Robert Lustig.com



APPLY THE 4C's to create real and LASTING HAPPINESS

for yourself, your family, and society

PLEASURE IS MAKING YOU MISERABLE—HERE'S HOW TO FIND TRUE HAPPINESS INSTEAD

"Happy Meals." "Happy Hour." The "Like" button. Smiling emojis. America's Corporate Consumption Complex wants us to equate pleasure and happiness as the same—they are anything but. Corporations have "hacked" our bodies and brains, and we've become fat, sick, broke, addicted, depressed, and most decidedly unhappy.

WHAT'S THE DIFF? There are SEVEN DIFFERENCES between PLEASURE and HAPPINESS

SHORT-LIVED	LONG-LIVED
VISCERAL	ETHEREAL
TAKING	GIVING
OFTEN EXPERIENCED ALONE	EXPERIENCED IN SOCIAL GROUPS
ACHIEVED WITH SUBSTANCES	NOT ACHIEVED WITH SUBSTANCES
LEADS TO ADDICTION	NO SUCH THING AS BEING ADDICTED TO HAPPINESS
DOPAMINE	SEROTONIN

DOPAMINE vs SEROTONIN

Dopamine is the "reward" neurotransmitter that tells our brains: "This feels good, I want more."

Too much dopamine leads to addiction.

Serotonin is the "contentment" neurotransmitter that tells our brains: "This feels good. I have enough. I don't want or need more."

Too little serotonin leads to depression.

Ideally, both should be in optimal supply. But dopamine drives down serotonin. And chronic stress drives down both.

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 · COPE · COOK

The rationale for the 4C's is bolstered by documented neuroscientific effects on three brain pathways—the reward pathway, contentment pathway, and stress-fear-memory pathway. Used properly, each is clinically effective on its own, and even more so together. Anyone can perform the 4C's at home—and you don't need a prescription, a personal trainer, or money.

THE 4C'S OF HAPPINESS REQUIRE ACTIVE PARTICIPATION—They can't be purchased or found on an app. YOU ARE THE APP!

CONNECT

"Anything short of a face-to-face, eye-to-eye, in-real-life (IRL) interaction is not connection."

CONTRIBUTING FACTORS: RELIGION · SOCIAL SUPPORT · CONVERSATION

Why is *literal face time* important?

Your brain has a set of "mirror" neurons, and when you interact with someone in person, you adopt (or mirror) the emotions of that person. This generates the phenomenon we call empathy, which is necessary for producing serotonin.

NOT RESPONSE

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

CONTRIBUTE

"Contributing to something outside of yourself"

Contributing factors:
Self-Worth, Altruism, Volunteerism, Philanthropy
Contributing must be for non-personal gain — for the benefit of children, family, friends, or the world at large. Work can be contribution if both you and your boss can see the effects. Making money is not contributing, spending money is not contributing. But charity is.

SELF-WORTH · ALTRUISM · VOLUNTEERISM · PHILANTHROPY

COPE

"This is all about self care."

Contributing factors: Sleep, Unplugging, Single Tasking, Exercise

SLEEP takes center stage.
Sleep deprivation increases cortisol and causes depression, prioritized your zzz's.

SLEEP

EXERCISE tamps down cortisol.
Mindfulness plus exercise is better than SSRIs for alleviating depression.

EXERCISE

NOT RESPONSE

SCREENS KILL. Kids who charge their cell phone in their room get 28 minutes less sleep per night than those who don't.
MULTITASKING. Avoid "multitasking"—the nemesis of mindfulness. Only 2.5 percent of people can actually multitask. Everyone else is serially uni-tasking (moving from one task to the next) increasing their stress and cortisol, and risking depression.

COOK

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

33% of Americans don't know how to cook making them lifetime hostages to the food industry your entire life.

Contributing factors: Cooking for yourself, your family, your friends.

There are three items in food that have to do with pleasure versus happiness:

TRYPTOPHAN is the precursor to serotonin. It's the rarest amino acid in the diet. You find it in eggs, some in poultry, and maybe a little in fish. **Processed food has very little.**

OMEGA-3 FATTY ACIDS, are anti-inflammatory. Omega-3 deficiency has been shown in animals to inhibit serotonin transmission. **Omega-3's improve mood in humans.**

FRUCTOSE (ADDED SUGAR) depletes serotonin, ramps up your dopamine, and causes metabolic syndrome—**it's a total disaster.**

NOT RESPONSE

Cutting out ultra-processed foods will make more than just your gut happy. Processed food is low in tryptophan, low in omega-3s, and high in fructose.

BECOME AN EXPATRIATE OF THE FAST FOOD NATION!

YOU CAN BE HAPPY JUST PRACTICE THE 4C's

CONNECT · CONTRIBUTE · COPE · COOK

For more information, visit robertlustig.com/4cs