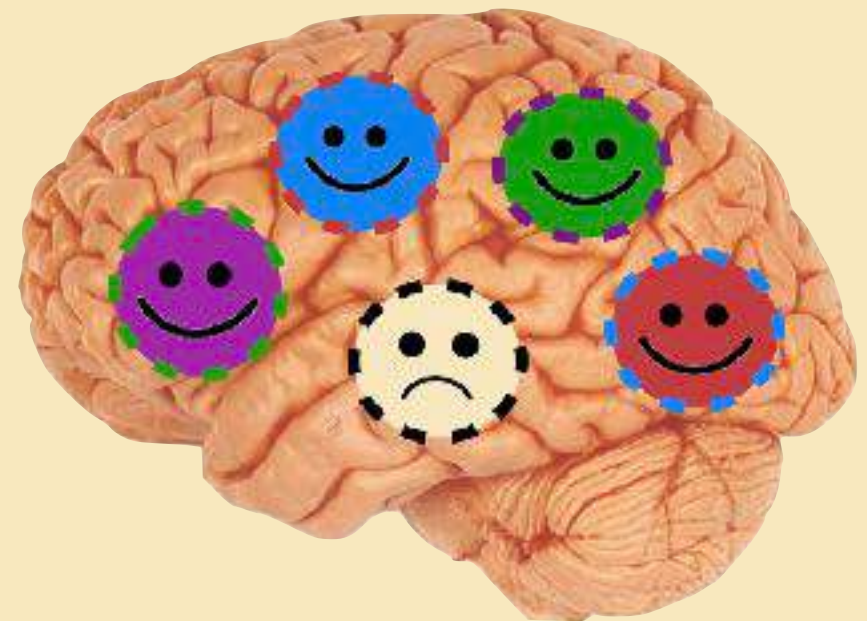


Sustainable Happiness

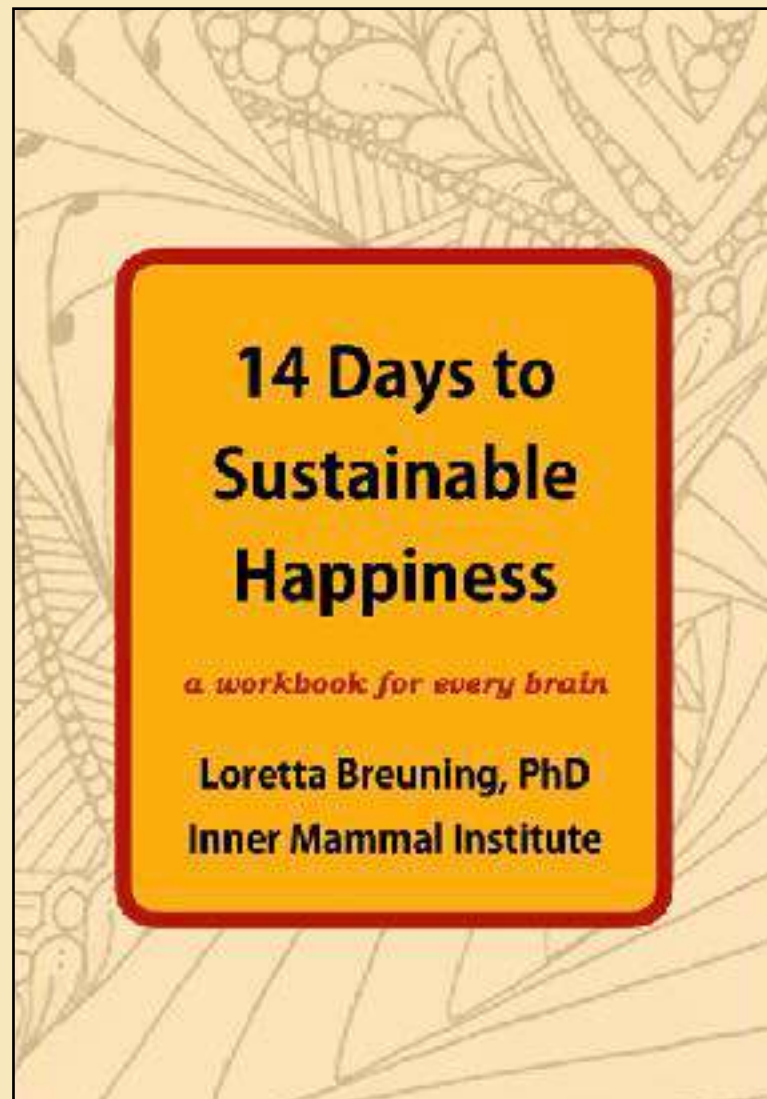
**Rewire your brain
to feel good in ways
that are good for you**



based on the book

14 Days to Sustainable Happiness

a workbook for every brain



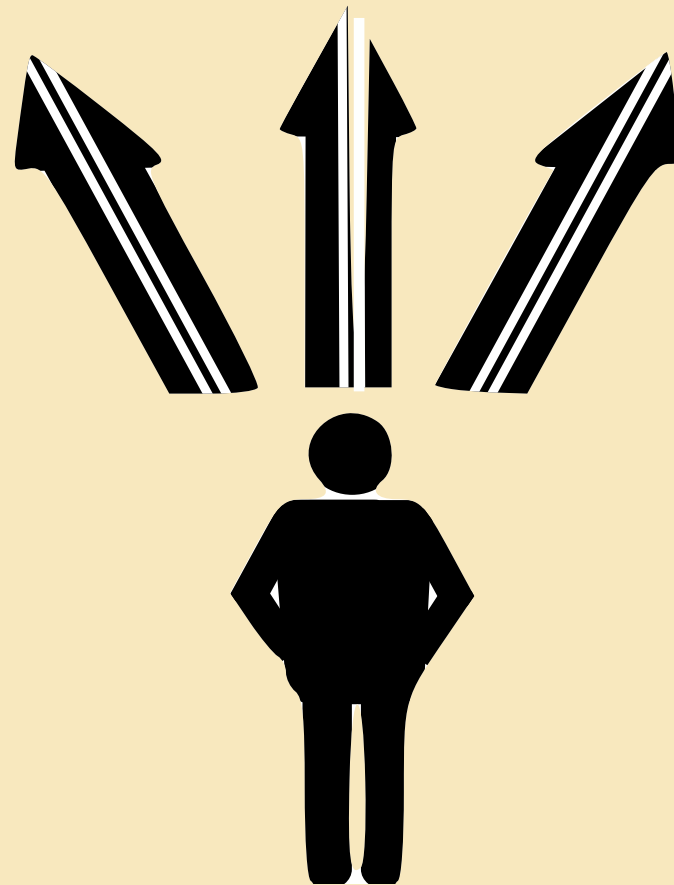
\$9 paper, \$7 ebook, \$9 audio

by Loretta Graziano Breuning, PhD

- Professor Emerita, California State U.
- Founder of the Inner Mammal Institute
- author of
- Habits of a Happy Brain:
Retrain your brain to boost your serotonin,
dopamine, oxytocin and endorphin levels
- Tame Your Anxiety:
Rewiring Your Brain for Happiness
- YouTube series:
You Have Power Over Your Brain

Spanish, Chinese and French editions coming soon

There are many ways to feel good



**Some are
sustainable**



**Some
are not**

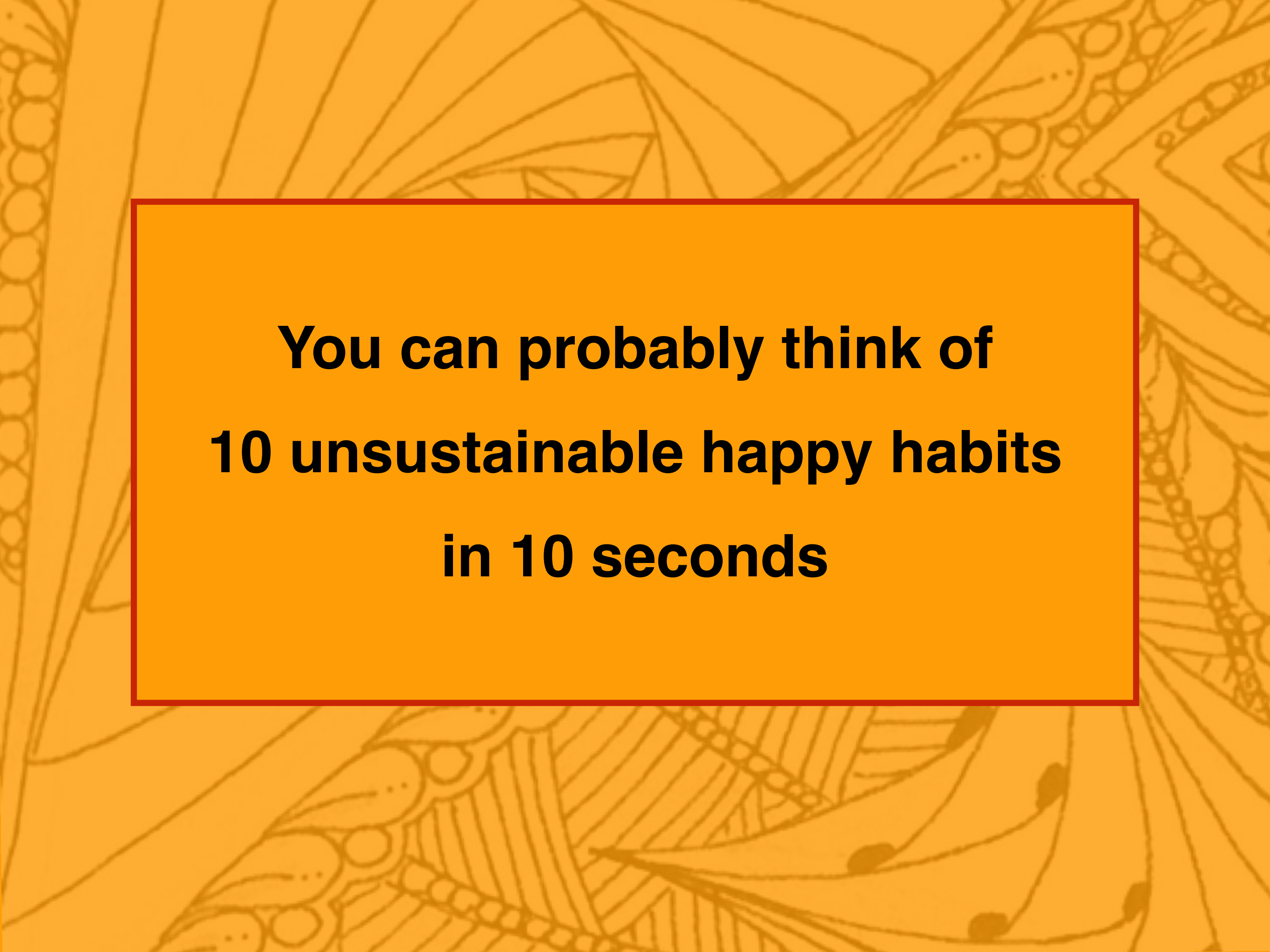



Some things feel good in the short run


but hurt you in the long run

That's NOT sustainable!





