm diameter

£25.00 each

Enamel blue Code: WF2301

Rose gold Code: WF2307

Gold Code: WF2309

Silver Code: WF2311

Wooden Code: WF2313

Forget-me-not flower wedding table cards x 10

Cards are 85 x 55mm folded

£3.00 Code: WF2302

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.

£28.00 each

Enamel blue Code: WF2306

Rose gold Code: WF2308

Gold Code: WF2310

Silver Code: WF2312

Wooden Code: WF2314



Give a Virtual Gift that makes a difference

Alzheimer's Society Virtual Gifts represent real support services and research that help people affected by dementia. Your gift will help create a future where dementia no longer devastates lives.

Perfect for last-minute gifts – especially if you have missed last Christmas post!

Search for our Virtual Gifts on our online shop to choose and schedule your virtual gift for sending to someone you love.

Look out for our Christmas Virtual Gifts coming soon.

Dementia Support Forum

Your donation could help us offer round-the-clock reassurance and guidance.

£10



Dementia Adviser

Your donation could help fund one hour of a Community Dementia Adviser's time.

£15



Dementia Support Line

Your donation could help us answer three calls on our Dementia Support Line.

£20



Research Nurse

Your donation could pay for five hours of a Research Nurse's time.

£50



Singing for the Brain

Your donation could cover the cost of five hours of Singing for the Brain sessions.

£75



Early Career Researchers

Your donation could fuel the future by funding the researchers who will beat dementia.

£100



To order visit 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** 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**

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**



For more information



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

or email
enquiries@alzheimers.org.uk
or visit
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.

*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 41).

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.



Last Christmas posting dates:

Standard UK delivery (2nd class) Tuesday, 15 December

UK Express delivery Tuesday, 22 December before 1pm

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

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

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.

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).

Local Authorities, NHS Trusts, Hospitals and Care Homes

We welcome purchase orders from Local Authorities, NHS Trusts and other Care facilities, who wish to pay by invoice. If you'd like to set up an account, please visit our Trade orders page online or email **tradeorders@alzheimers.org.uk**

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.

Order form

Title.....Initial.....

Surname.....

Address.....

.....Postcode.....

Email.....

Phone/Mobile.....

Preferred day(s) to call (Mon-Fri).....8:30am-12pm☐1pm-5pm☐

Send order form to:
Alzheimer's Trading
PO Box 8032
Eagle Avenue
KETTERING
NN16 6WZ
Tel: 0333 366 0035

Code	Qty	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

For security reasons, we don't ask for payment details on this form. If you order by post, our customer care team will call you to take your card details, so please ensure that you have included your name, phone number, and any day(s) and times (8:30am-12pm / 1pm-5pm) you would prefer to be called. The number **0333 366 0035** will show when we call you. It is quicker for you to order online or call our team with your order. We take payment by Debit or Credit card or PayPal.



Declaration for assistive 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. This includes receiving catalogue emails or not receiving this catalogue in the post. See how we respect your privacy and take care of your information at 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)

“
**Our Dementia Adviser, Sam,
supported us to find moments
of joy in Christmas again.**”

Maria and Roger, affected by dementia

 **Alzheimer's Society**
Christmas
Appeal 2026



Christmas after a dementia diagnosis can be overwhelming for families. Our Dementia Advisers are there to offer reassurance, expert advice and compassionate support. With your help, we can be there for more families this Christmas and beyond.

**To find out more and donate to our
Christmas Appeal, visit
alzheimers.org.uk/appeal**

Have you visited our online shop?

You'll find a much wider range of Christmas cards, gifts and essentials, assistive products for people with dementia and our fantastic branded merchandise and wedding favours.

How to order

Visit our shop online at **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**



Alzheimer's Trading Limited (Registered company no. 02737333)
is a subsidiary of Alzheimer's Society (Registered charity no. 296645)
to which it gift aids all its taxable profits. VAT registration no. 974843571.
Head office: Alzheimer's Society 43–44 Crutched Friars, London EC3N 2AE

Code WC26

100%
of our profits
help people
living with
dementia