

# Sustainable Happiness

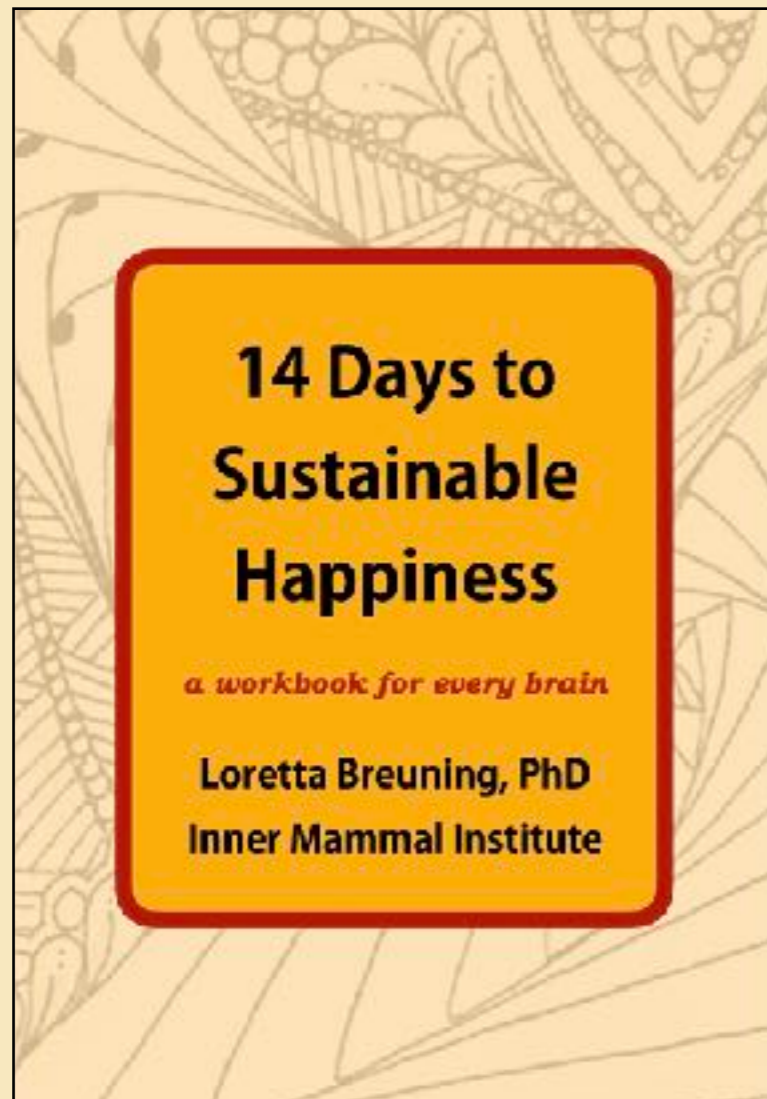
**Rewire your brain  
to feel good in ways  
that are good for you**



based on the book

# 14 Days to Sustainable Happiness

*a workbook for every brain*



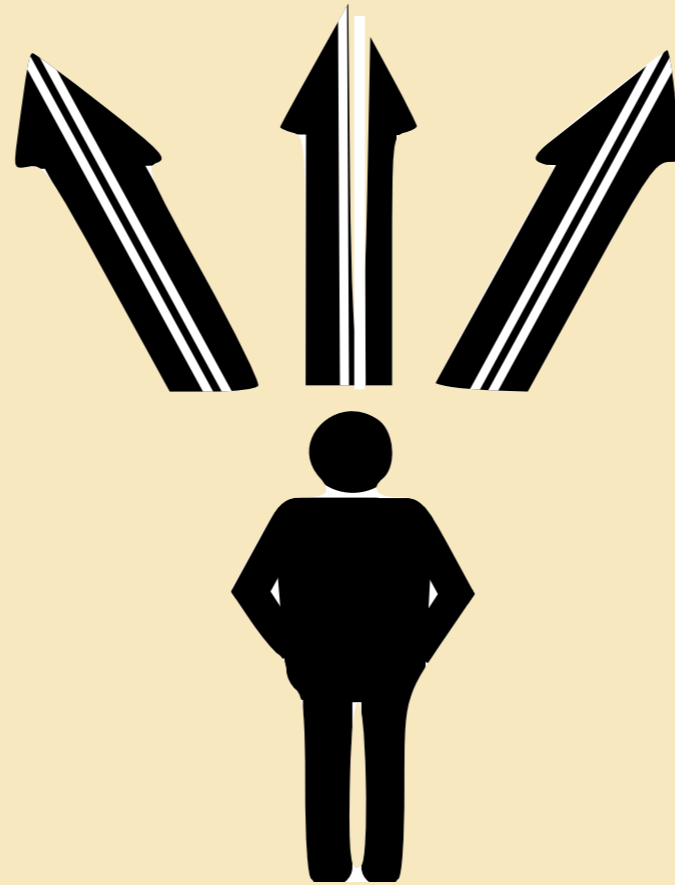
**\$9 paper, \$7 ebook, \$9 audio**

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

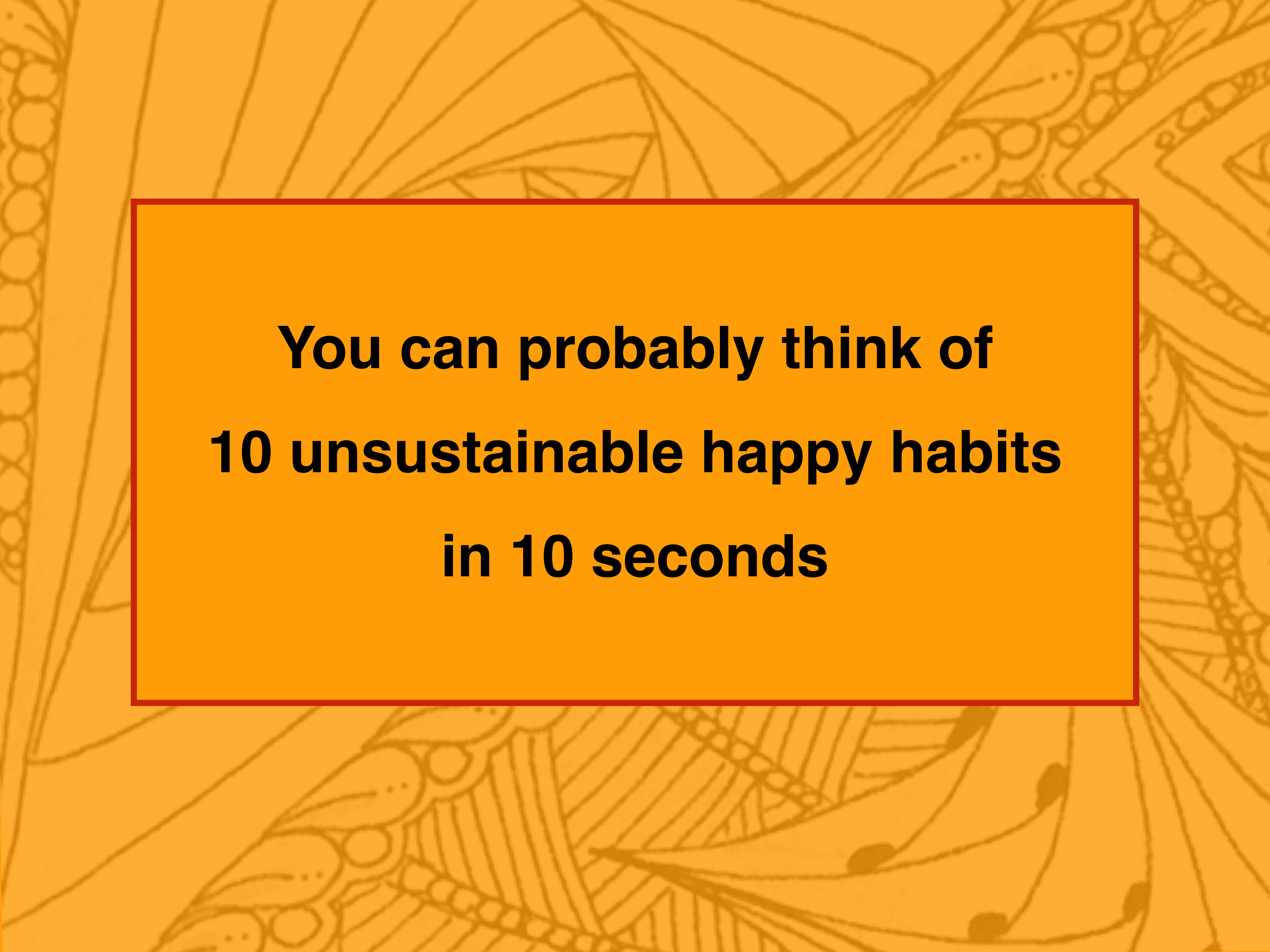


but hurt you in the long run



**That's NOT sustainable!**



The background features a light orange color with faint, intricate line art of various botanical elements, including leaves, stems, and circular patterns. A prominent orange rectangular box with a dark red border is centered on the page, containing the main text.

