



HAPPY BRAIN CHEMICALS

Do you understand the basic mechanics of your brain and how it operates from a neurochemical perspective?

By being aware of our brain's neurochemical processes we are more empowered to find healthier ways to boost our happy chemicals, rather than being hijacked (or even enslaved) by them. Being aware of those concepts makes us less susceptible to the traps and pitfalls of instant gratification.

Dr. Loretta Breuning, Ph.D., the founder of the The Inner Mammal Institute - which helps people build their power over their mammalian brain chemistry - explains in her book *Habits of a Happy Brain* how the four happy chemicals work:

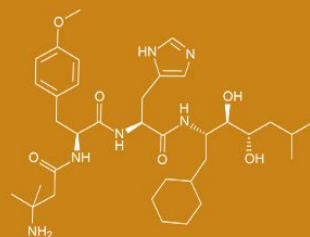


DOPAMINE | THE JOY OF FINDING WHAT YOU SEEK

Dopamine is the good feeling that a reward is at hand. It's your brain's signal that you are about to meet a need. Dopamine makes you jump for joy when you reach a goal or get a toy.

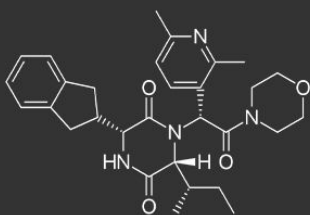
ENDORPHINS | THE OBLIVION THAT MASKS PAIN

Endorphins mask pain with a euphoric feeling. They promote survival by easing an injured mammal's escape from danger.



OXYTOCIN | THE COMFORT OF SOCIAL ALLIANCES

Oxytocin creates the positive feeling of social trust. Oxytocin flows when you stick with the herd. A mammal can lower its guard when trusted others are near.



SEROTONIN | THE SECURITY OF SOCIAL IMPORTANCE

Serotonin is the good feeling of social power. Serotonin swells your chest with pride when you get respect and don't need to hide. It's not aggression, but the nice calm feeling that you have and the strength necessary to meet your needs.

