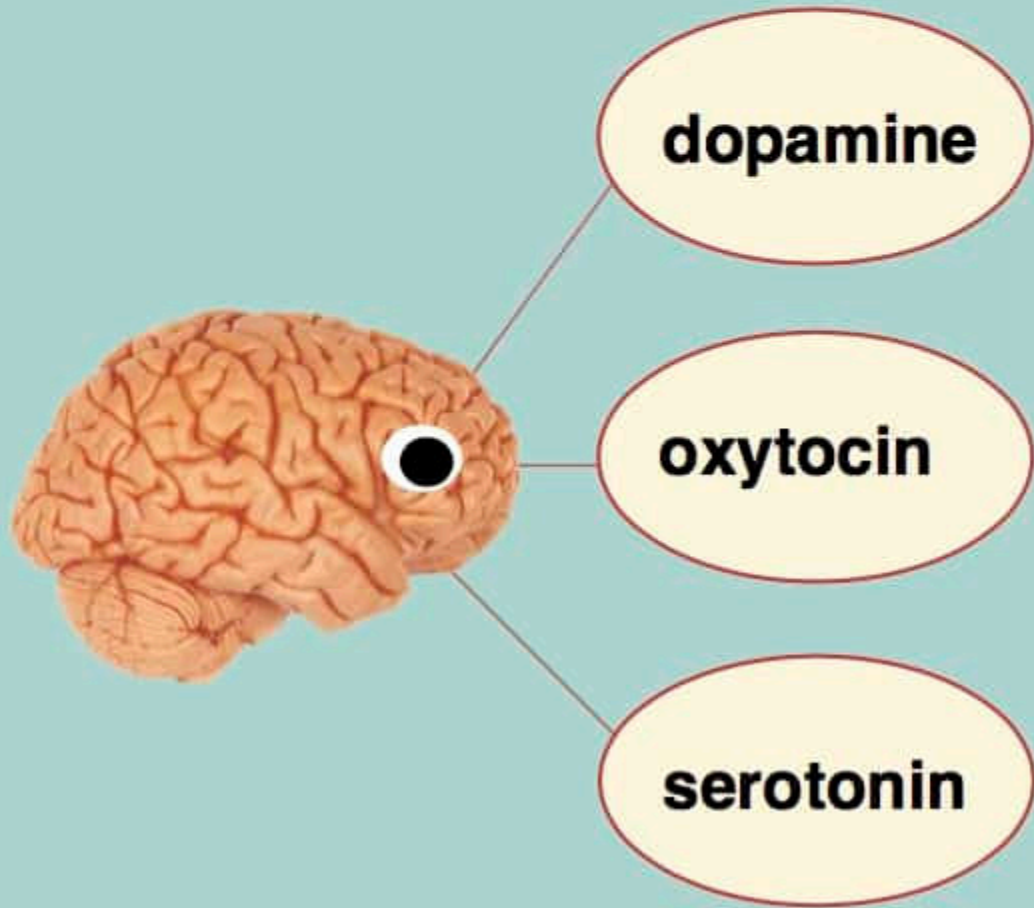


# You Have Power Over Your Brain

**Your brain looks for ways to turn on the happy chemicals**



**dopamine**

**Find new rewards that meet your needs.**

**oxytocin**

**Find social support and strengthen it.**

**serotonin**

**Become special in the eyes of others.**

**Happy chemicals are released in short spurts and you have to do more to get more.**

**They evolved to reward survival behavior, not to be on all the time.**





# You Have Power Over Your Brain

**Your brain defines your survival needs in a quirky way**



**it cares about  
the survival of your genes**

**it learn from  
the experiences of youth**

Your brain rewards you with a good feeling when you do something good for your genes: for your mating prospects or your children's prospects.

Whatever met your needs in youth built neural pathways that turn on your happy chemicals today, regardless of what you remember.

**Your happy chemicals are inherited from earlier mammals. They motivate an animal to do what it takes to meet survival needs.**

