

EAT. PLAY. LOVE.

YOUR BODY. YOUR LIFE. YOUR RULES

Live

[YOUR FEMALE BRAIN]

Last Time We Covered:

- ★ **Why** You Do **What** You Do.
- ★ How To Master Your 'Multiple Personalities'
- ★ Why Pleasing Your 3 Brains IS Working 'Smarter, Not Harder'.
- ★ What You Are Wired For/Looking For....And What Happens When You Don't Get It.

Today We Will Cover:

- ★ Your **Female** Brain (And how it is different than the male brain)
- ★ The 'drug' your brain is ALWAYS looking for...and how to 'feed' yourself
- ★ How to have (even more) compassion for **why** you do **what** you do...and begin to REALLY start to influence it.

Let's look At the **FEMALE** Brain!

(This is where it starts to get **REALLY** interesting!)

From the Book: The Female Brain

(Dr. Louann Brizendine)

"More than 99 percent of male and female genetic coding is exactly the same. Out of the thirty thousand genes in the human genome, the less than one percent variation between the sexes is small. But that percentage difference influences every single cell in our bodies—from the nerves that register pleasure and pain to the neurons that transmit perception, thoughts, feelings, and emotions"



Men Are From Mars, Women From Venus...

- ★ **Anterior Cingulate Cortex (ACC):** Weighs options, detects conflicts, and motivates decisions. It's the worry-wort center, the area for self-consciousness, and it's **larger in women than in men.**
- ★ **Prefrontal Cortex (PFC):** The CEO and queen of the brain that rules the emotions, keeps them from going wild, and focuses on the matter at hand to makes good judgments. This “pay total attention to this now” area also works as an inhibiting system to put the brakes on impulses. It's **larger in women and matures faster in females than in males by one to two years.**
- ★ **Insula:** The center that processes gut feelings. **Larger and more active in women.**

Men Are From Mars, Women From Venus...

- ★ **Amygdala:** The alarm system for threats, fear, and danger. Drives emotional impulses. The wild beast within; the instinctual core, tamed only by the PFC. **Larger in men.**
- ★ **Hippocampus:** The elephant that never forgets a fight, a romantic encounter, or a tender moment—and won't let you forget it, either. **Larger and more active in women.**
- ★ **Mirror-Neuron System (MNS):** The “I feel what you feel” emotional empathy system. Gets in sync with others' emotions by reading facial expressions and interpreting tone of voice and other nonverbal emotional cues. It is **larger and more active in the female brain.**

The One I Want To Highlight: THE ACC

The entire brain and human nervous system is fascinating, but if there's one particular area of the brain that deserves our attention, it is the anterior cingulate cortex. (ACC)

- ★ It's part of the mammal brain and is responsible for almost every human interaction we incur in our day-to-day lives.
- ★ That 1% variation between the sexes is especially important when it comes to the (it is bigger and more active in women)
- ★ Meaning it is taking up more brain space and it is actively seeking connection more than the male brain

The One I Want To Highlight: THE ACC

Remember it's the part that:

- ★ Weighs options, makes decisions.
- ★ It's the worry-wort center and fear-of-punishment area (and center of sexual performance anxiety).
- ★ It weighs options, detects conflicts, motivates decisions.
- ★ It is the area self-consciousness (what's going on in relation to other people)
- ★ It's the part of the brain where we make comparisons (Social brain) "Is that good/bad?" "Is that right/wrong"
- ★ It's the part of the brain where we detect whether or not we are socially connected, accepted, part of a tribe

How To Remember It (No Jibberish!)