**You can probably think of
10 unsustainable happy habits
in 10 seconds**

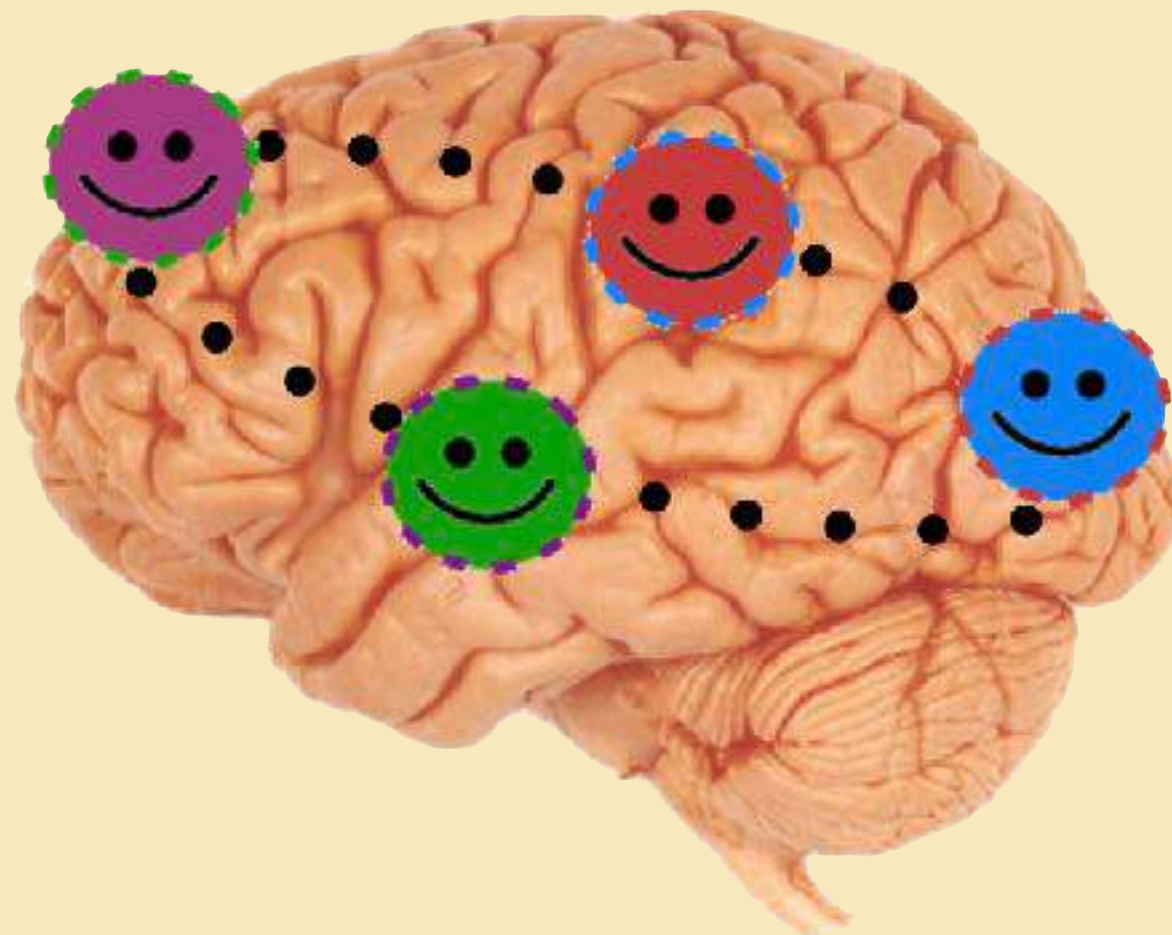
It's a bad loop:

**When you feel bad,
you want to do whatever
makes you feel better.**

**But the bad consequences trigger
bad feelings, which send you back to
the unsustainable habit again.**



**Fortunately, there are
sustainable ways to feel good**

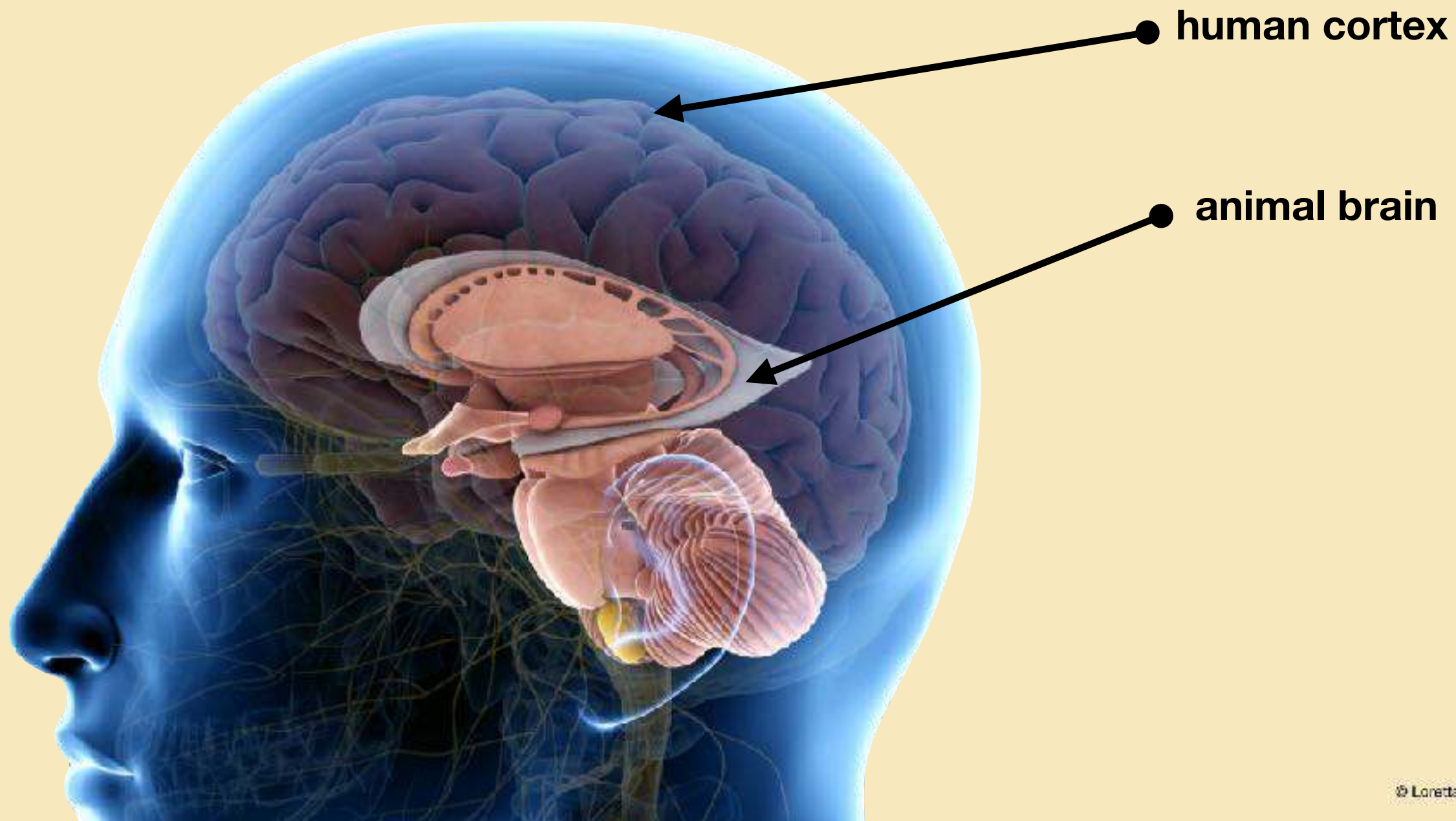


It's harder to think of them.

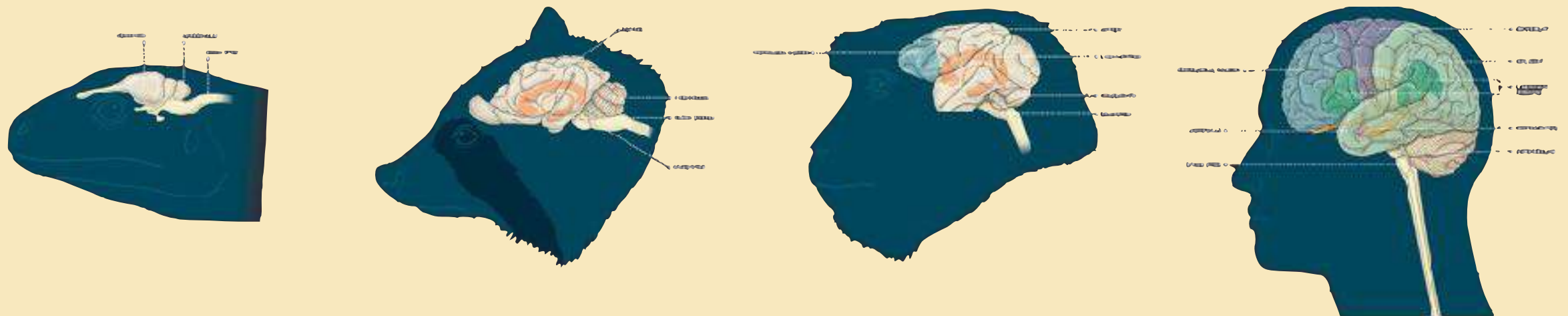
Why?



