WHAT IS CLAIMED IS:

1. A peptide comprising 3-10 amino acids from residues 1-10 of SEQ ID NO:01 or from residues 12-25 of SEQ ID NO:01.

2. The peptide of claim 1, wherein the peptide comprises an amino acid sequence selected from the group consisting of any one of SEQ ID NO:02 to SEQ ID NO:37 or SEQ ID NO:41 to SEQ ID NO:96.

3. The peptide of claim 1, wherein the peptide is from residues 1-7 of SEQ ID NO:01.

4. The peptide of claim 1, wherein the peptide is from residues 12-24 or from residues 12-23 or from residues 12-22 or from residues 13-25 or from residues 13-24 or from residues 13-23 or from residues 13-22 or from residues 14-25 or from residues 14-24 or from residues 14-23 or from residues 14-22 or from residues 15-25 or from residues 15-24 or from residues 15-23 or from residues 15-22 of SEQ ID NO:01.

5. The peptide of claim 1, wherein the peptide comprises an amino acid sequence selected from the group consisting of any one of SEQ ID NO:05 to SEQ ID NO:09, SEQ ID NO:13 to SEQ ID NO:16, SEQ ID NO:20 to SEQ ID NO:22, SEQ ID NO:26, SEQ ID NO:27, or SEQ ID NO:31.

6. The peptide of claim 1, wherein the peptide is from residues 2-8 of SEQ ID NO:01 .

7. The peptide of claim 1, wherein the peptide comprises an amino acid sequence selected from the group consisting of any one of SEQ ID NO:12 to SEQ ID NO:16, SEQ ID NO:19 to SEQ ID NO:22, SEQ ID NO:25 to SEQ ID NO:27, SEQ ID NO:30, SEQ ID NO:31 or SEQ ID NO:34.

8. The peptide of claim 1, wherein the peptide comprises an amino acid sequence selected from the group consisting of SEQ ID NOS 2-96.

9. The peptide of claim 8, further comprising a -RR at a C-terminal end.

10. The peptide of claim 9, comprising an amino acid sequence of DAEFRHDRR (SEQ ID NO:101).

11. The peptide of any one of claims 1-10, further comprising a C-terminal cysteine.

12. The peptide of claim 1, comprising an amino acid sequence of AEFRHDSGC (SEQ ID NO:38).

13. The peptide of claim 1, comprising an amino acid sequence of DAEFRHDC (SEQ ID NO:39).

14. The peptide of claim 1, comprising an amino acid sequence of QKLVFFAEC (SEQ ID NO:40).

15. The peptide of claim 1, comprising an amino acid sequence of DAEFRHD (SEQ ID NO:05).

16. The peptide of claim 1, comprising an amino acid sequence of EFRHDSG (SEQ ID NO:18).

17. The peptide of claim 1, comprising an amino acid sequence of AEFRHDS (SEQ ID NO:12).

18. A peptide comprising the structure:

[first peptide]-[linker 1]-[second peptide]-[linker 2]-[Cys],

wherein, the first peptide is a peptide according to claim 1, the second peptide is the same or different peptide according to claim 1 each of linker 1, linker 2 and [Cys] are optional, and linker 1 and linker 2 may be the same or different.

19. The peptide of claim 18, wherein the first peptide or the second peptide comprises 3-10 amino acids from residues 1-10 of SEQ ID NO:01.

20. The peptide of claim 18, wherein both the first peptide and the second peptide comprise 3-10 amino acids from residues 1-10 of SEQ ID NO:01.

21. The peptide of claim 18, wherein the first peptide or the second peptide comprises 3-10 amino acids from residues 12-25 of SEQ ID NO:01.

22. The peptide of claim 18, wherein both the first peptide and the second peptide comprise 3-10 amino acids from residues 12-25 of SEQ ID NO:01.

23. The peptide of claim 18, wherein the first peptide or the second peptide is selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:39.

24. The peptide of claim 18, wherein both the first peptide and the second peptide are selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:39.

25. The peptide of claim 18, wherein the first peptide or the second peptide is selected from the group consisting of SEQ ID NO:40 through SEQ ID NO:96.

26. The peptide of claim 18, wherein both the first peptide and the second peptide are selected from the group consisting of SEQ ID NO:40 through SEQ ID NO:96.