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



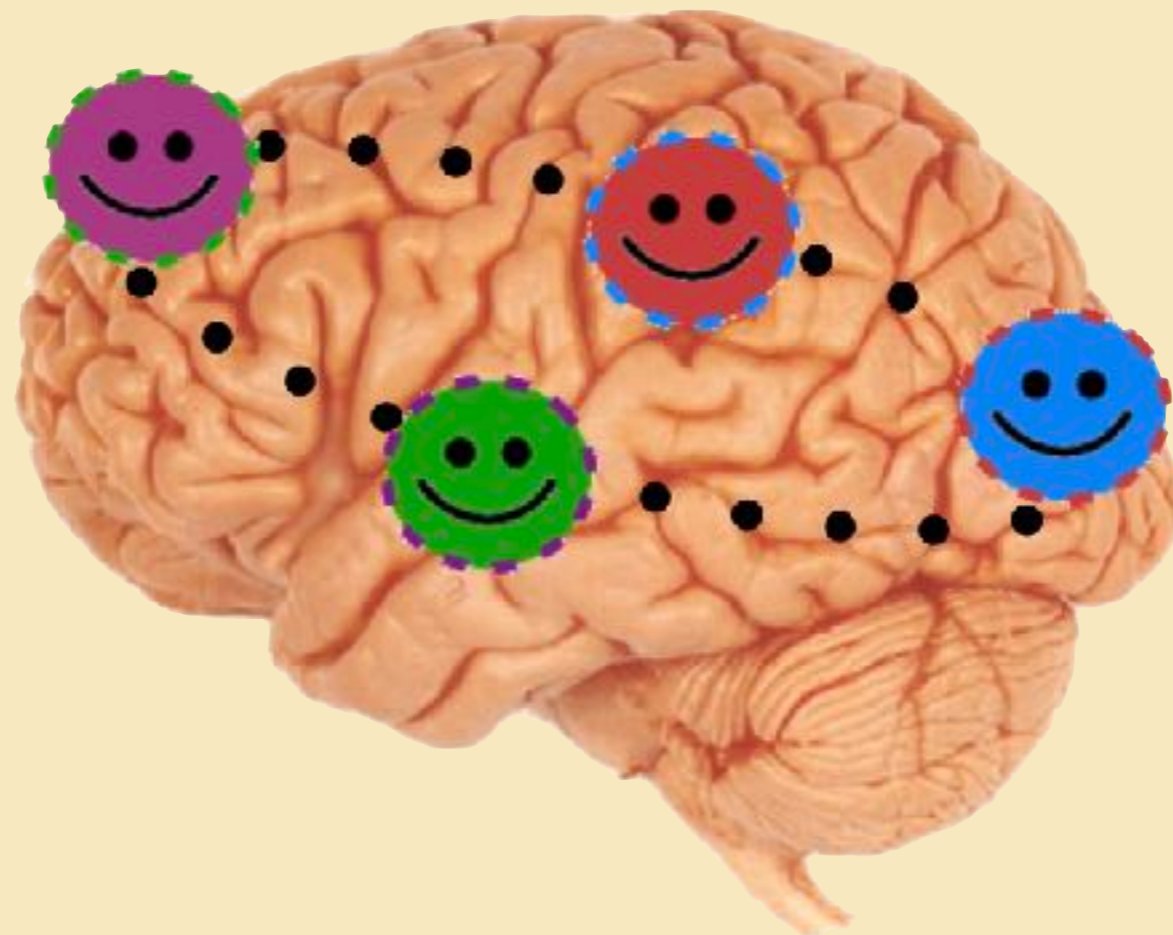
**It's a bad loop:**

**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**



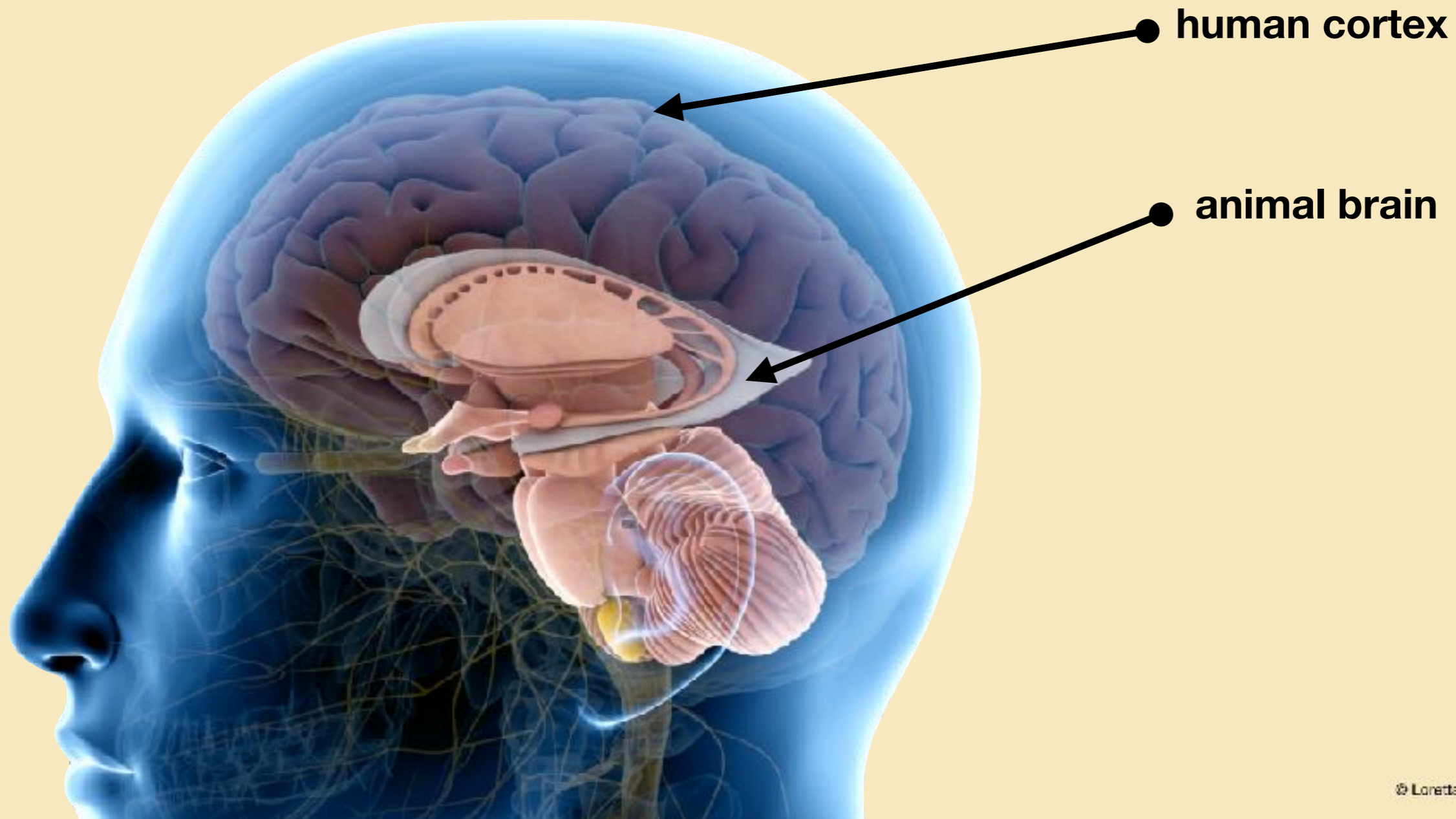
# It's harder to think of them.