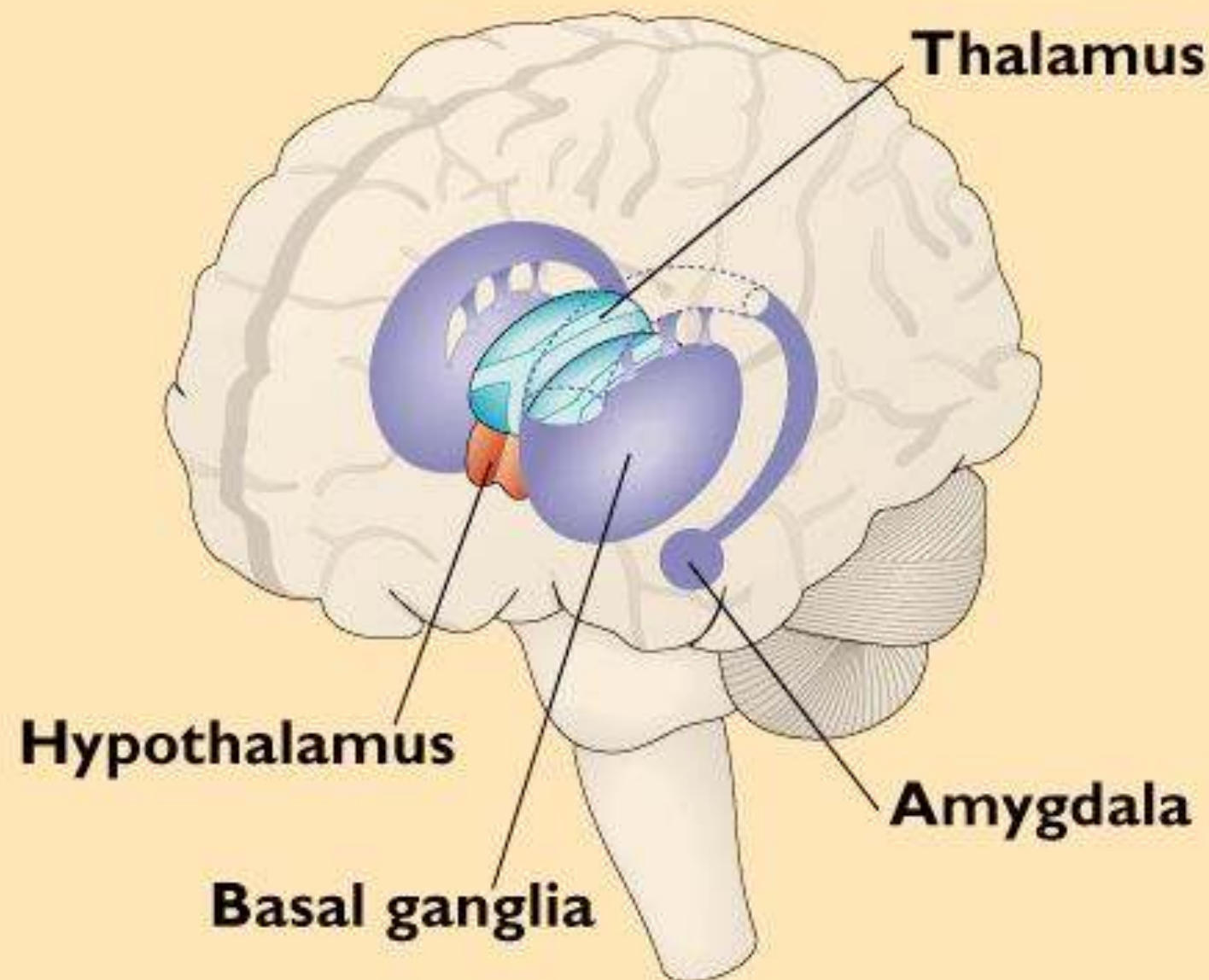
We humans have 2 brains:
the animal brain that controls our emotions
the human cortex that controls our speech



**The limbic brain we've inherited
from animals controls the chemicals
that make you feel good or bad**



Your animal brain cannot process language, so it cannot tell you in words why it's releasing a chemical



Our two brains are literally not on speaking terms. When you talk to yourself, it's all in your cortex.



**Fortunately, you can teach
your two brains to work
together like a horse and rider**



**You can train your brain to turn
on good feelings in ways that
are good for you in the long run**



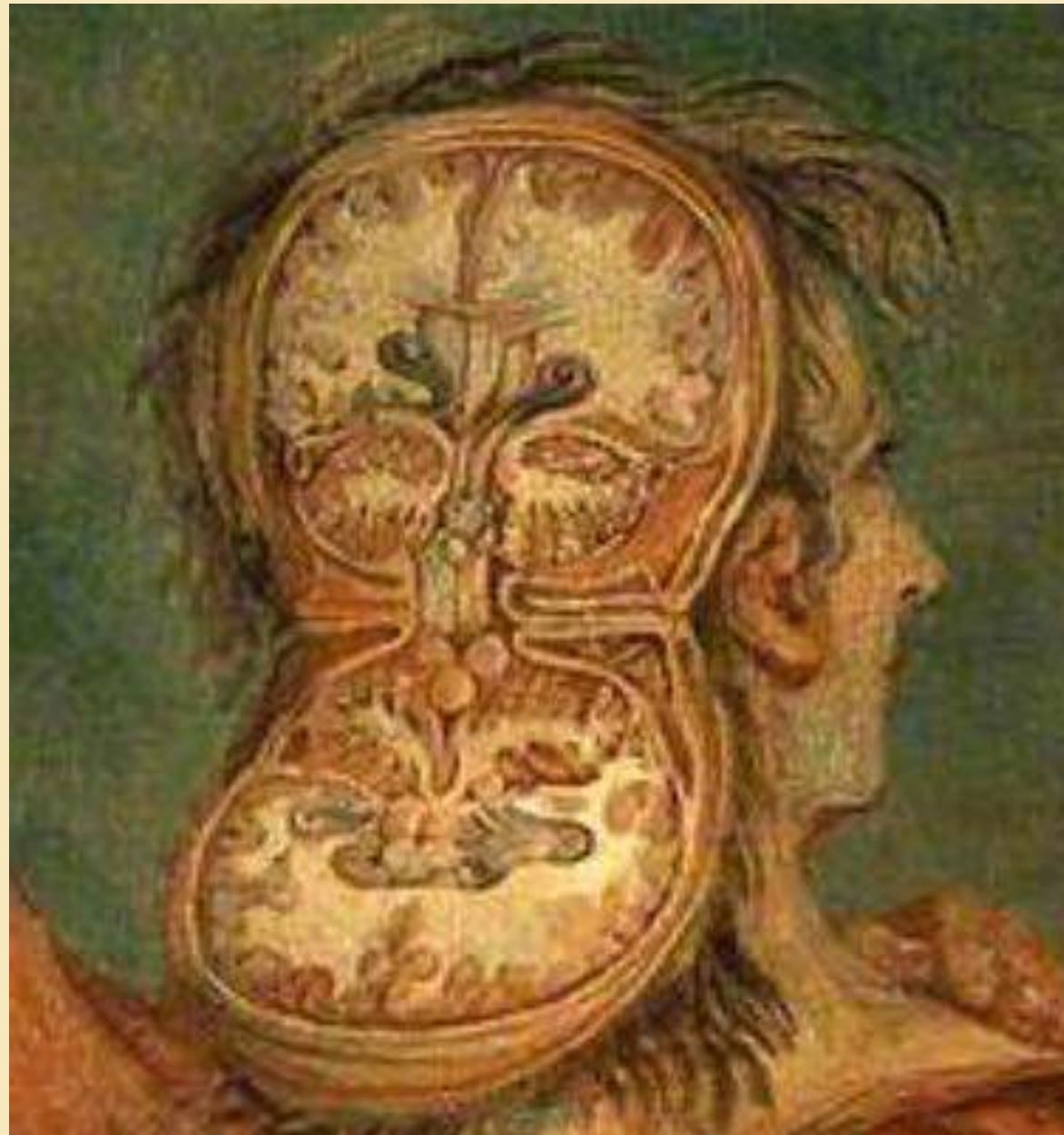
**You can find safe ways to
give your inner mammal
what it needs**



