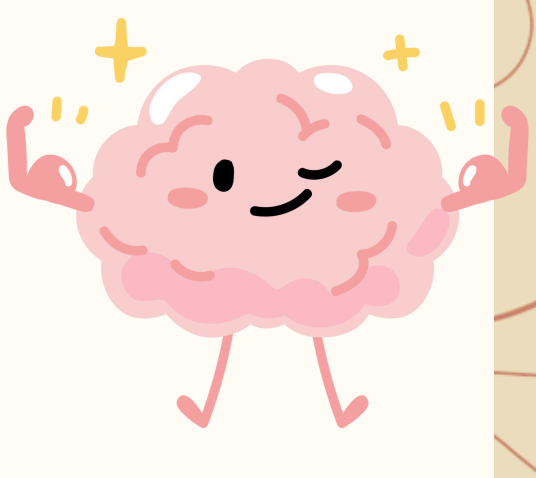
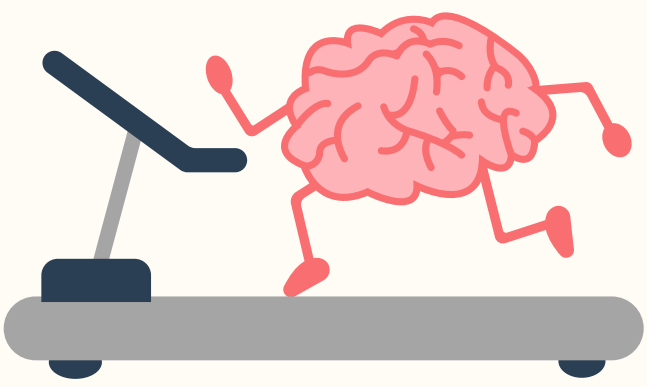
Passion Lights Up the Brain's Reward System

- Passionate pursuits, like helping others, activate the **brain's reward system**.
- Simply put, your brain learns that **fulfilling your passion feels incredible!** This is because of a surge in dopamine, the "feel-good" chemical in your brain.
- Passionate activities **lower cortisol levels** (stress hormone), helping you stay calm and focused.



J Neurosci 2023;43(21):3895-3908
Prog Brain Res 2025:291:381-404.

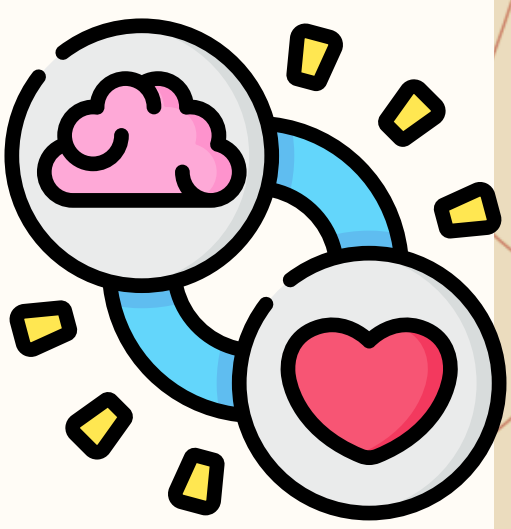


- Passion helps you bounce back from challenges by **reinforcing positive emotions and mental clarity**.
- For veterans, active duty, and first responders, passion can counter burnout and PTSD symptoms, **fostering a sense of purpose**.

☑ **Find your Passion!**

☑ **Make Passion a Habit!**

☑ **Put Passion into Action!**



Your passion is a powerful tool for **resilience**.
Light up your brain and **strengthen** your mind.
Thrive through life's challenges.

Passion = Power
Ignite Yours Today!