## Why?

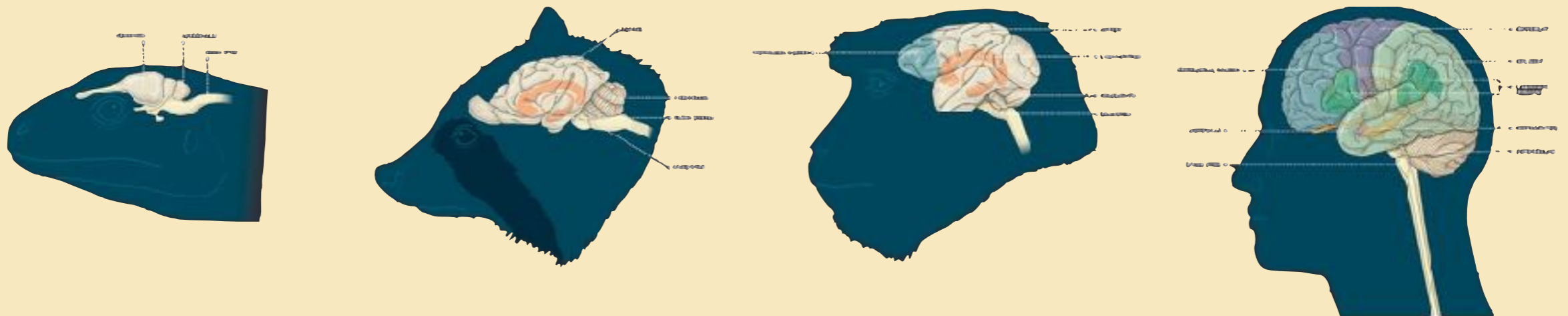




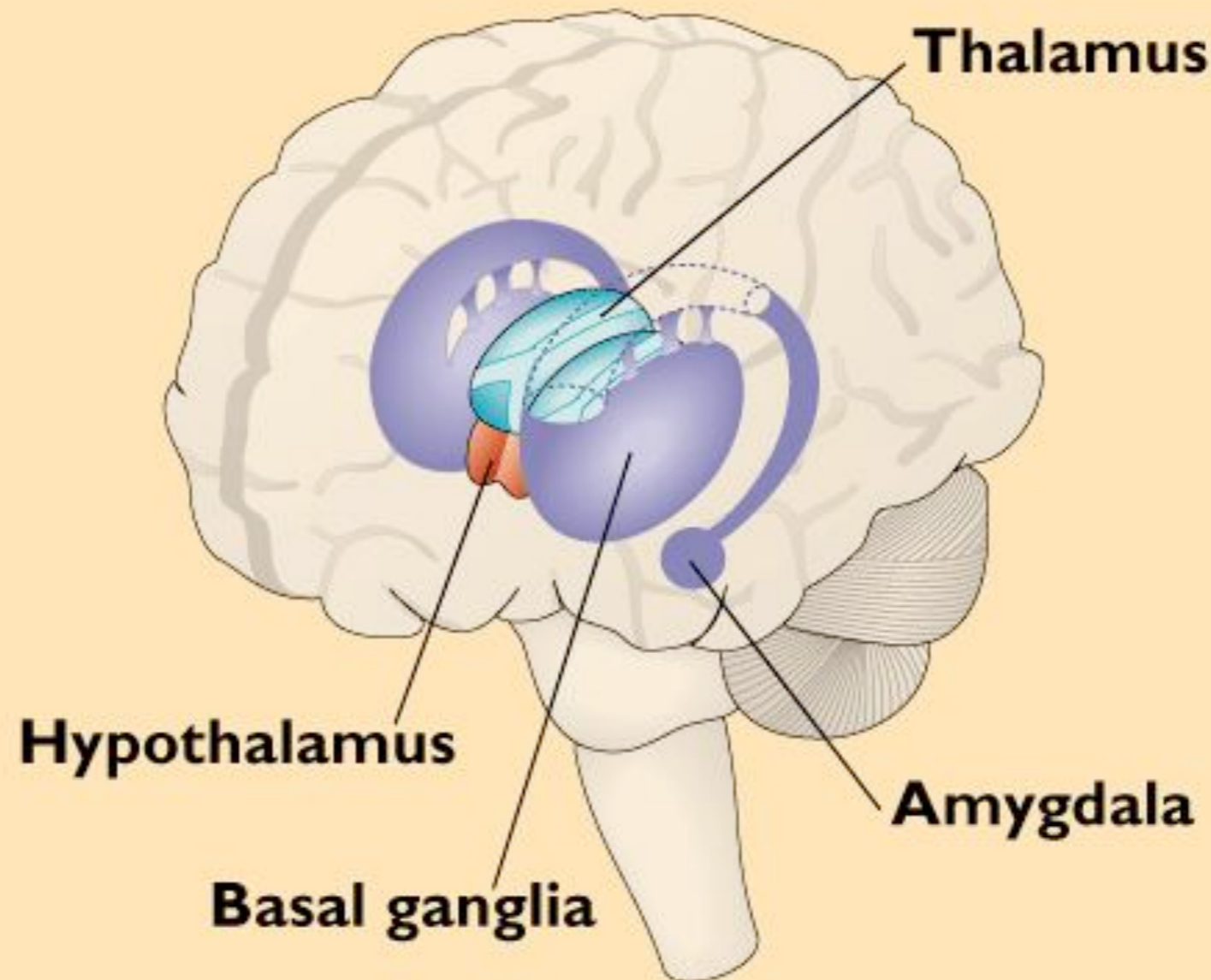
**We humans have 2 brains:  
the animal brain that controls our emotions  
the human cortex that controls our speech**



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



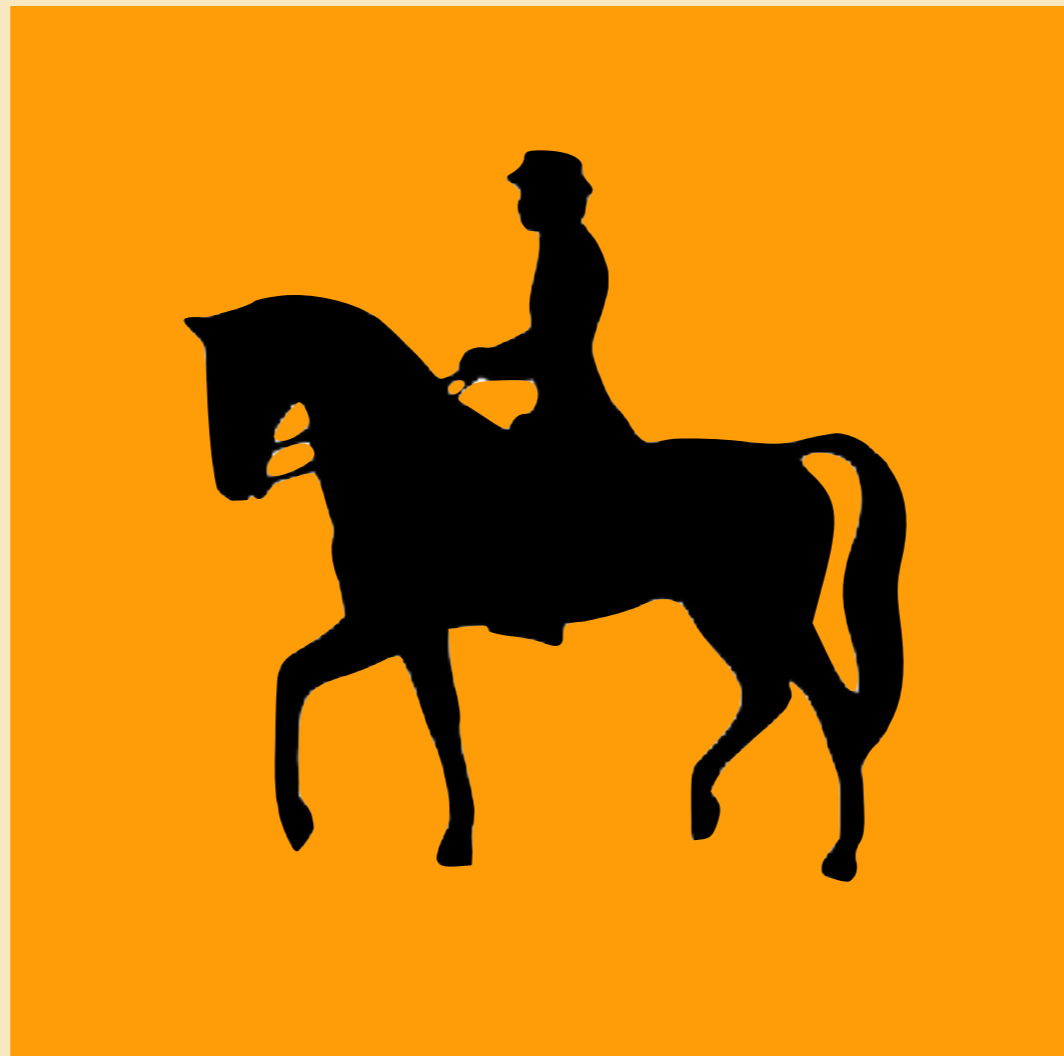
**Your animal brain cannot process language, so it cannot tell you in words why it's releasing a chemical**