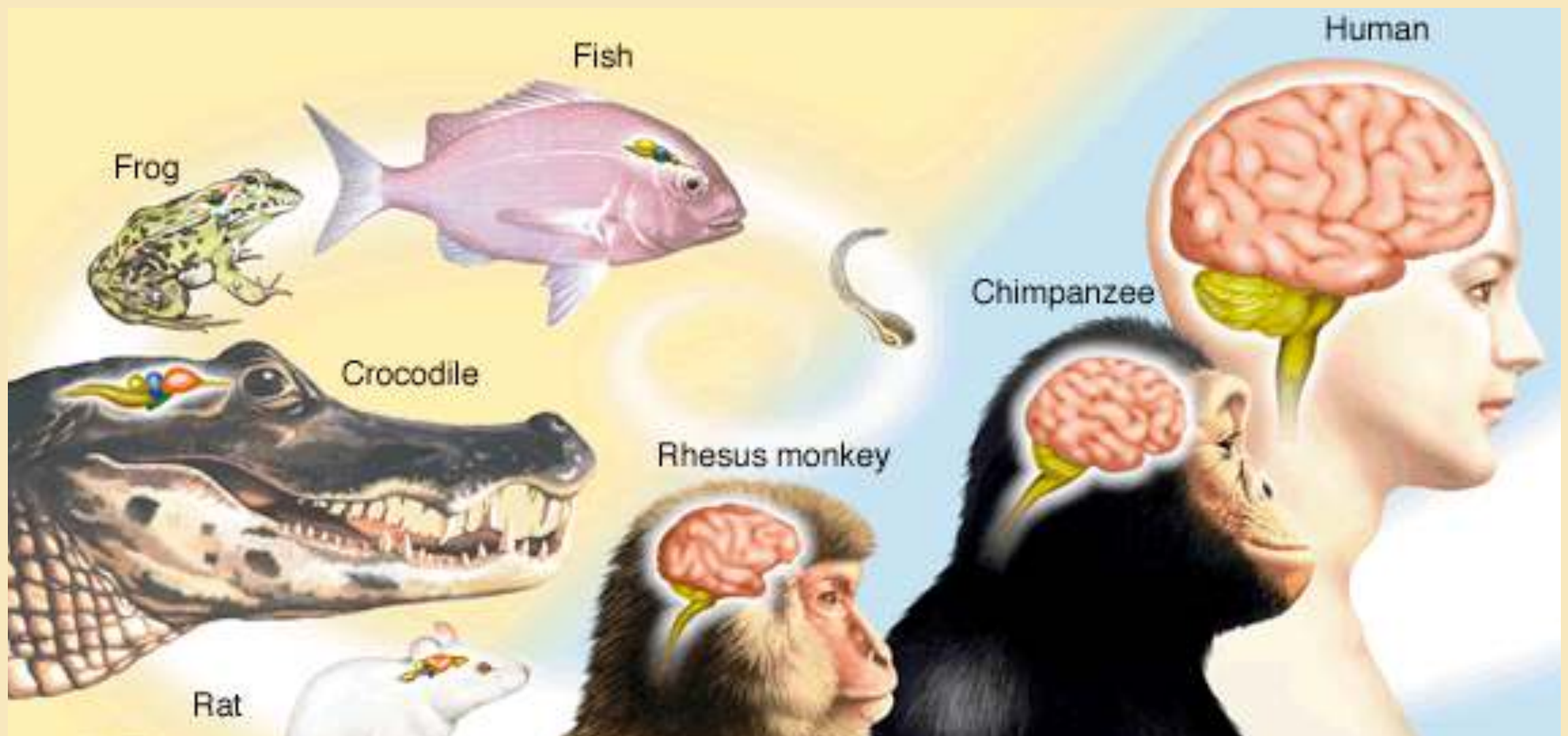
You have power over your happy brain chemicals



**But it's limited, so let's look
closely at how it works:**



Our brain evolved to promote survival, not to make you happy



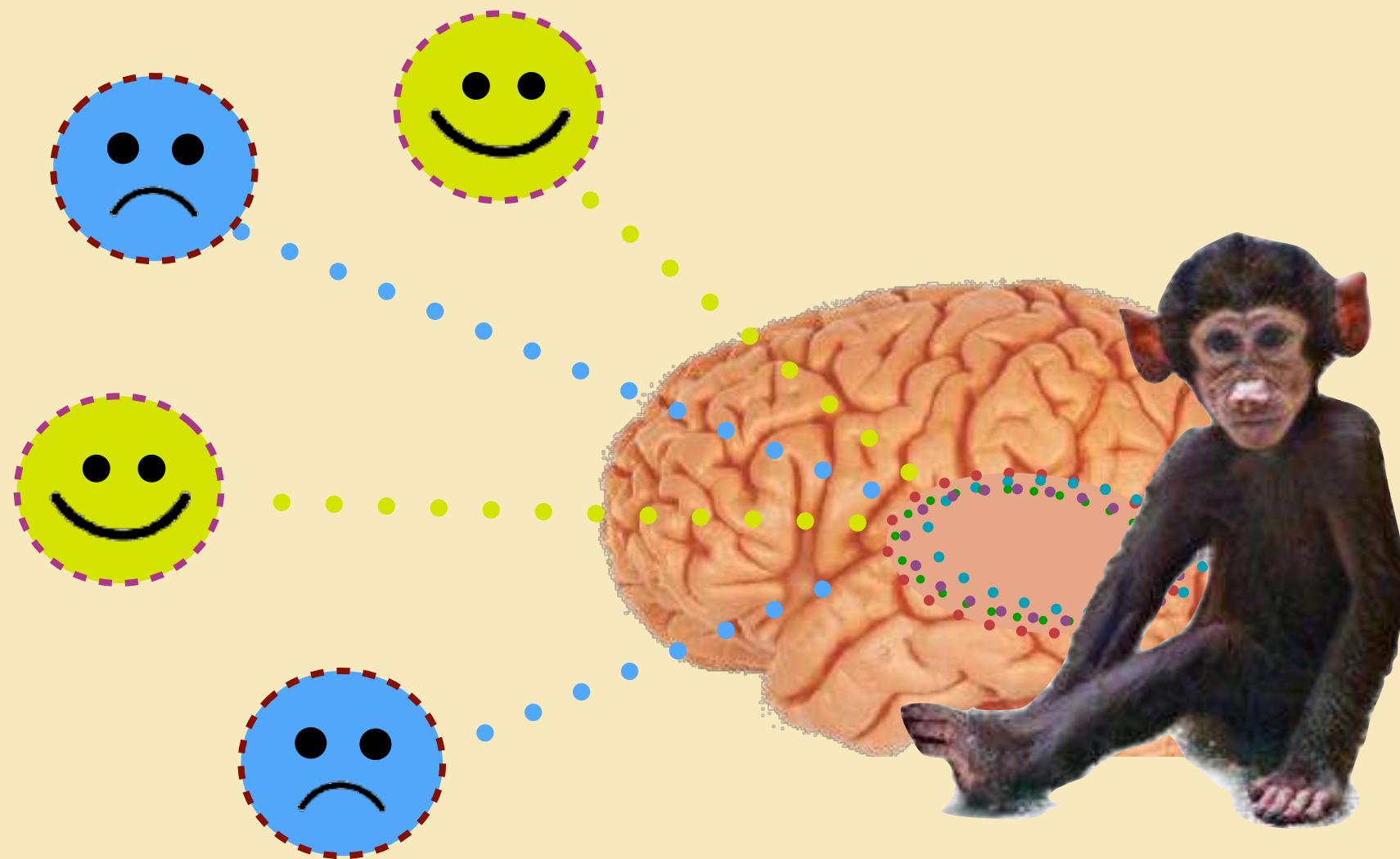
It rewards you with happy chemicals when you see a way to promote your survival



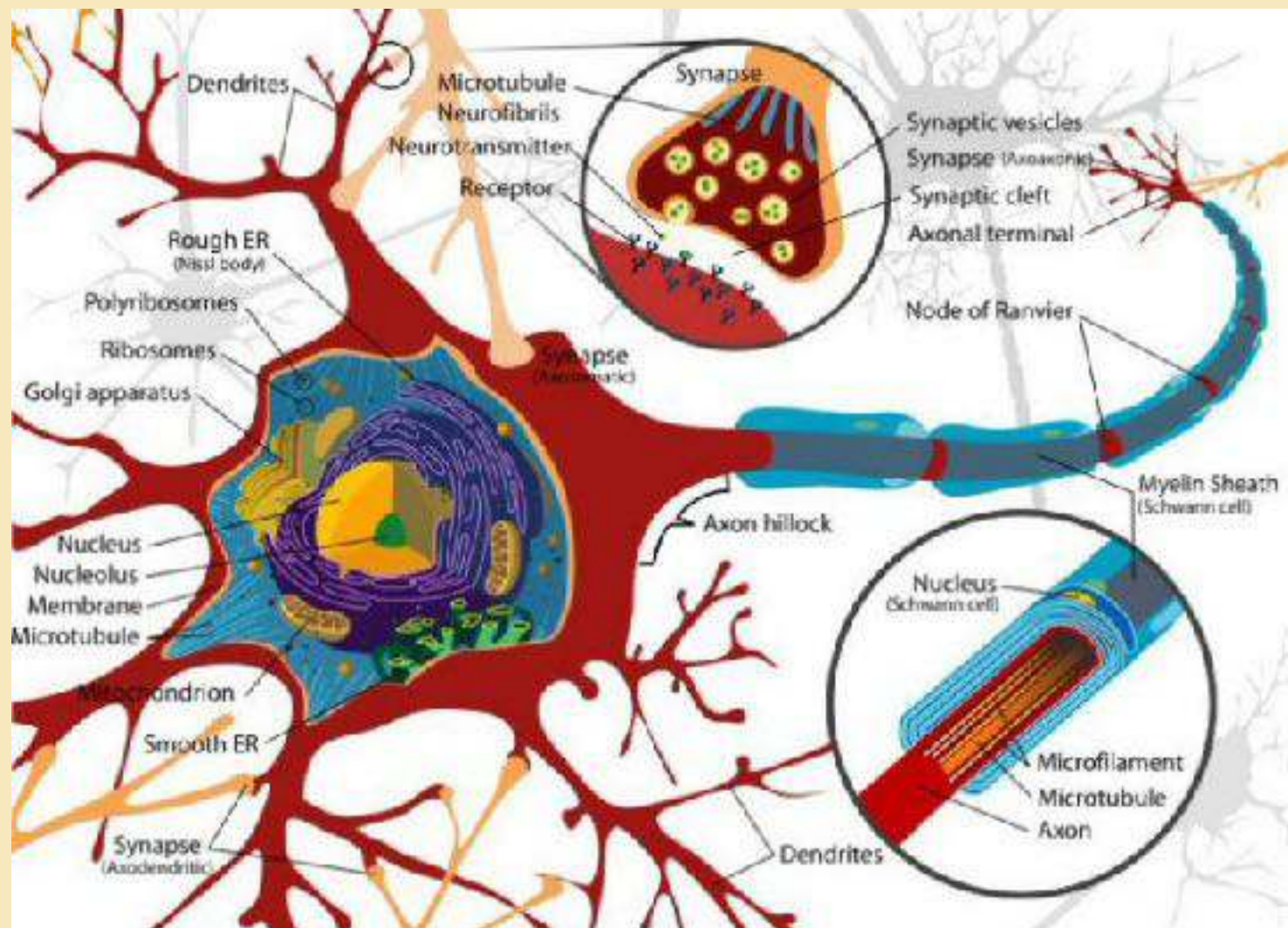
**It alarms you with threat chemicals
when you see a potential threat to
your survival**



But it defines rewards and threats in a quirky way



Neurons connect when your chemicals flow, which wires you to respond to the rewards and threats of your past



**Whatever felt good in your
past wired you to seek that**





**Whether it's
sustainable or NOT!**

**Whatever felt bad in your
past wired you to avoid that**





**Whether it's
sustainable or NOT!**

What's a big-brained mammal to do?