27. The peptide of claim 18, wherein the first peptide or the second peptide comprises 3-10 amino acids from residues 1-10 of SEQ ID NO:01, and the other peptide comprises 3-10 amino acids from residues 12-25 of SEQ ID NO:01.

28. The peptide of claim 18, wherein the first peptide or the second peptide is selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:39, and the other peptide is selected from the group consisting of SEQ ID NO:40 through SEQ ID NO:96.

29. The peptide of claim 18, wherein the first peptide or the second peptide is an amino acid sequence selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:96.

30. The peptide of claim 18, wherein both of the first peptide and the second peptide is an amino acid sequence selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:96.

31. The peptide of claim 18, wherein at least one of the first peptide or the second peptide is selected from the group consisting of the peptides of claim 8.

32. The peptide of claim 18, wherein both the first peptide and the second peptide are selected from the group consisting of the peptides of claim 8.

33. The peptide of claim 18, wherein the first peptide or the second peptide is SEQ ID NO:101.

34. The peptide of claim 18, wherein both the first peptide and the second peptide are SEQ ID NO:101.

35. The peptide of claim 18, wherein the first peptide and the second peptide are each selected from the group consisting of SEQ ID NO:02 through SEQ ID NO:96, and SEQ ID NO:101.

36. The peptide of any of claims 1 to 8, further comprising a linker at a C-terminal portion of the peptide.

37. The peptide of claim 36, wherein the linker comprises an amino acid sequence.

38. The peptide of claim 37, wherein the linker comprises an amino acid sequence selected from the group consisting of AA, AAA, KK, KKK, SS, SSS, AGAG (SEQ ID NO:99), GG, GGG, GAGA (SEQ ID NO:98), and KGKG (SEQ ID NO:100).

39. The peptide of claim 38, wherein the linker further comprises a C-terminal cysteine (C).

40. The peptide of claim 38, wherein the peptide further comprises a blocked amine at the N-terminus.

41. The peptide of claim 18, wherein the first linker, is a cleavable linker.

42. An immunotherapy composition, comprising one or more of the peptides of any of claims 1 to 41.

43. The immunotherapy composition of claim 42, wherein the one or more peptides further comprises a linker to a carrier at a C-terminal portion of the peptide.

44. The immunotherapy composition of claim 43, wherein the linker comprises an amino acid sequence selected from the group consisting of AA, AAA, KK, KKK, SS, SSS, AGAG (SEQ ID NO:99), GG, GGG, GAGA (SEQ ID NO:98), and KGKG (SEQ ID NO:100).

45. The immunotherapy composition of either of claim 43 or 44, wherein the carrier comprises serum albumins, immunoglobulin molecules, thyroglobulin, ovalbumin, tetanus toxoid (TT), diphtheria toxoid (DT), a genetically modified cross-reacting material (CRM) of diphtheria toxin, CRM197, meningococcal outer membrane protein complex (OMPC) and *H. influenzae* protein D (HiD), rEPA (*Pseudomonas aeruginosa* exotoxin A), KLH (keyhole limpet hemocyanin), and flagellin.

46. The immunotherapy composition of claim 45, wherein the carrier is CRM197.

47. The immunotherapy composition of claim 45, wherein the carrier is diphtheria toxoid.

48. The immunotherapy composition of any one of claims 42-47, further comprising at least one pharmaceutically acceptable diluent.

49. The immunotherapy composition of any one of claims 42-47, further comprising a multiple antigen presenting system (MAP).

50. The immunotherapy composition of claim 49, wherein the MAP comprises one or more of a Lys-based dendritic scaffold, helper T-cell epitopes, immune stimulating lipophilic moieties, cell penetrating peptides, radical induced polymerization, self-assembling nanoparticles as antigen-presenting platforms and gold nanoparticles.

51. A pharmaceutical composition comprising (a) one or more of the peptide of any one of claims 1 to 41 or (b) the immunotherapy composition of any of claims 42 to 50 and at least one adjuvant.