**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

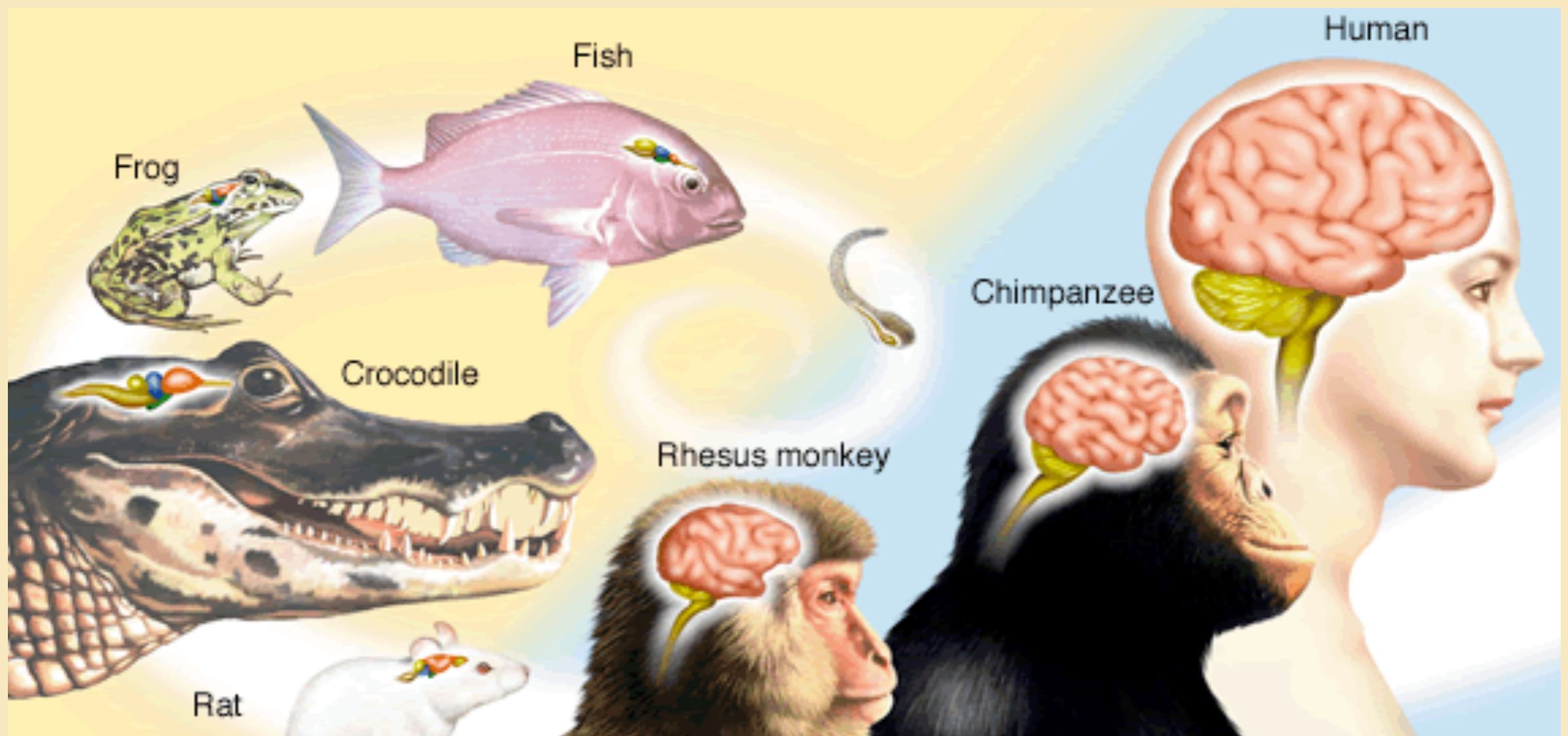




**But it's limited, so let's look  
closely at how it works:**



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





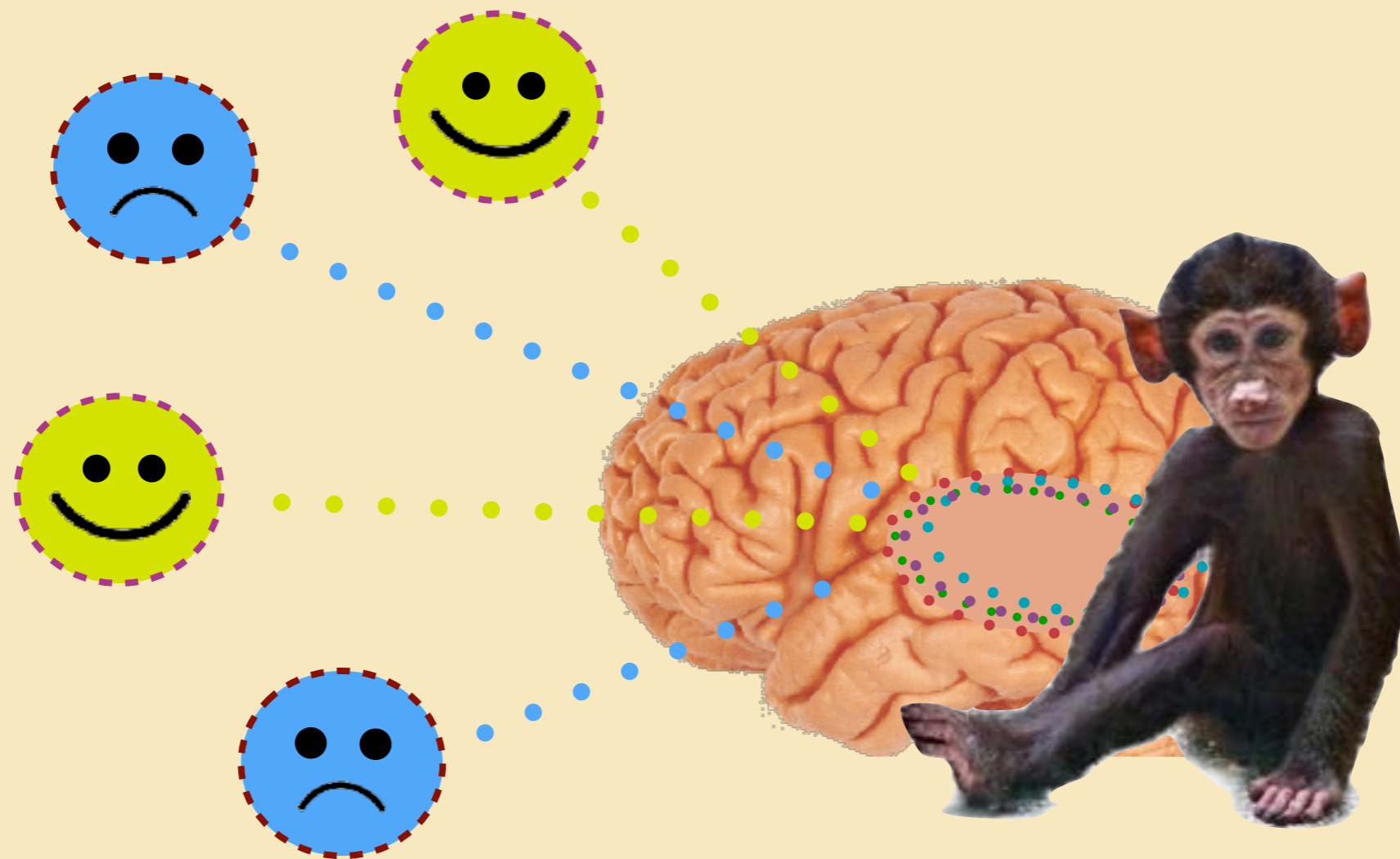
**It rewards you with happy  
chemicals when you see a  
way to promote your survival**



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

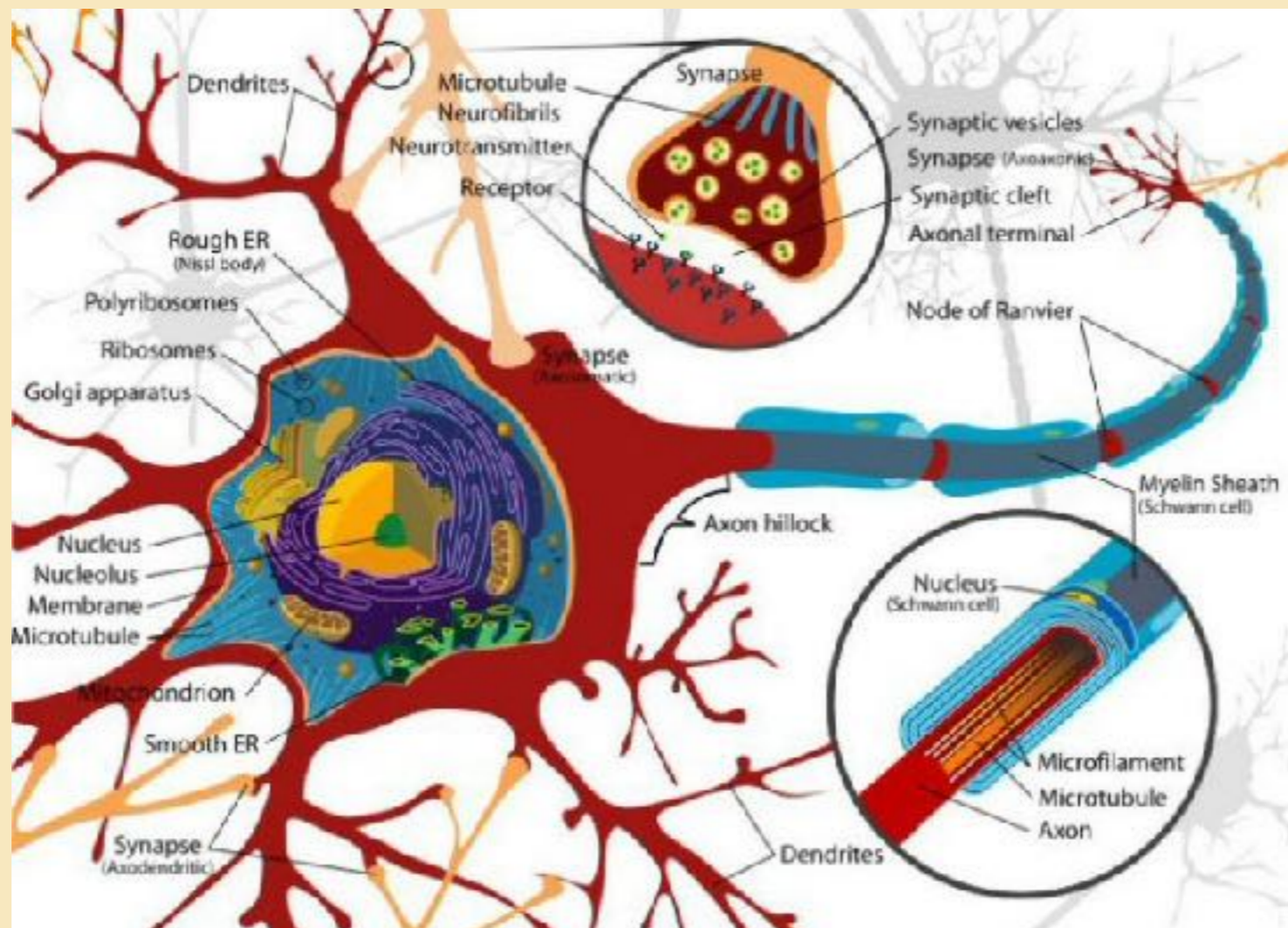


# But it defines rewards and threats in a quirky way





**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**





The background of the slide features a detailed, light-colored line drawing of plant tissue, likely a cross-section of a stem or leaf. It shows various cellular structures, including elongated cells, circular stomata, and vascular bundles with distinct xylem and phloem regions. The overall tone is a warm, golden-brown color.

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

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





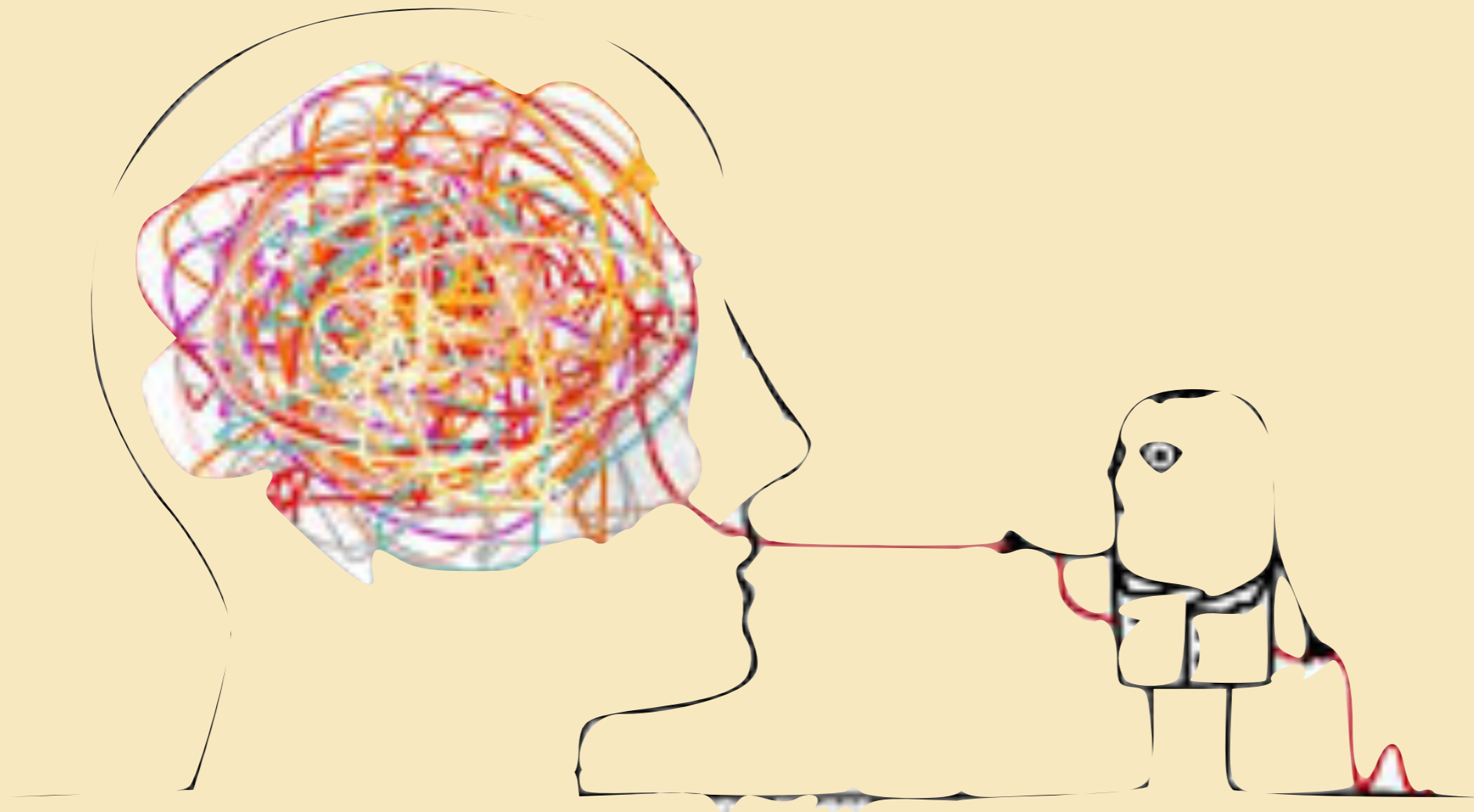
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**Whether it's  
sustainable or NOT!**