**You can learn to
notice your old pathways and
build new ones**



You can build new dopamine, serotonin, oxytocin, and cortisol pathways

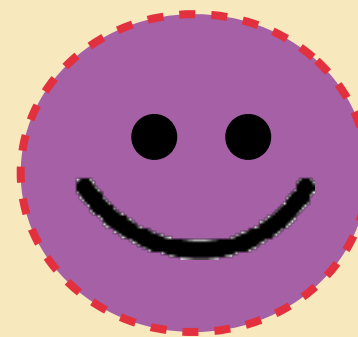
dopamine



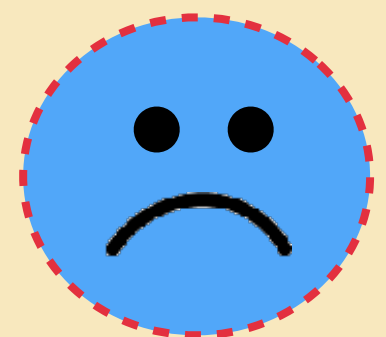
serotonin



oxytocin



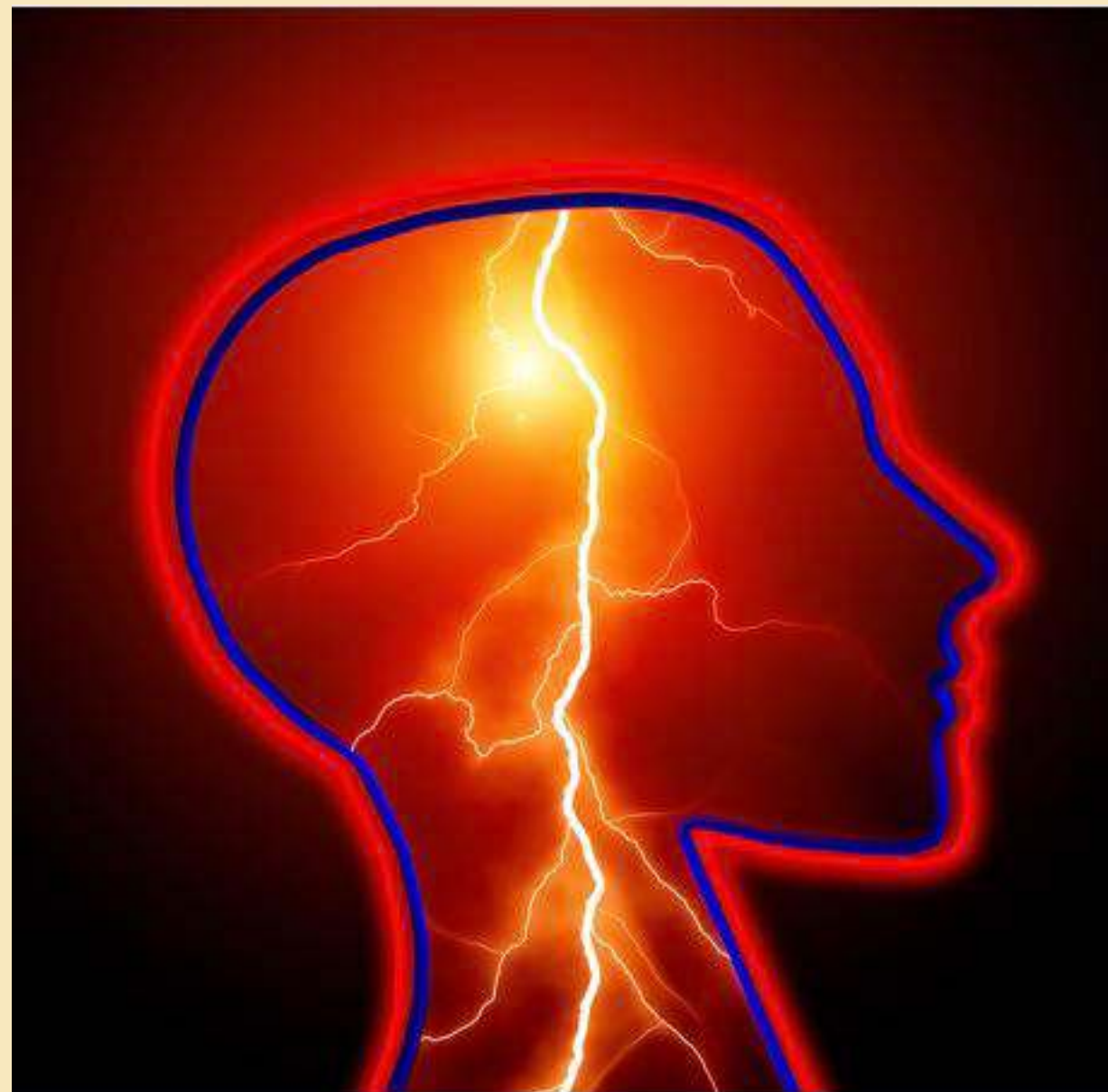
cortisol



**You can blaze a new trail thru
your jungle of neurons**



**You will give the electricity in
your brain a new place to flow**



3 Simple Steps

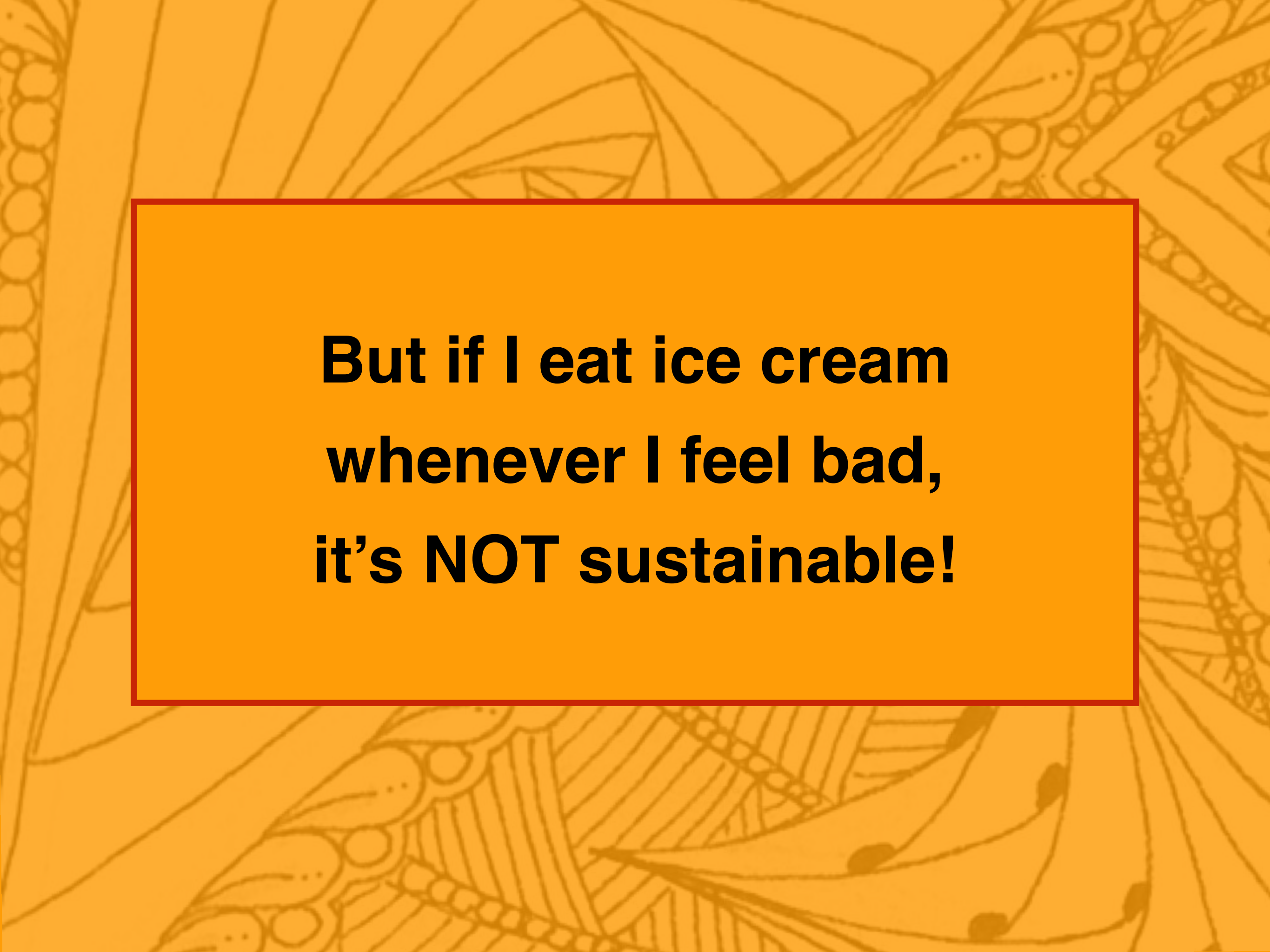
- 1. Know the job of each chemical in the animal world**
- 2. Notice your old paths for stimulating them**
- 3. Build a new pathway by repeating a new choice**