My mnemonic device for this crazy-important part of our brain:

ACC = Acceptance + Connection + Care

- ★ It's where we process it, detect it, and assess whether or not we feel "safe" that we are getting it.
- ★ It's also a huge center for registering physical pain and emotional pain

- ★ Women are considered “r
- ★ But a lot of times that tran

Here's What I Say (The Reali

★ **The Elephant In The Room:**

- ★ If being crazy means that with more heart strings attached to gender.
- ★ And with that craziness comes
- ★ I believe it's our responsibility that we can 'own' that crazy nature at its purest run out



More From Dr. Brizendine:

“What we’ve found is that the female brain is so deeply affected by hormones that their influence can be said to create a woman’s reality. They can shape a woman’s values and desires, and tell her, day to day, what’s important.”

“The structure, function, and chemistry of a woman’s brain affect her mood, thought processes, energy, sexual drives, behavior, and well-being.”

The Elephant In The Room:

Here are some other findings that are very relevant to this conversation:

- ★ Depression rates are double in women compared to men. Same is true of anxiety.
- ★ Depression and anxiety are generally thought of as psychiatric disorders.
- ★ 80 to 90% of fibromyalgia sufferers are women.
- ★ Fibromyalgia is generally thought of as a musculoskeletal disorder.
- ★ What they found for fibro sufferers: (It's ACC pain!)

Food and Feelings:

Here is how the ACC is related to food, cravings, and emotional/stress/mindless eating:

- ★ From a young age, when we are unhappy, (if our needs are met) we get 2 things: **1. The 'thing' itself** (new diaper, milk, a nap) **2. Connection** (a cuddle, nurture, physical connection/care)
- ★ The thing itself feeds the desire for dopamine/serotonin (it produces feel-good hormones)
- ★ The connection side of things elicits Oxytocin (the safety/connection/love hormone)
- ★ **The point:** From a young age, sugar and connection are getting 'fired and wired' together -- we have equated the two to go hand in hand...

Food and Feelings:

But...

- ★ As an adult, we are still desiring the same thing, yet are 'feeding' ourselves only part of what we are looking for
- ★ We feed ourselves food, mindless TV, mindless web scrolling, compulsive shopping, other activities that numb/distract
- ★ So we are giving ourselves endless amounts of the 'high' itself (the dopamine/serotonin payoff)
- ★ But what we are truly desiring is CONNECTION (Oxytocin, the safety/love/connection hormone)
- ★ We are 'feeding' loneliness, isolation, and lack of fulfillment and disconnection with our own coping mechanisms (food, tv, other 'drugs')
- ★ We are overfed...yet still undernourished.

So This Got Me Thinking...

- ★ What if we started looking at everything from a neurological perspective?
- ★ What if all of the symptoms and struggles that we face could be simply explained if we took an upstream swim to the **root** of the problem – – to the cause of all of the effects experienced downstream?

Behind the Curtain:

DISCLAIMER:

I've shared with you the official facts and the research. But what I'm about to share with you is based on my own research. It wasn't officially done in a lab or under a microscope, but the patterns are undeniable...

What My Mad Scientist Found:

I started observing the following ailments and their typical assessments and treatments:

- ★ **Physical Pain:** typical treatment: address the site of the pain
- ★ **Self Esteem:** typical treatment: address the site of the pain and psychological implications
- ★ **Body Image/Self Image:** typical treatment: Address the site of the pain and psychological implications
- ★ **Compulsive/Binge Eating/Sugar Addiction:** restrict, manage, assess, address
- ★ **Emotional Eating:** Address food
- ★ **Stress Eating:** Address food
- ★ **Depression:** Address psychological implications
- ★ **Numbing/Distracting With TV, Mindless Internet Scrolling, Or Any 'Negative Habit':** Control, manage, restrict, address, substitute

There is **NOTHING** wrong with any of these processes. But all of them address the **effect**, not the **cause**. They all address the **symptom**, not the **system**.

Then I Started Asking:

What would happen if (instead of treating these dis-eases of the mind and body with typical modalities) I went in with the hypothesis this was simply “Brain Pain”...and treated it as such?