# 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

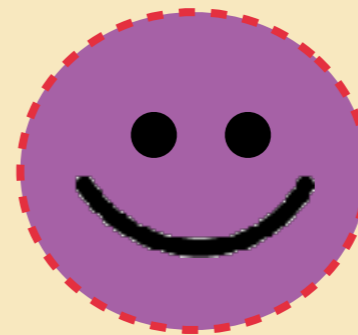
**dopamine**



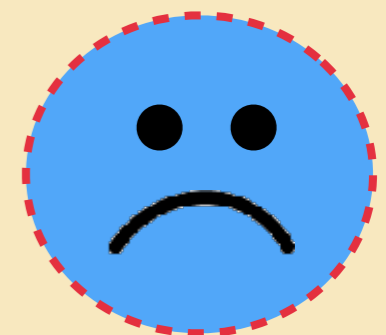
**serotonin**



**oxytocin**



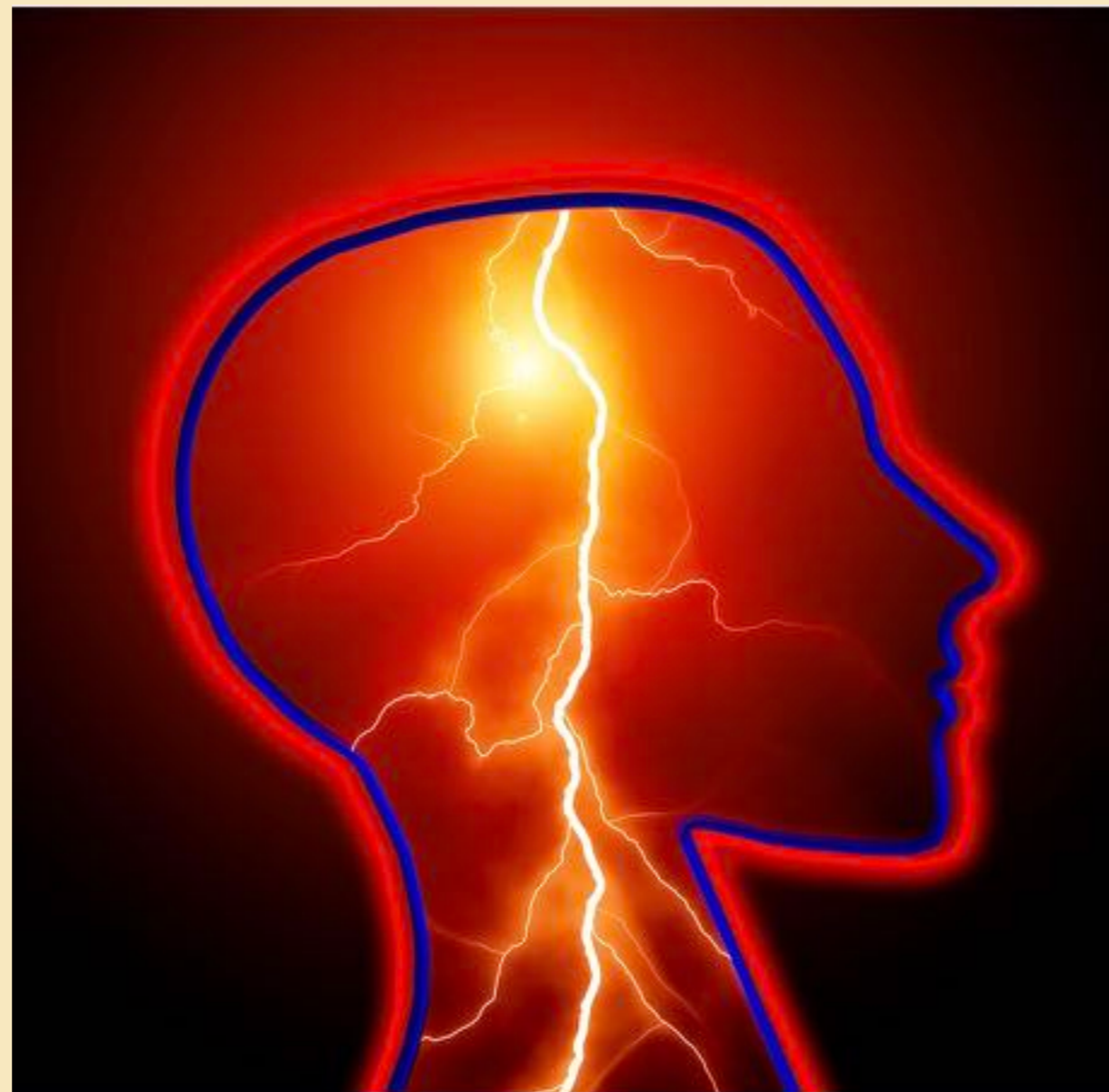
**cortisol**



**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**

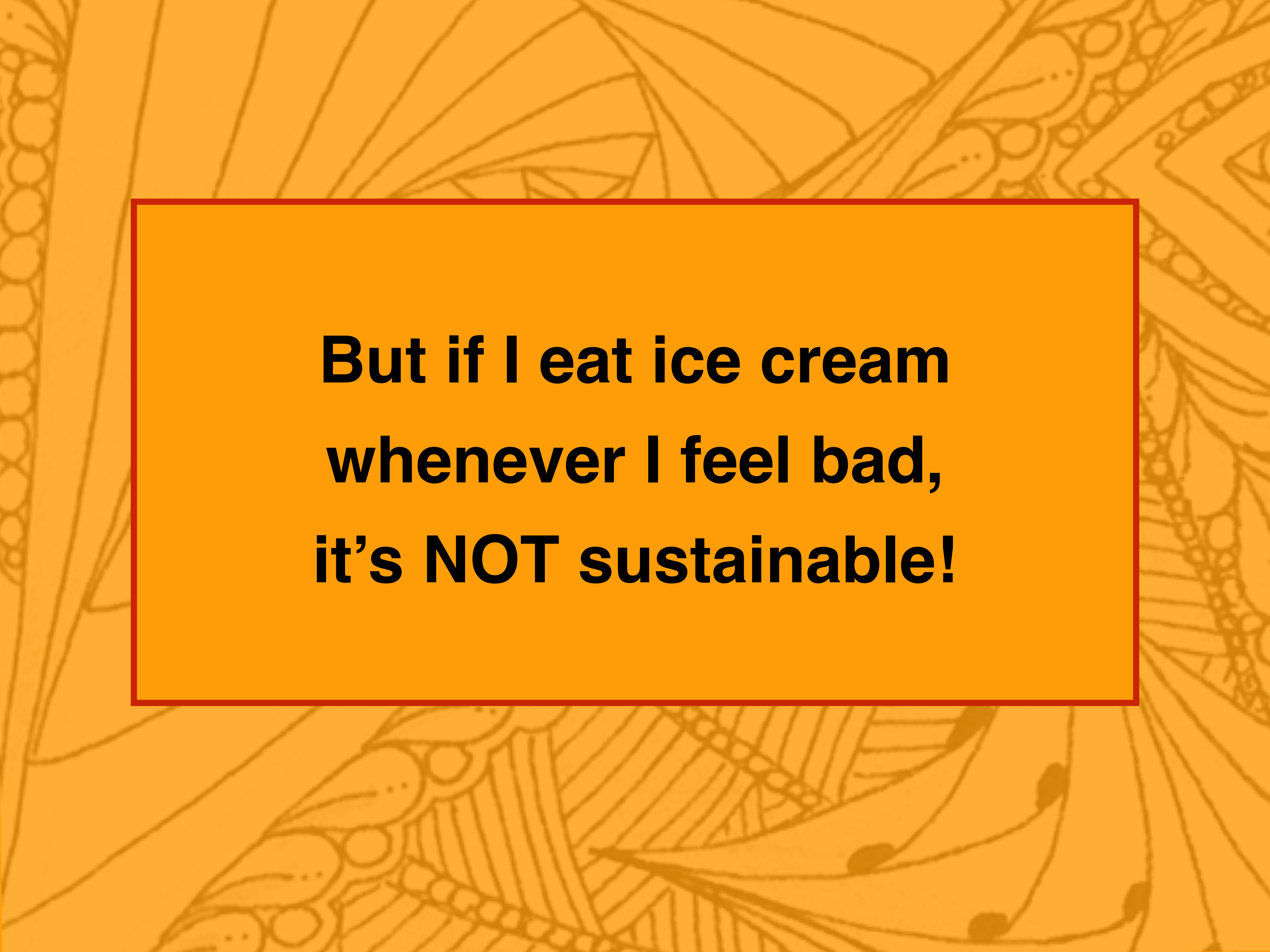


# Let's try a simple example



# Ice cream makes me happy



The background features a light orange color with faint, detailed botanical line art of various plant structures, including leaves and stems. A prominent orange rectangular box with a dark red border is centered on the page, containing the text.