Let's try a simple example



Ice cream makes me happy





**But if I eat ice cream
whenever I feel bad,
it's NOT sustainable!**

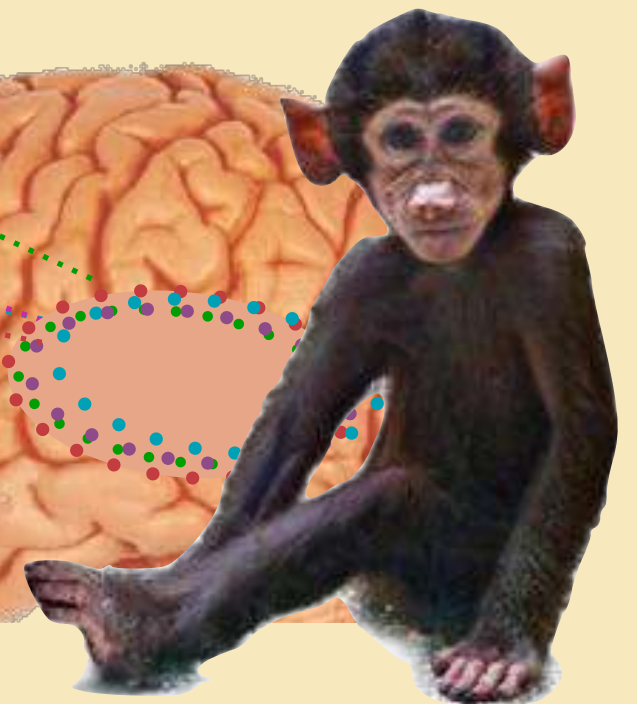
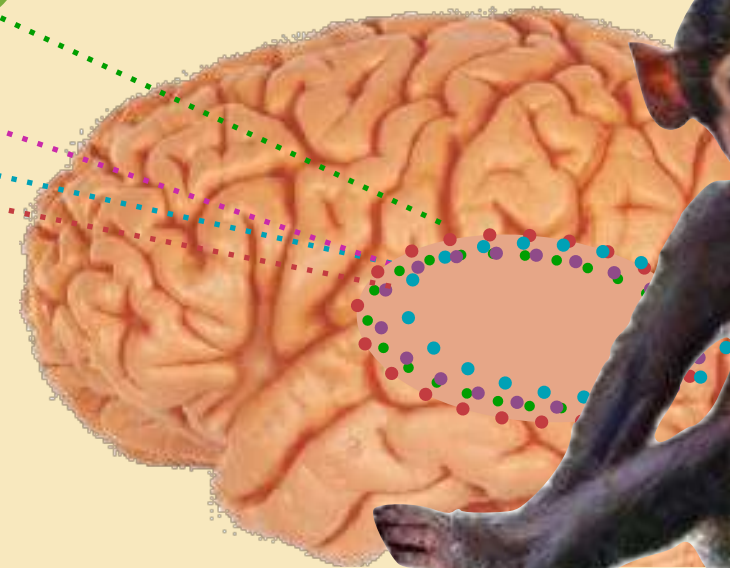
1. Know the job of each chemical in the state of nature

dopamine

endorphin

oxytocin

serotonin



**My dopamine is stimulated by ice cream
because fat and sugar are
scarce in the state of nature**



**My oxytocin is stimulated by ice cream
because my herd bonded around it
when I was young**



My **serotonin is stimulated by ice cream
because it was the reward for
achievement when I was young**



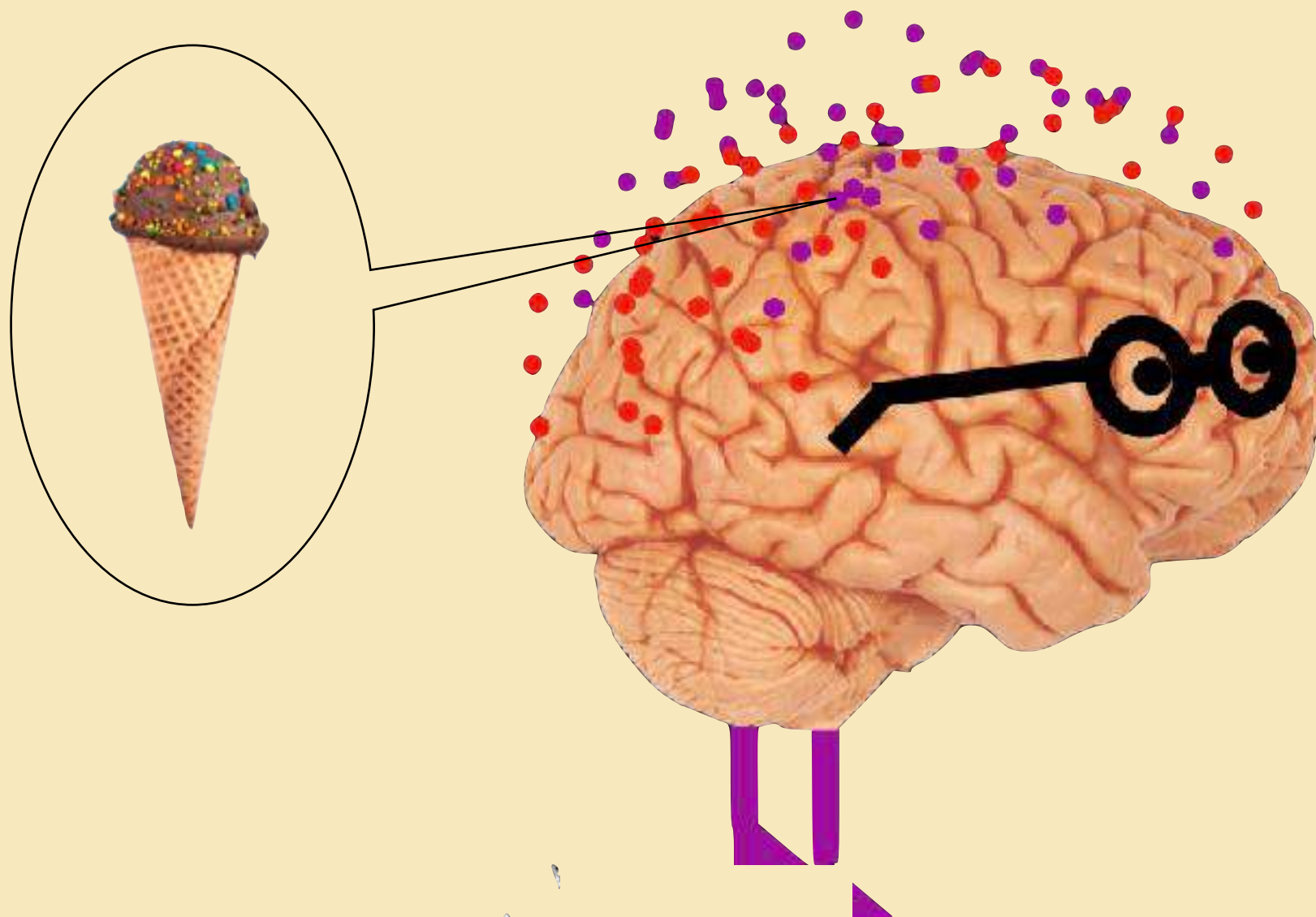
My **cortisol** is relieved by ice cream because
I don't think about threats while I'm eating it



2 . Recognize your old pathways



I enjoy **dopamine** as soon as I think about getting an ice cream because a pathway for positive expectations was built in my past



When I want social support (oxytocin**),
my mind flows to ice cream because past
experience built that pathway**



When I want social importance (serotonin**),
I take action & reward myself w. ice cream**



When I want to relieve **cortisol**, I think of ice cream because it distracted me from threatened feelings in my past



3. Build a new pathway by repeating a new choice



Sustainable ways to stimulate my **dopamine**:



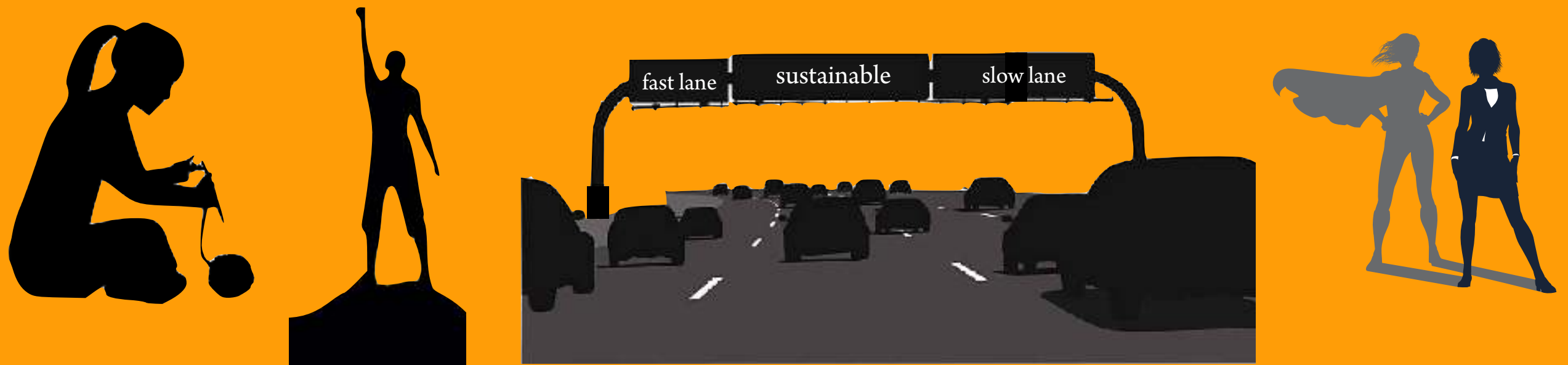
any step toward a reward, if I expect to reach it

