Why does your brain have ups and downs?

Our brain chemicals are inherited from earlier animals.

Whatever triggered your happy chemicals in the past paved your neural pathways.

Unhappy chemicals built your neural circuits too.

You can build new pathways to enjoy more happy chemicals

- dopamine
- endorphin
- oxytocin
- serotonin

5-day happy chemical jumpstart guide free at Inner Mammal Institute

www.InnerMammalInstitute.org
Books for your inner mammal

Habits of a Happy Brain
Retrain Your Brain to Boost Your Serotonin, Dopamine, Oxytocin, and Endorphin Levels

Beyond Cynical
Transcend Your Mammalian Negativity

I, Mammal
Why Your Brain Links Status and Happiness

About the author

Loretta Graziano Breuning, PhD
is founder of the Inner Mammal Institute and Professor Emerita of Management at California State University-East Bay. As a teacher and a mom, she was not convinced by prevailing theories of human motivation. When she learned about the brain chemistry we share with animals, everything made sense and she began teaching others. Dr. Breuning’s blog, Your Neurochemical Self, is hosted at PsychologyToday.com.

Loretta@InnerMammalInstitute.org

Why do the field notes of a primatologist sound like the lyrics of a country western song? Why does a biology textbook sound like a soap opera script? Our core brain structures are the same as other mammals. You can rewire yourself for more happiness when you understand your mammal brain.

Inner Mammal Institute
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