

**Pleasure:
the Blueprint for Living Well**

Produced by Conscious Medicine™

What's healthier?



What's healthier?



What's healthier?



Principles of Good Nutrition

- Eat food
- Mostly plants
- Not too much

INSANITY -:
IS DOING THE
SAME THING OVER
& OVER AGAIN &
EXPECTING
DIFFERENT RESULTS

WE HAD
HOUR Peace
AND THE
WAR!!

We are pleasure-seeking beings



Principles of Pleasure

- Pleasure is a skill.
- The opposite of pain isn't pleasure. It's comfort.
- Every pleasure has a price.
- Every pleasure has a counterfeit.
- The litmus test between true pleasure and its counterfeit is aftertaste.
- True pleasure creates yearning. Counterfeit pleasure creates craving.

The Pleasure of the Senses

- Counterfeit
 - Novelty
 - Comfort
- Price
 - Delayed gratification
- Skill
 - Attention

The Pleasure of Love: Loving Food that Loves Us Back

- Counterfeit
 - Infatuation/obsession
 - Comfort
- Price
 - Stepping into the discomfort
- Skill
 - The three stations of love
 - Falling in love
 - Falling out of love
 - Stay in the relationship
 - Develop habits
 - Sweetness
 - Love is not an emotion. It's a perception.

Making Behaviors Easier

- Less time
- Less money
- Less physical effort
- Less mental effort
- More socially acceptable
- More routine

Behavior Scale

- Golden
 - Improves us
 - Hardest to do
- Vaporous
 - Leaves us more or less the same
 - Easiest to do
- Acidic
 - Damages us

Motivation Wave

on the Fogg Behavior Model



BJ Fogg

How Behavior Works

Tiny Habits

- **Trigger**
 - Anchor
 - Extremely reliable
 - Precise
 - Relates to the triggered habit
- **Habit**
 - Less than 30 seconds
 - Easy
- **Reward**
 - Not counterfeit
 - No bad aftertaste
 - Immediate
 - Stronger the better

The Blueprint for Living Well

- Bend the motivation wave by expanding definition of pleasure
- When motivation is high, go for golden behaviors
- When motivation is high, make it easier to maintain the golden behaviors in the future
- When motivation is low, develop tiny habits, to avoid acidic behavior and minimize vaporous behavior



CONSCIOUS

M E D I C I N E

References

Your Unique Self, by Marc Gafni

The Pledge, by Michael Masterson

www.tinyhabits.com, BJ Fogg