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

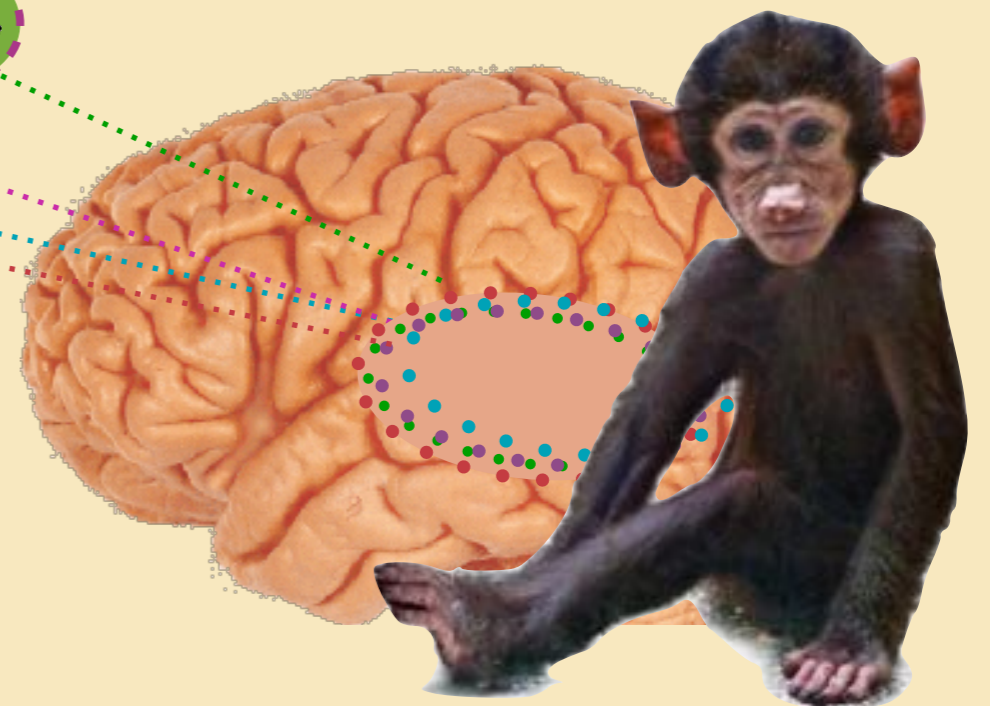
# 1. Know the job of each chemical in the state of nature

**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

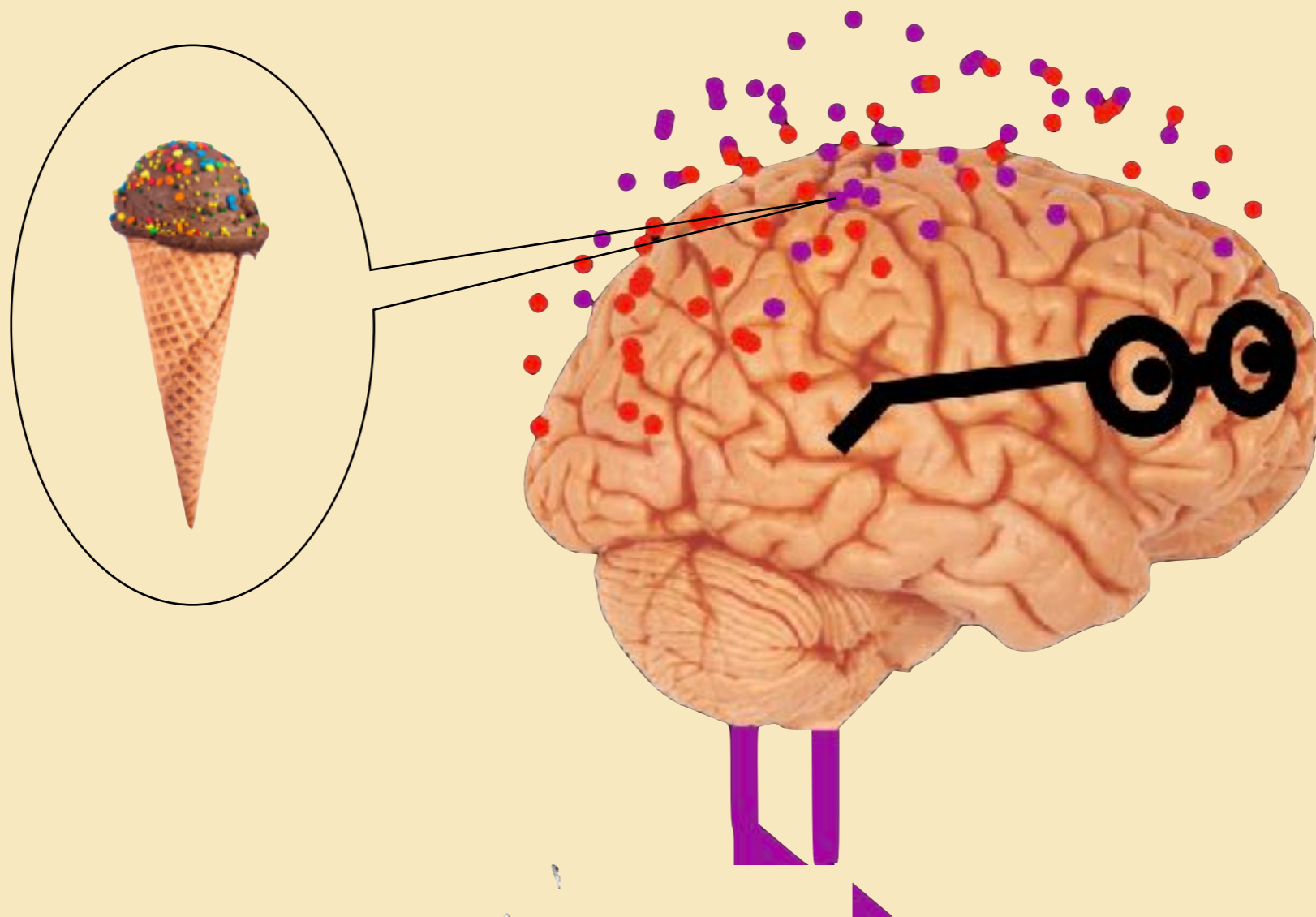




## 2 . Recognize your old pathways



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**

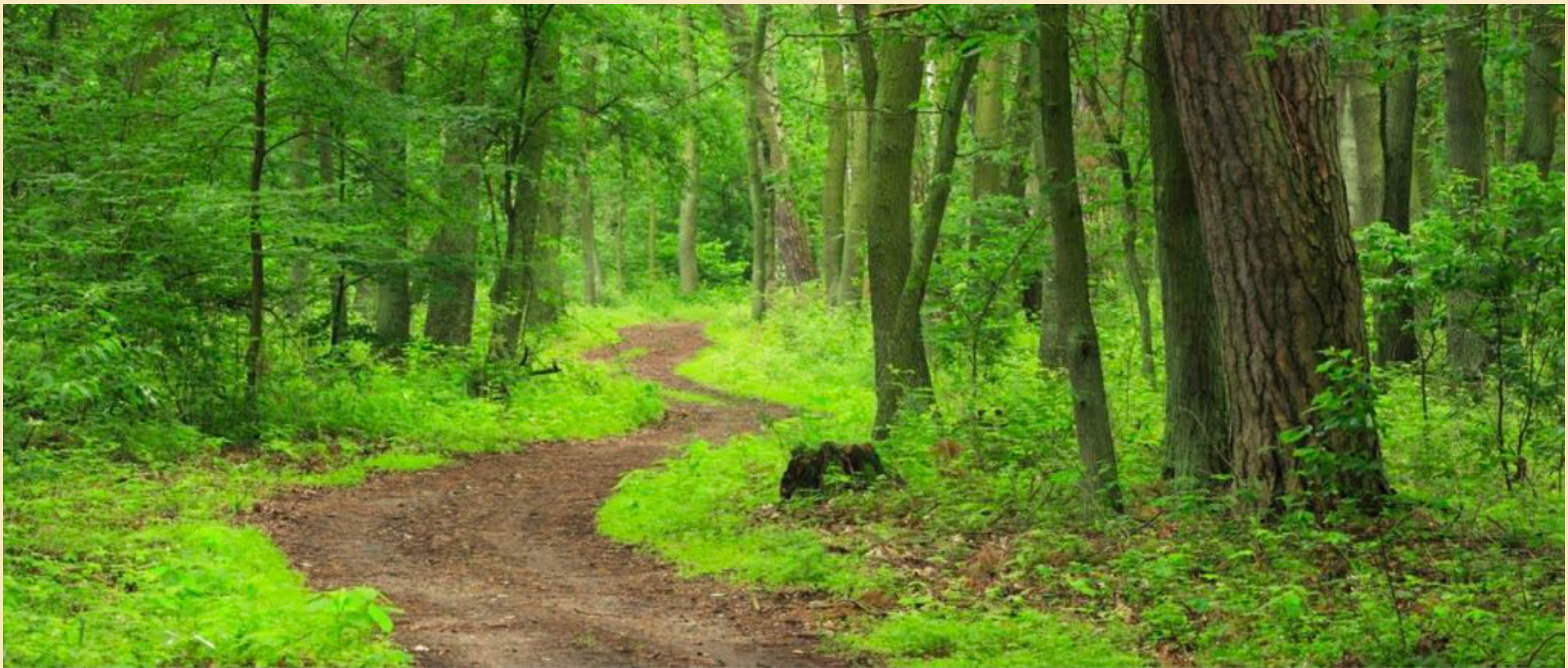


When I want to relieve **cortisol**, I think of ice cream because it distracted me from threatened feelings in my past