Sustainable ways to stimulate my **oxytocin**:



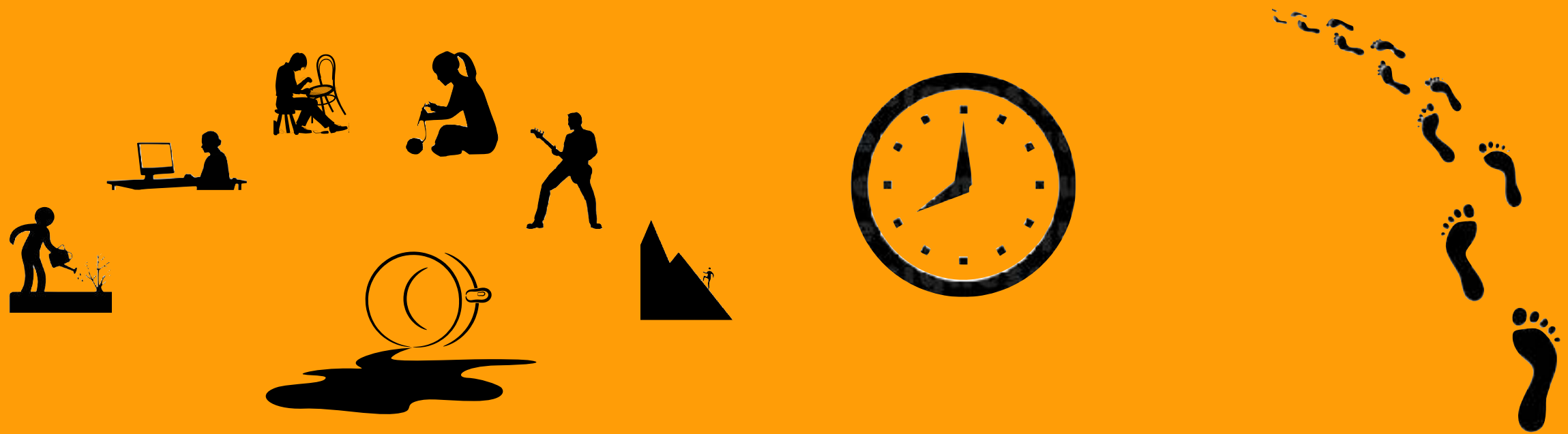
any step toward social trust, if I expect protection

Sustainable ways to stimulate my **serotonin**:



any step I take pride in, without putting down others

Sustainable ways to avoid cortisol

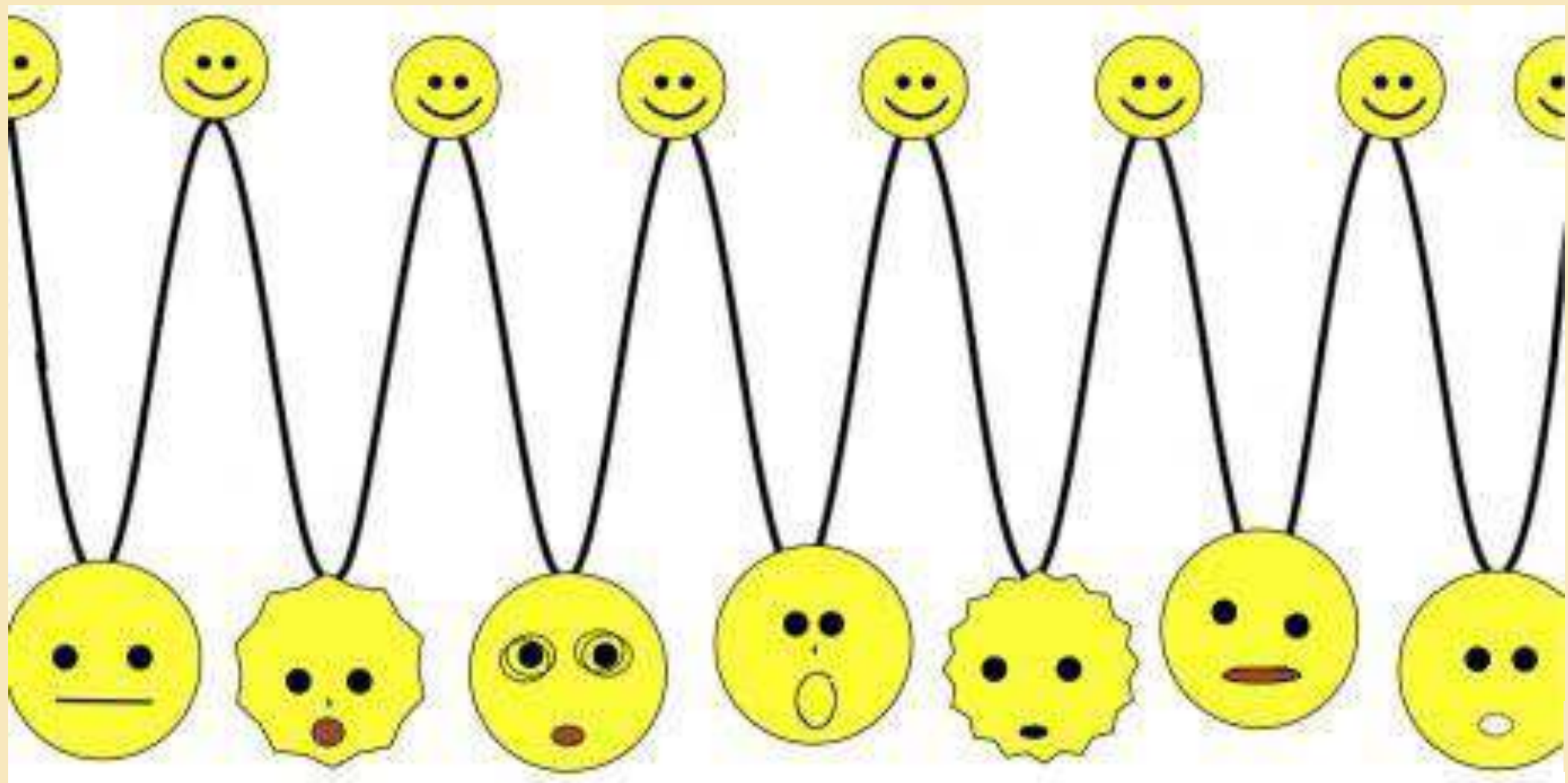


**30 minutes of down time to metabolize it, then
5 minutes of problem-solving action**

**Happy chemicals come from
realistic expectations, not idealized
theories about what life should be**



**Ups and downs are natural
because happy chemicals are
only released in short spurts**



**But you can have more ups
by giving your inner mammal
what it needs in safe ways**



**You will build a pathway that
expects good feelings**



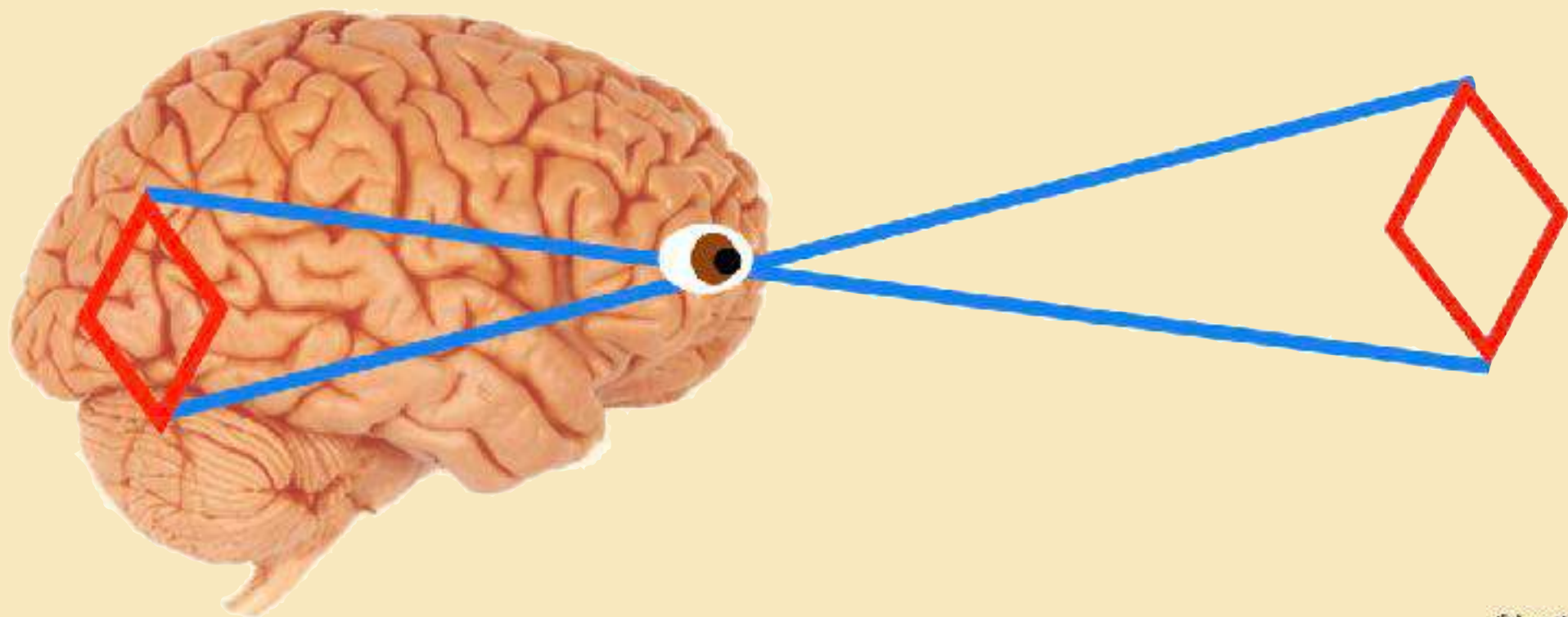
Does this seem hard?





