

# Loretta Graziano Breuning, PhD

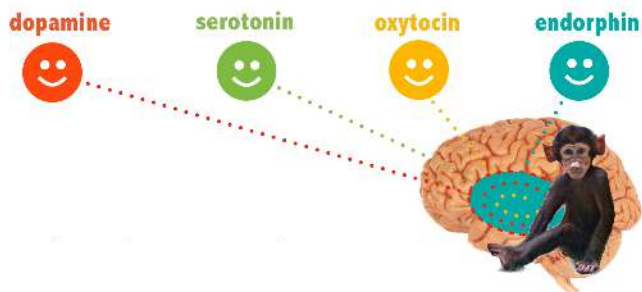
Founder of the Inner Mammal Institute

Author of *Habits of a Happy Brain*

Leader of mental-health positivity



## You have power over your happy brain chemicals!



Your power over your happy chemicals is limited, but you can build new neural pathways to turn them on in new ways.

The chemicals that make us feel good (dopamine, serotonin, oxytocin, endorphin) are inherited from earlier mammals.

They evolved to reward survival behavior, not to flow all the

time for no reason. When you know the job your happy chemicals do in the state of nature, your ups and downs make sense.

Nothing is wrong with us! We're mammals!

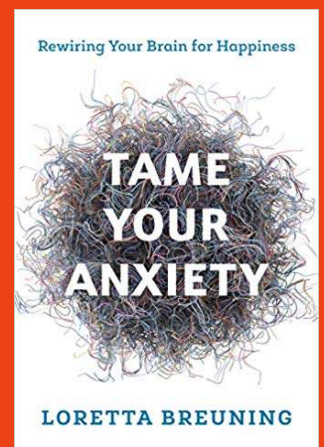
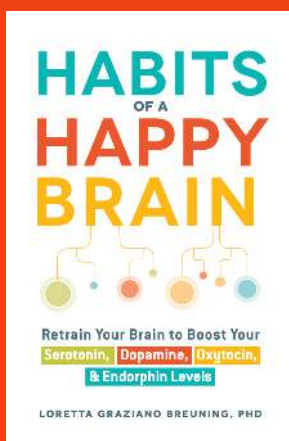
Your feelings are controlled by brain structures that all mammals have in common. They define rewards and threats with neural pathways built by the chemical surges of your youth. The mammal brain is not on speaking terms with your human cortex because it doesn't process language. This is why your verbal brain struggles to understand the strong reward and threat signals of your inner mammal.

It's not easy being mammal!

## The Inner Mammal Institute

Dr Breuning is Professor Emerita of Management at California State University, East Bay. As a teacher and a parent, she lost faith in prevailing theories of human motivation. She did her own research and learned about the animal origins of our brain chemicals. She knew this could help people, so she began creating resources. The free resources of the Inner Mammal Institute have helped thousands of people around the world and Loretta's books have been translated into Spanish, Russian, Chinese, Arabic, French, Turkish and German.

[InnerMammalInstitute.org](http://InnerMammalInstitute.org)



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Loretta is available for  
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