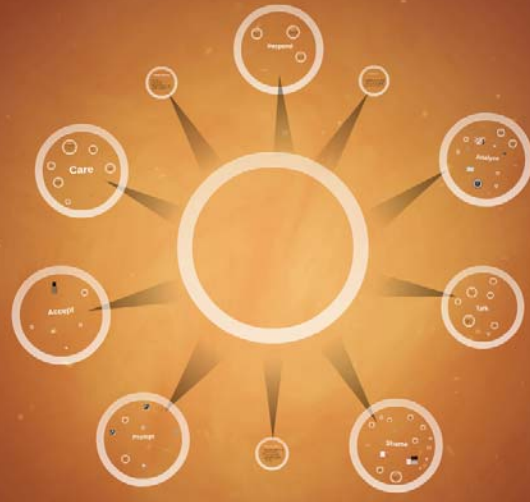
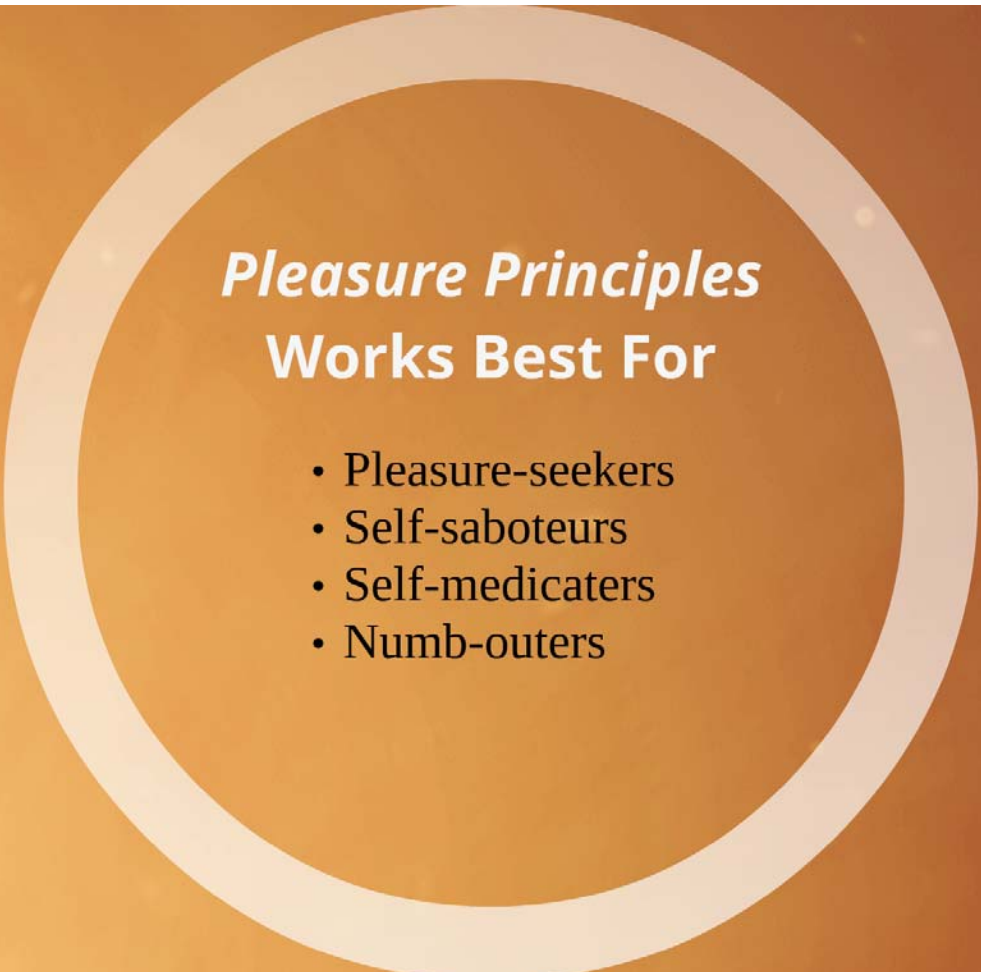


PLEASURE PRINCIPLES



Principle One,
Lesson One





Pleasure Principles
Works Best For

- Pleasure-seekers
- Self-saboteurs
- Self-medicaters
- Numb-outers





Objectives

- Understand the root of self-sabotage
- Understand why the desire to change *does not* inspire lasting change
- Pick up a simple tool to make good on commitments to yourself

The problem of 'MORE'



Cheap Pleasures

- Fast-acting
- Feel or taste good
- Result in pain
- Monkey Brains (MBs) = foods, substances & behaviors we don't relate to in a healthy way