# **3. Build a new pathway by repeating a new choice**





# Sustainable ways to stimulate my **dopamine**:



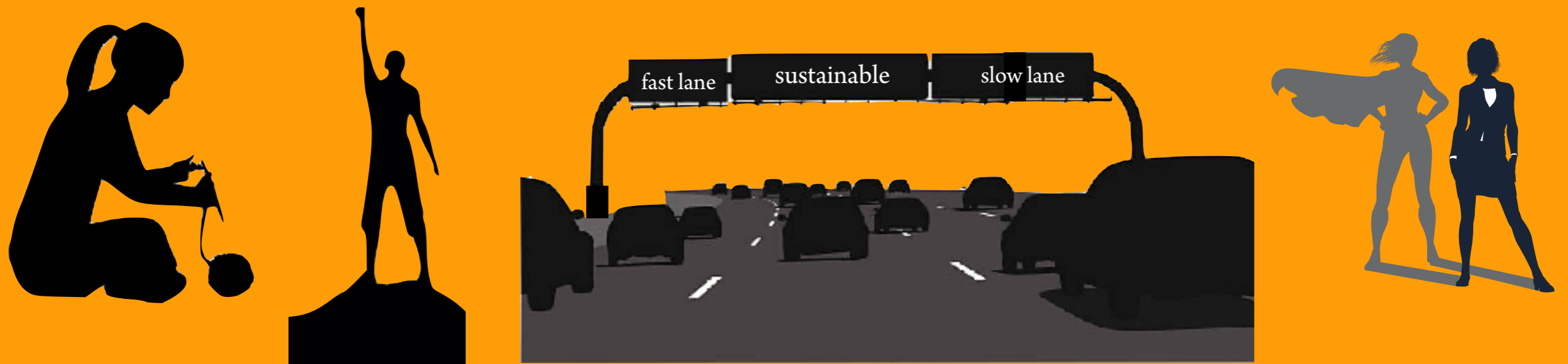
any step toward a reward, if I expect to reach it

# Sustainable ways to stimulate my **oxytocin**:



**any step toward social trust, if I expect protection**

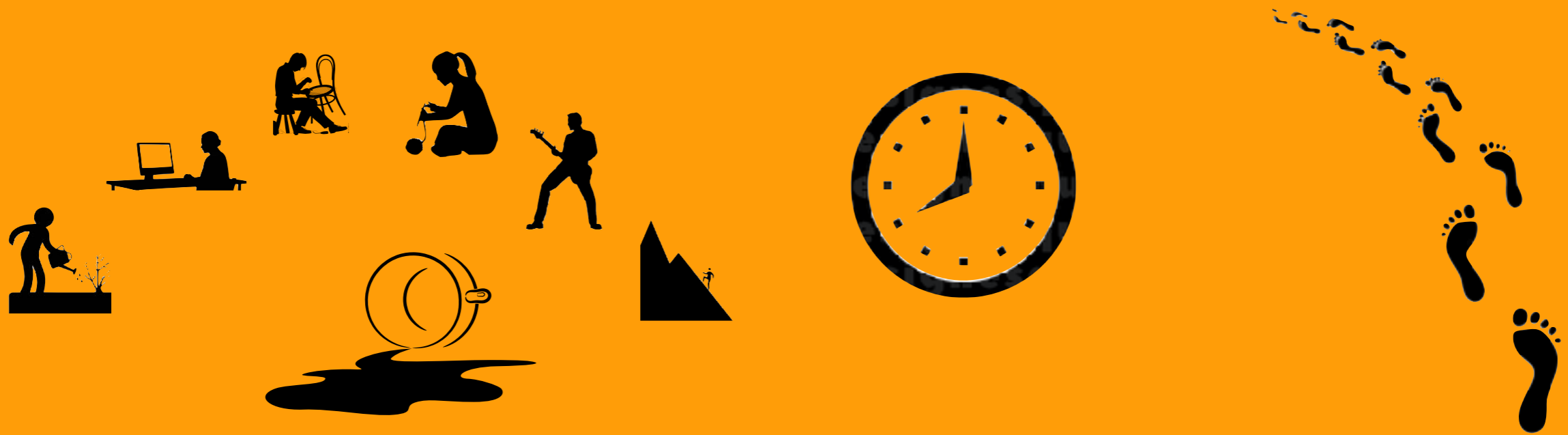
# Sustainable ways to stimulate my **serotonin**:



any step I take pride in, without putting down others



# Sustainable ways to avoid **cortisol**

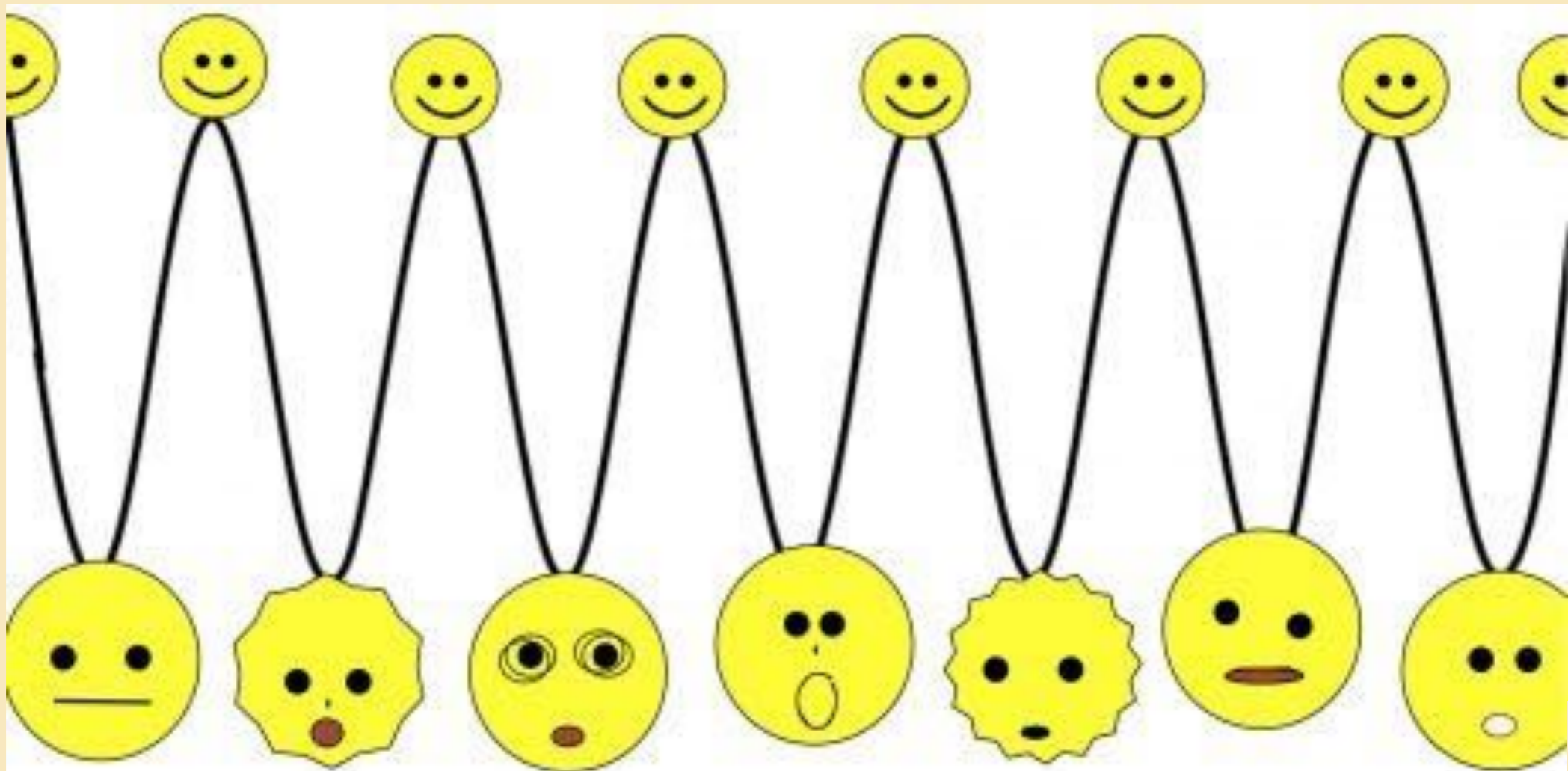


**30 minutes of down time to metabolize it, then  
5 minutes of problem-solving action**

**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?





The background features a detailed line drawing of a plant stem with several leaves. The leaves are elongated and have a central vein. To the left of the stem, there is a vertical column of overlapping circles, resembling a cross-section of a stem or a decorative border. The entire illustration is rendered in a light, golden-brown color against a slightly darker background of the same hue.