**Your happy chemicals are controlled by neural pathways you built long ago. You can build new pathways if you try.**

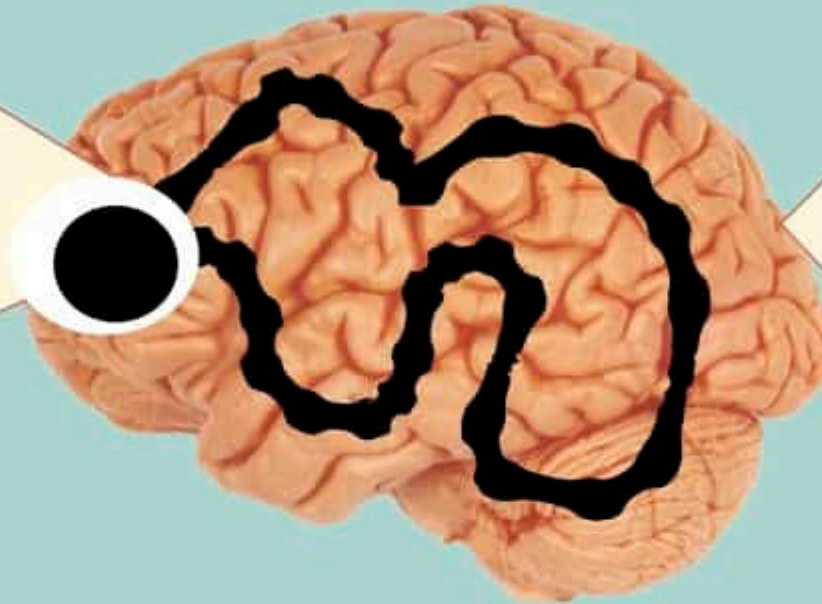




# You Have Power Over Your Brain

**Your brain sends new inputs through old pathways**

**the  
electricity  
in your brain  
flows like water  
in a storm, finding  
the paths of  
least  
resistance**



**you  
keep  
repeating  
old responses  
unless you  
build new  
path  
ways**

**You can build  
a new path by  
repeating a  
new behavior  
for 45 days  
without fail.**

**It won't feel good at first because your  
brain equates the old path with survival.  
But if you persist, electricity will flow  
down your new path, and you will turn  
on your happy chemicals in new ways.**



**Inner Mammal Institute**  
making peace with the animal inside

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Habits of a Happy Brain  
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# Meet Your Happy Brain Chemicals

Feelings evolved to motivate survival behavior, not to make you happy all the time

**Good feelings**  
motivate steps that meet survival needs

## Dopamine

**energizes you when you find a new way to meet a need**

Dopamine is the brain's signal that a reward is at hand. The great feeling motivates the body to invest effort in pursuit. Neurons connect when dopamine flows, which wires you to turn on the good feeling again in similar settings. Steps that meet needs feel good because of dopamine.

## Serotonin

**turns on when you gain an advantage**

Serotonin makes you feel good when you assert yourself socially. In the state of nature, you had to assert but avoid conflict to survive. That built a brain that constantly compares itself to others and rewards you with a nice proud feeling when you come out on top.

## Oxytocin

**is the safety of social trust**

Oxytocin is stimulated by trust and touch. It motivates a mammal to seek safety in numbers. Neurons connect when oxytocin flows, which guides your future trust. Our brain makes careful decisions about when to release this good feeling because trusting always is not good for survival.

## Endorphin

**masks pain with euphoria**

Endorphin is triggered by pain. It masks pain for a few minutes so an injured creature can seek safety. Then it stops, because pain is valuable information. Endorphin evolved for emergencies, not for you to inflict pain on yourself. Fortunately, laughing and exercise trigger a little bit of it.

## Cortisol

**alerts you to survival threats**

Cortisol commands your attention when you perceive an external or internal threat. The bad feeling motivates a body to act fast to make it stop. Each cortisol spurt connects neurons that turn on the bad feeling faster in similar future circumstances. Disappointment triggers cortisol. When your expectations are not met, cortisol warns you to stop investing energy in an unrewarding pursuit.



**Bad feelings**  
motivate retreat  
from survival threats

## Myelin

**builds neural superhighways**

Some of your neural pathways conduct electricity at super speeds because they got coated with myelin. That's why some thoughts and actions feel easy & natural. Myelin peaks before age 8 & in puberty, alas, so we tend to see the world through a lens built in those time periods.

**The mammal brain defines survival in a quirky way:**

1. It cares about the survival of your genes
2. It relies on neural pathways built by early experience

## Inner Mammal Institute

**building power over your mammalian brain chemistry**

The Inner Mammal Institute helps you manage your neurochemical ups and downs naturally. Free videos, podcasts, blogs, infographics, slide shows and a training program show you how to rewire your brain for more happy chemicals. A step-by-step 45-day program is detailed in the book: **Habits of a Happy Brain: Retrain your brain to boost your serotonin, dopamine, oxytocin, & endorphin.** Then read **The Science of Positivity.** It's not easy being mammal, but you have power over your brain!



**Founder**  
**Loretta Breuning, PhD**

**InnerMammalInstitute.org**