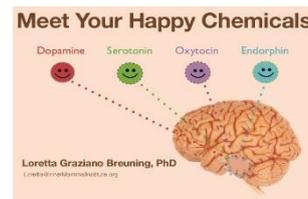


The 'science' of enjoyment



the security of social domination	the oblivion that masks pain
the joy of finding what you seek	the safety of social bonds

Dopamine -

Dopamine motivates you to take action, encourages the persistence required to seek reward, and approach a goal. The anticipation of reward triggers dopamine good feeling in the brain, causing it to release the energy needed to move towards the reward. Another pleasure hit is gained when you successfully meet the need. To stimulate the good feeling of dopamine you should embrace a new goal, breaking it down into achievable steps ie create a series of small success to maintain the feeling. And celebrate every accomplishment! To avoid dopamine lag, set new goals before achieving the current one. Repetition of this will build new dopamine pathways in the brain until it's robust enough to compete with a negative dopamine habit.

Oxytocin –

This is the 'cuddle neurochemical'. It is released through closeness with another person. It helps create intimacy and trust and build healthy relationships. It increases fidelity, essential for creating and maintaining strong bonds and improved social interactions. It can also be triggered through social bonding, such as eye contact and attentiveness. Each time expectations are met, your brain rewards you with an oxytocin hit and rebuild oxytocin circuits.

Serotonin –

This is the confidence molecule, which flows when you feel significant or important, and controls overall mood. You enjoy the good feeling of serotonin when you feel respected by others and the brain seeks more of that good feeling by repeating the behaviours that triggered it in the past. Reflecting on past significant achievements allows the brain to relive the experience. In the brain, there isn't much difference between what's real and what's imagined; simply remembering a success produces serotonin. Gratitude and visualization work to actually change the brain for the better. If you need a serotonin boost during a stressful day, take a few moments to reflect on a past achievement or victory.

Endorphin –

This chemical is associated with fight or flight response, and give you the oomph to help you power through any situation. The word literally means 'self-produced morphine'. Laughing and stretching cause you to release endorphins as they agitate your insides, causing moderate wear and tear and endorphin flow. Anticipation and expectation of laughter increases levels of endorphins.