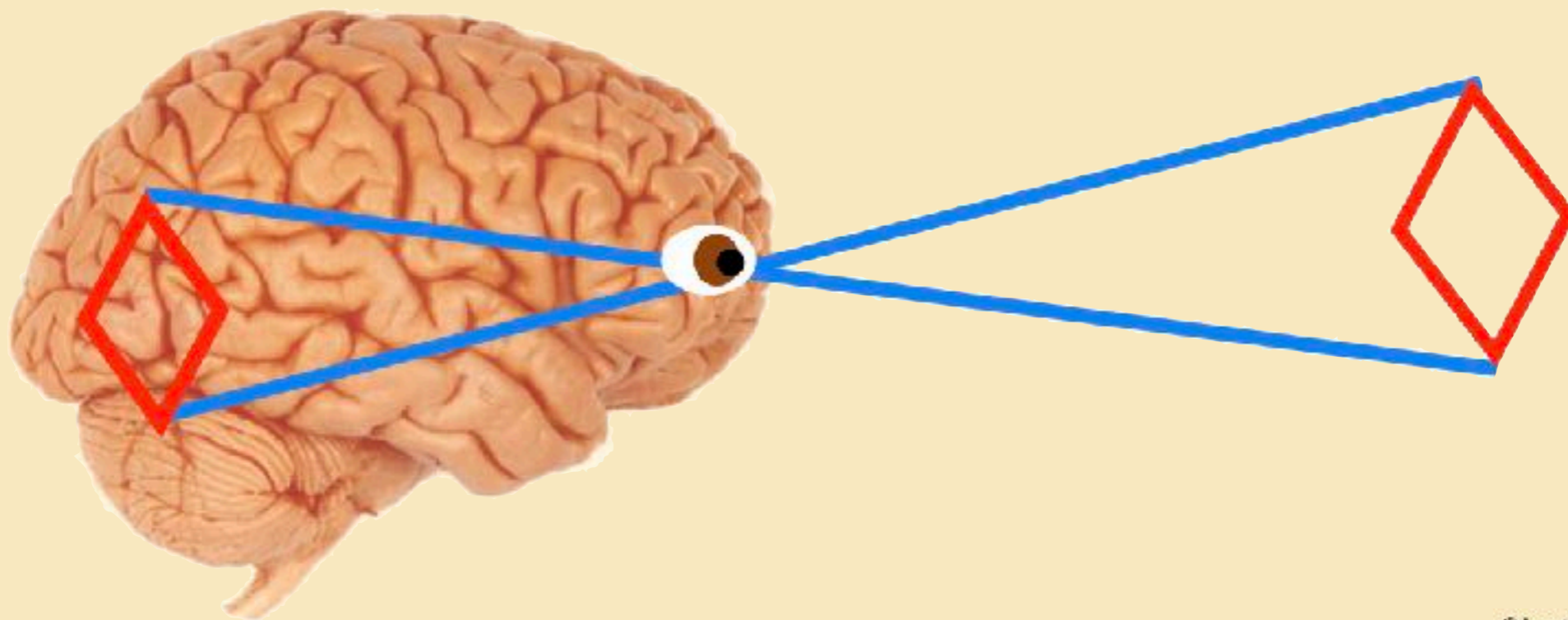
**GOOD NEWS**



**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.**



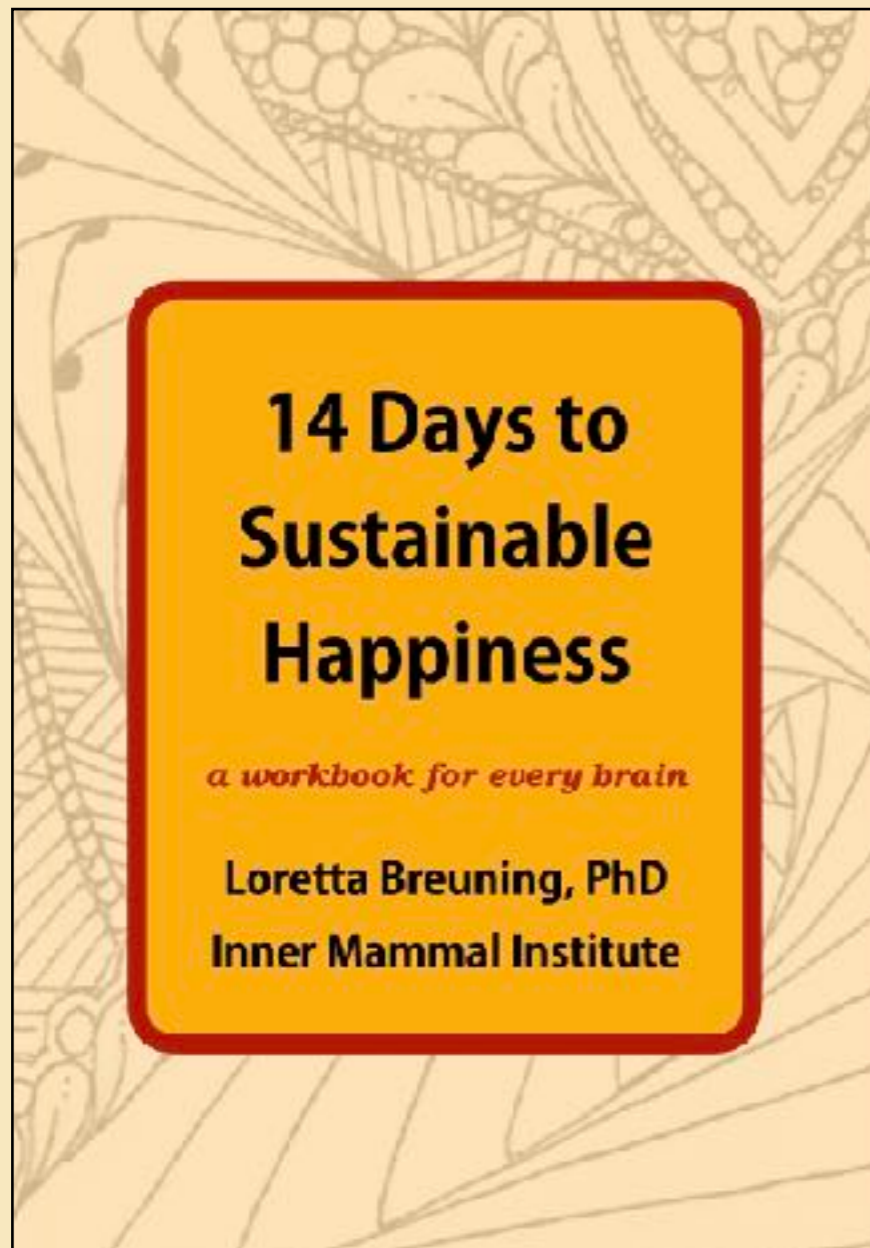
**Inner Mammal Institute**

**you have power over your mammalian brain chemicals**



# 14 Days to Sustainable Happiness

*a workbook for every brain*

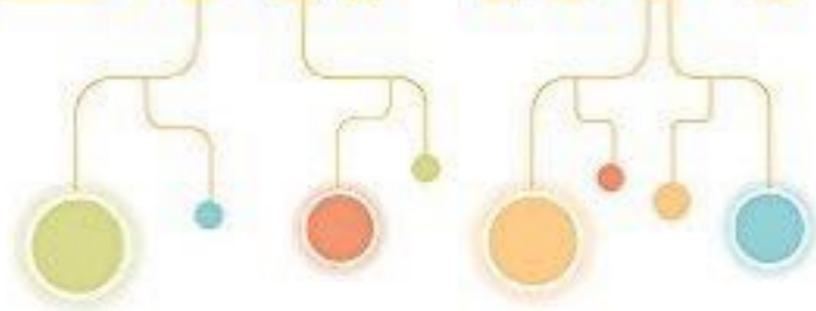


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**\$9 paper, \$7 ebook, \$9 audio**

# 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  
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**\$11**

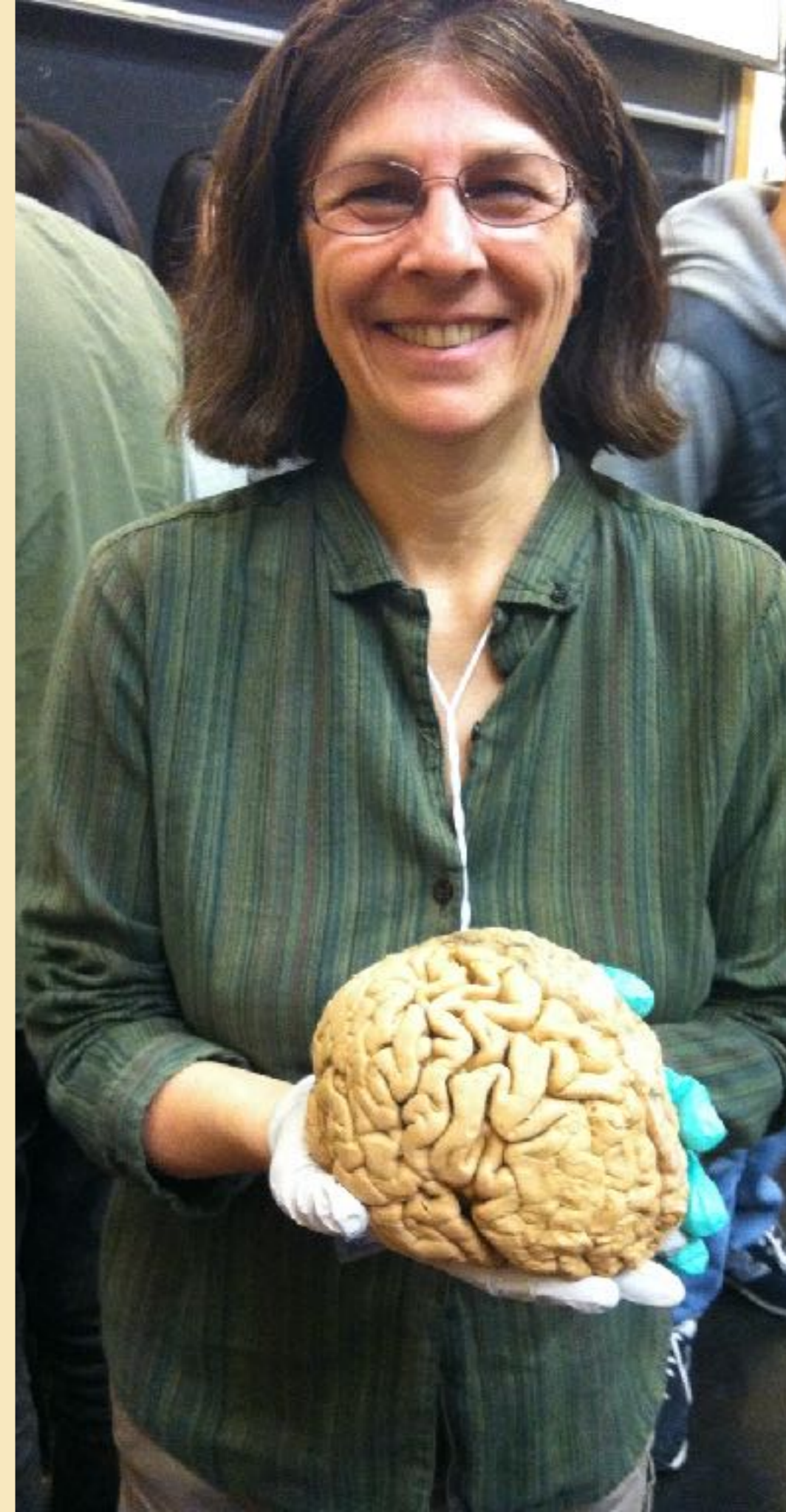


**The Inner Mammal Institute**  
has the resources you need  
to make peace with your  
inner mammal

**[innermammalinstitute.org](http://innermammalinstitute.org)**

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

**all free except the books**





**contact me**

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