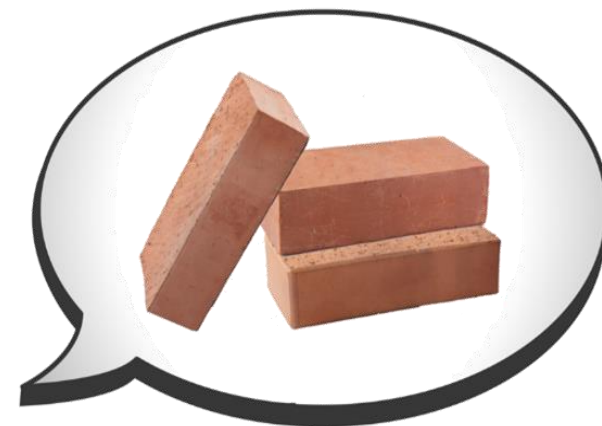
- ★ Physical Pain:
- ★ Self Esteem:
- ★ Body Image/Self Image:
- ★ Compulsive/Binge Eating/Sugar Addiction
- ★ Emotional Eating:
- ★ Stress Eating:
- ★ Depression/Anxiety:
- ★ Numbing/Distracting With TV, Mindless Internet Scrolling Or Other ‘Negative Habits’

What If **CONNECTION** Was
the Solution?

SCHIZOPHRENIC The Female Brain:

Schizophrenia (*/ˌskɪtʃəˈfrɛniə/* or */ˌskɪtʃəˈfriːniə/*) is a mental disorder often characterized by abnormal social behavior and failure to recognize what is real. Common symptoms include false beliefs, unclear or confused thinking, auditory hallucinations, reduced social engagement and emotional expression, and lack of motivation. Diagnosis is based on observed behavior and the person's reported experiences.

But This Is Just Another Way Of Saying...



Remember Your 3 Brains

(You have 3 brains to feed...not just 1!)



Remember the ACC:

ACC = Acceptance + Connection + Care

- ★ It's where we process it, detect it, and assess whether or not we feel "safe" that we are getting it
- ★ It's also a huge center for registering physical pain and emotional pain
- ★ It's BIGGER and MORE ACTIVE in the female brain than the male brain.

We are being **OVERFED**,
but **UNDERNOURISHED!**

The Solution?

GET CONNECTED

- ★ A lot of women don't know how to connect to themselves
- ★ A lot of women rely on food, TV, mindless activities to get their connection
- ★ This is one of the MOST powerful things you can possibly influence!

We've Got You Covered!

- ★ **Grab It:** The Connection Recovery Worksheet
- ★ **Explore It:** Do the work
- ★ **Dig DEEPER:** The first 5 items will come EASY. Don't stop until you fill all the spaces. Think outside the box. Think like a child. Imagine all the things that you've always wanted to try (or simply stopped doing) because your view of your body or your life 'got in the way'. Think: PLAY!

CONNECTION RECOVERY
How Connected Is Your FEMALE Brain?

In the space below, brainstorm ways that you can create connection with yourself and with others. Your connection to yourself and to others determines whether or not your female brain is truly happy and satisfied.

Connection To Self:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Connection To Others:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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EAT. PLAY. LOVE. *Live*

Don't Skip This Work!!

Final Thoughts:

- ★ The Female Brain IS different than the male brain
- ★ We as females are MORE 'emotional' beings (as in, we are wired this way!)
- ★ The part of our brain that experiences physical and emotional pain is BIGGER and MORE ACTIVE than the male brain.
- ★ It's the part of our brain that is in 'pain' when we reach for comfort foods, numbing activities, or engage in mindless behavior.
- ★ You're not reaching for the 'drug' itself. You want the CONNECTION. You want the OXYTOCIN. We are all drug addicts!
- ★ It's the NUMBER 1 thing you can (and 'should') address if you "know what to do, but can't get yourself to do it"
- ★ Start thinking: There's nothing 'wrong' with you. You have a connection 'problem'. But it's definitely in your realm of influence 😊

Coming Up:

Connecting the Dots

(Then Eat, Play, Love, & Live [MADE SIMPLE!])

See You Next Time!