For yourself, your family, and society

PLEASURE

CONSUMPTION

VISUALIZATION

SHARED EXPERIENCE

CONVERSATION

CONNECT

EXPERIENCE OF SOCIAL GROUPS

ACHIEVED WITH SUBSTANCES

NO SUCH THING AS BEING ADDICTED TO HAPPINESS

Happiness is like "Happy Hour." The "Like" button. Social media.

Facebook is not connection. Connectivity is not connection. Email is not connection.

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What's the difference between Pleasure and Happiness?

There are three things that have to do with pleasure versus happiness:

- Brain's ability to make you feel good
- Body's ability to help you feel good
- Mind's ability to help you feel good

The more pleasure you seek, the more unhappy you get.

The good news is, you can fight back—but you have to be willing to fight.

The 4C's of Happiness

CONNECT

Contribute to something outside of yourself.

Contributing can be done personally or by making a donation.

The more you contribute, the more you feel connected.

Contributing factors:

- Sleep
- Unplugging
- Single tasking
- Exercise

The rationale for the 4C's is bolstered by documented evidence.

Emotions are anything but. Corporations have "hacked" our bodies and brains, and we've become fat, sick, broke, addicted, and depressed.

Dopamine is the "reward" neurotransmitter that tells our brains: "This feels good."

Dopamine leads to addiction. Serotonin is the "contentment" neurotransmitter that tells our brains: "This feels good."

Serotonin leads to depression. Too little serotonin causes depression, prioritized your zzz's.

Mindfulness plus exercise is better than SSRIs for alleviating depression.

Sleep deprivation increases cortisol and risk of metabolic syndrome—"the nemesis of mindfulness." Multitasking.

Kids who charge their cell phone in their room get 28 minutes less sleep per night than those who don't.

Avoid "multitasking." The more you multitask, the more you're risking depression.

DOPAMINE

VISCERAL

PHYSICAL

RELIGION

SLEEP

DOPAMINE

The more you consume, the more you get.

The more you connect, the more you feel.

The more you contribute, the more you feel connected.

"Cooking is not a luxury, it's a necessity." Robert Lustig

They can't be purchased or found on an app.

The 4C's of happiness: Pleasure, Connection, Contribution, and Sleep.

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