

THIS IS YOUR BRAIN...



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in Love

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+
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WE'VE ALL BEEN TOLD THAT WHEN IT COMES TO LOVE, PEOPLE OFTEN THINK WITH THEIR HEARTS, NOT THEIR HEADS.

BUT THE TRUTH IS THAT LOVE, LIKE ALL HUMAN BEHAVIORS, IS A RESULT OF HOW THE BRAIN PERCEIVES AND INTERPRETS SIGNALS AND REWARDS.

SCIENTISTS DON'T REALLY KNOW WHY OR HOW WE EXPERIENCE FEELINGS OF LOVE...

YOWZA!

CALL HER!

WHAT DO YOU THINK, HEART?

THUMP.
THUMP.
THUMP.

YOU'RE NOT VERY HELPFUL

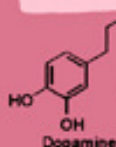


...BUT THEY DO KNOW LOVE IS A POWERFUL THING.

WHEN SHOWN PICTURES OF THEIR LOVED ONES, SUBJECTS IN BRAIN IMAGING STUDIES SHOW INCREASED ACTIVITY IN REGIONS OF THE BRAIN RICH IN A CHEMICAL CALLED DOPAMINE.

THIS MEANS THAT WHAT WE EXPERIENCE AS ROMANTIC LONGING MAY REALLY JUST BE ADDICTION WITHDRAWAL SYMPTOMS.

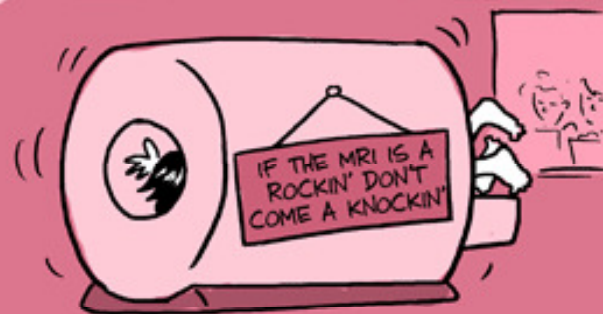
SEX CAN ADD A POWERFUL COMPONENT TO LOVE. OTHER IMAGING STUDIES HAVE LOOKED AT THE BRAINS OF MEN AND WOMEN DURING SEXUAL INTERCOURSE.



I NEED ANOTHER HIT.



THE SAME DOPAMINE THAT IS STIMULATED BY ILLICIT DRUGS (HENCE THE TERM "DOPING").



DURING SEX, BOTH THE AMYGDALA, THE BRAIN'S AGGRESSION CENTER, AND REGIONS INVOLVED IN RATIONAL MENTAL FUNCTIONS ESSENTIALLY SHUT DOWN.

IN FACT, DURING ORGASM, OUR BRAINS FEEL A RUSH OF DOPAMINE EQUIVALENT TO A DOSE OF HEROIN.

IT MAKES SENSE OUR BRAINS WOULD EVOLVE THIS WAY.

WE'RE TOTALLY WRONG FOR EACH OTHER.

THIS IS SUCH A BAD IDEA.

I LOVE YOU.

I LOVE YOU TOO.

WHERE WOULD OUR SPECIES BE IF WE WEREN'T SUCH LOVE JUNKIES?

I LOVE YOU WITH ALL MY BRAIN!