GOOD NEWS

1. There is no free happy chemical, so everyone faces the same dilemma.
No one gets them effortlessly.
Accept the inner mammal in yourself and others.



2. Small steps trigger happy chemicals

**Only a bit, but your next step triggers more.
You can feel good by taking small steps
continually instead of questing for big surges.**



3. The Inner Mammal Institute can help.

We have dozens of free resources

+ many books to help you

make peace with your inner mammal.

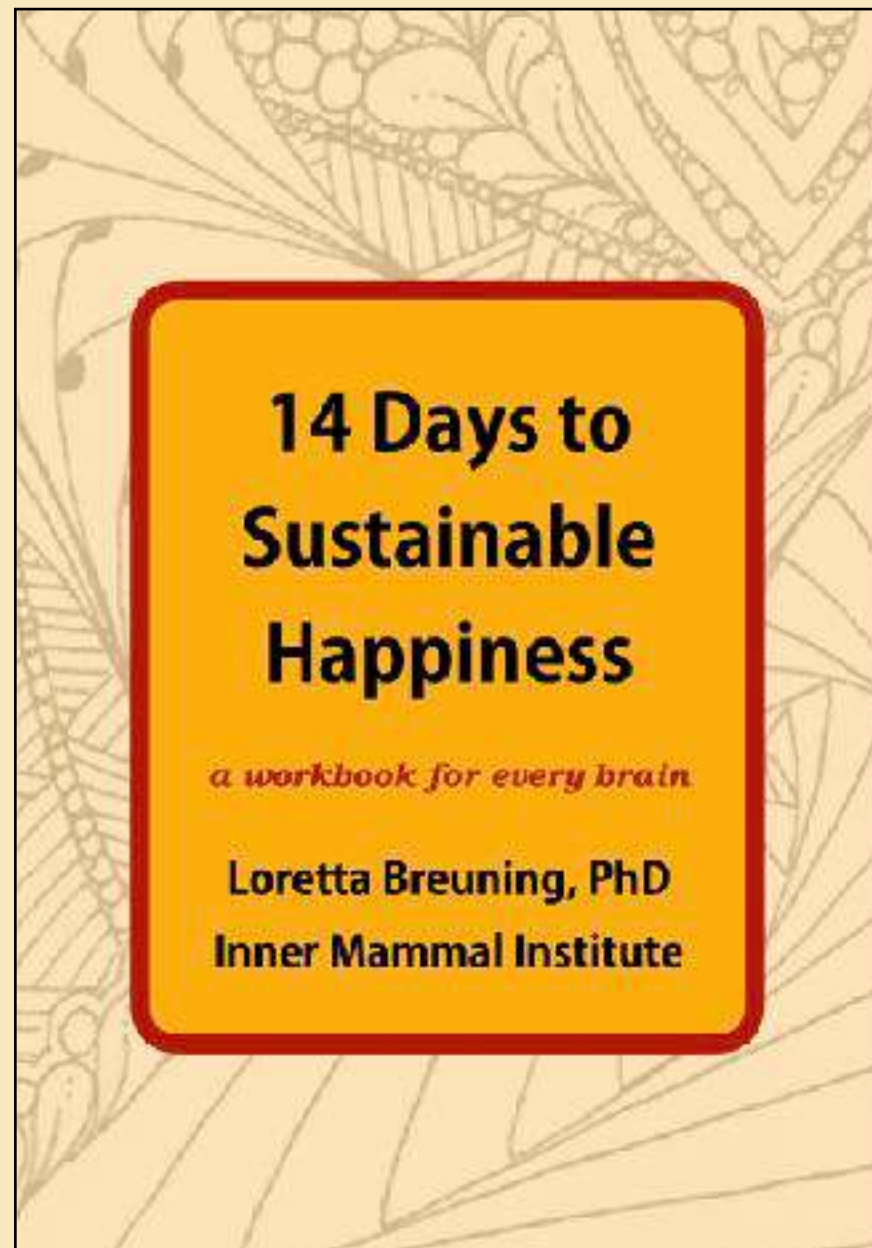


Inner Mammal Institute

you have power over your mammalian brain chemicals

14 Days to Sustainable Happiness

a workbook for every brain

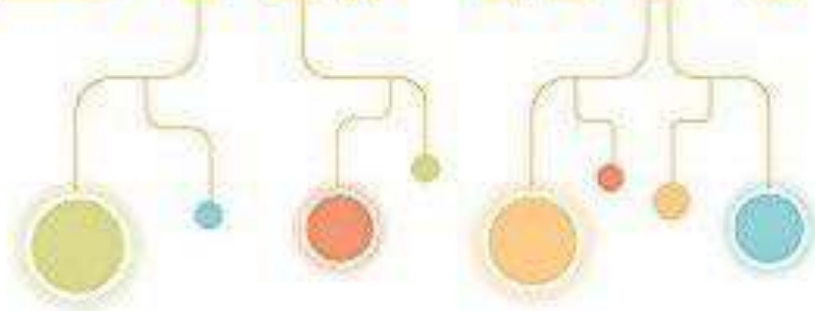


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- Day 11 Your Dopamine Future
- Day 12 Your Oxytocin Future
- Day 13 Your Serotonin Future
- Day 14 Design Your Sustainable Path

\$9 paper, \$7 ebook, \$9 audio

HABITS OF A HAPPY BRAIN



Retrain Your Brain to Boost Your
Serotonin, Dopamine, Oxytocin,
& Endorphin Levels

LORETTA GRAZIANO BREUNING, PHD

Habits of a Happy Brain

**Retrain Your Brain to
Boost Your Serotonin,
Dopamine, Oxytocin,
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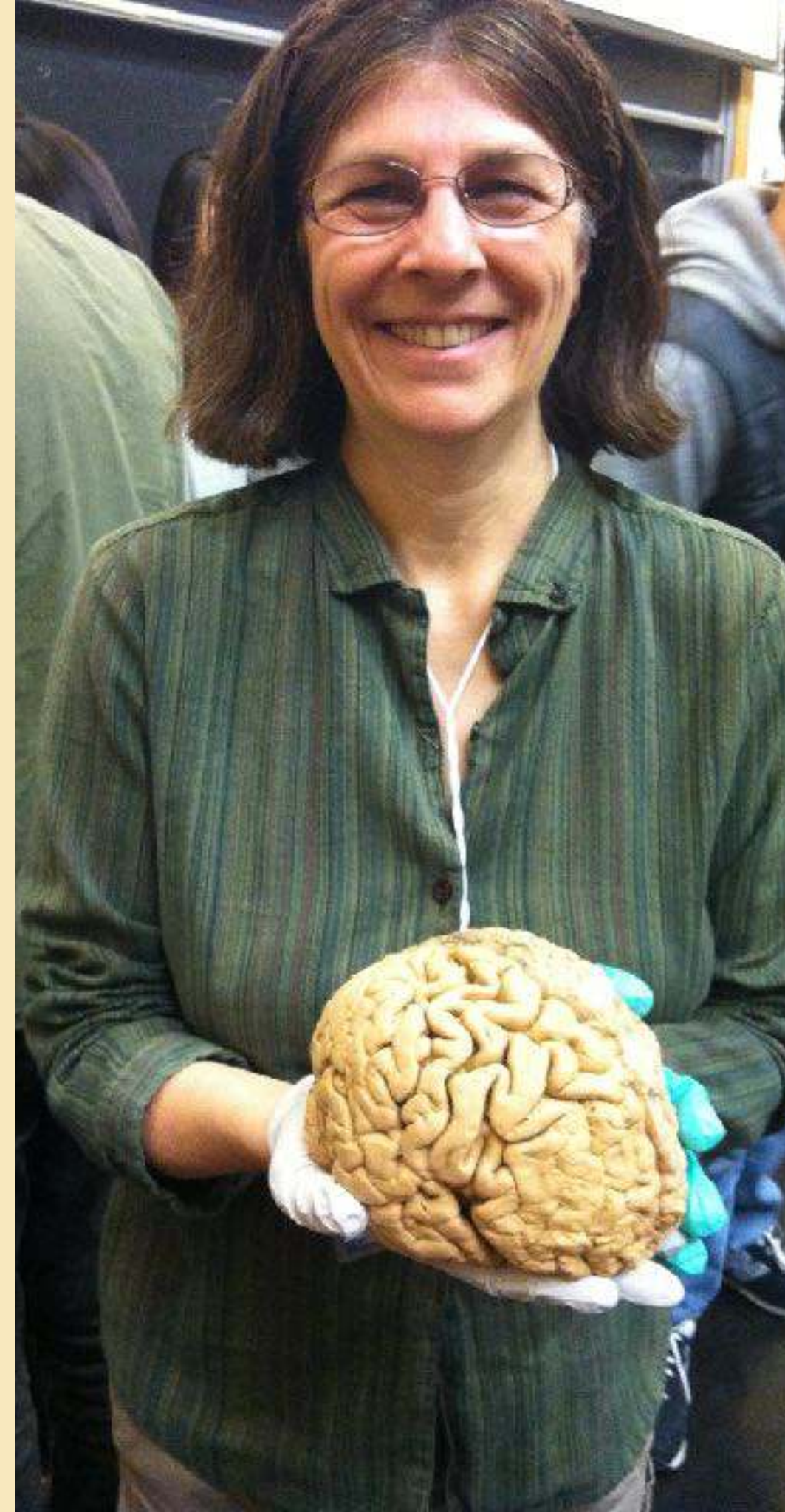
\$11

The Inner Mammal Institute
has the resources you need
to make peace with your
inner mammal

innermammalinstitute.org

- ☑ **books**
- ☑ **podcasts**
- ☑ **videos**
- ☑ **infographics**
- ☑ **training certification**
- ☑ **slide shows (incl this)**
- ☑ **5-day Happy-Chemical Jumpstart**

all free except the books



contact me

Loretta@InnerMammalInstitute.org