52. The pharmaceutical composition of claim 51, wherein the adjuvant is selected from the group consisting of aluminum hydroxide, aluminum phosphate, aluminum sulfate, 3 De-O-acylated monophosphoryl lipid A (MPL), QS-21, TQL1055, QS-18, QS-17, QS-7, Complete Freund's Adjuvant (CFA), Incomplete Freund's Adjuvant (IFA), oil in water emulsions (such as squalene or peanut oil), CpG, polyglutamic acid, polylysine, AddaVax™, MF59®, and combinations thereof.

53. The pharmaceutical composition of claim 52, wherein the adjuvant is QS-21 or TQL1055.

54. The pharmaceutical composition of claim 52, wherein the adjuvant is MPL.

55. The pharmaceutical composition of claim 52, wherein the adjuvant is a combination of MPL and QS-21 or a combination of MPL and TQL1055.

56. The pharmaceutical composition of any of claims 51 to 55, wherein the adjuvant comprises a liposomal formulation.

57. The pharmaceutical composition of any of claims 51 to 56, wherein the composition comprises at least one pharmaceutically acceptable diluent.

58. The pharmaceutical composition of any of claims 51 to 56, comprising a multiple antigen presenting system (MAP).

59. The pharmaceutical composition of claim 58, wherein the MAP comprises one or more of a Lys-based dendritic scaffold, helper T-cell epitopes, immune stimulating lipophilic moieties, cell penetrating peptides, radical induced polymerization, self-assembling nanoparticles as antigen-presenting platforms and gold nanoparticles.

60. A nucleic acid comprising a nucleic acid sequence encoding a peptide of any one of claims 1 to 41 or the immunotherapy composition of claims 42 to 50.

61. A nucleic acid immunotherapy composition comprising the nucleic acid of claim 60 and at least one adjuvant.

62. Use of the immunotherapy composition of any of claims 42-50 or the pharmaceutical compositions of any of claims 51 to 59 in the manufacture of a medicament for treating or effecting prophylaxis of Alzheimer's disease in a subject, wherein the immunotherapy composition or the pharmaceutical composition is to be administered to the subject.

63. Use of the immunotherapy composition of any of claims 42 to 50 or the pharmaceutical composition of any of claims 51 to 59 in the manufacture of a medicament for inhibiting or reducing aggregation of Aβ in a subject having or at risk of developing Alzheimer’s disease, wherein the immunotherapy composition or pharmaceutical composition is to be administered to the subject.

64. Use of the nucleic acid immunotherapy composition of claim 60 or claim 61 in the manufacture of a medicament for treating or effecting prophylaxis of Alzheimer's disease in a subject, wherein the nucleic acid immunotherapy composition is to be administered to the subject.

65. Use of the nucleic acid immunotherapy composition of claim 60 or claim 61 in the manufacture of a medicament for inhibiting or reducing aggregation of Aβ in a subject having or at risk of developing Alzheimer’s disease, wherein the nucleic acid immunotherapy composition is to be administered to the subject.

66. The use of any of claims 62 to 65, wherein the administration is to be repeated at least a second time, at least a third time, at least a fourth time, at least a fifth time, or at least a sixth time.

67. The use of claim 66, wherein the administration is to be repeated at an interval of about 14 days, or about 21 to about 28 days, or about quarterly, or about biannually, or about annually.

68. Use of the peptide of claims 1 to 41, the immunotherapy composition of claims 42 to 50, the pharmaceutical compositions of claims 51 to 59 or the nucleic acid immunotherapy composition of claim 60 or claim 61 in the manufacture of a medicament for inducing an immune response in an animal, wherein the peptide, immunotherapy composition, pharmaceutical composition or nucleic acid immunotherapy composition is to be administered to the animal in a regimen effective to generate an immune response comprising antibodies that specifically bind to Aβ.

69. The use of claim 68, wherein the immune response comprises antibodies that specifically bind to Aβ.

70. The use of either of claims 68 or 69, wherein the immune response comprises antibodies that specifically bind to the N-terminal region of Aβ.

71. An immunization kit comprising the immunotherapy composition of any of claims 42 to 50.

72. The kit of claim 71, further comprising an adjuvant.

73. The kit of claim 72, wherein the immunotherapy composition is in a first container and the adjuvant is in a second container.

74. A kit comprising the nucleic acid immunotherapy composition of claim 60 or claim 61.

75. The kit of claim 74, further comprising an adjuvant.

76. The kit of claim 75, wherein the nucleic acid is in a first container and the adjuvant is in a second container.