

OPTIMIZE YOUR BRAIN AND  
BODY BY BOOSTING YOUR  
**DOPAMINE,**  
**OXYTOCIN,**  
**SEROTONIN,** AND  
**ENDORPHINS**

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# THE DOSE EFFECT

Optimize Your Brain and Body  
by Boosting Your Dopamine, Oxytocin,  
Serotonin, and Endorphins

**TJ POWER**



**DEYST.**

*An Imprint of WILLIAM MORROW*



# Dedication

**I dedicate this book to you and the transformational health journey you are about to experience. Thank you for being here.**

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# Welcome to *The DOSE Effect*

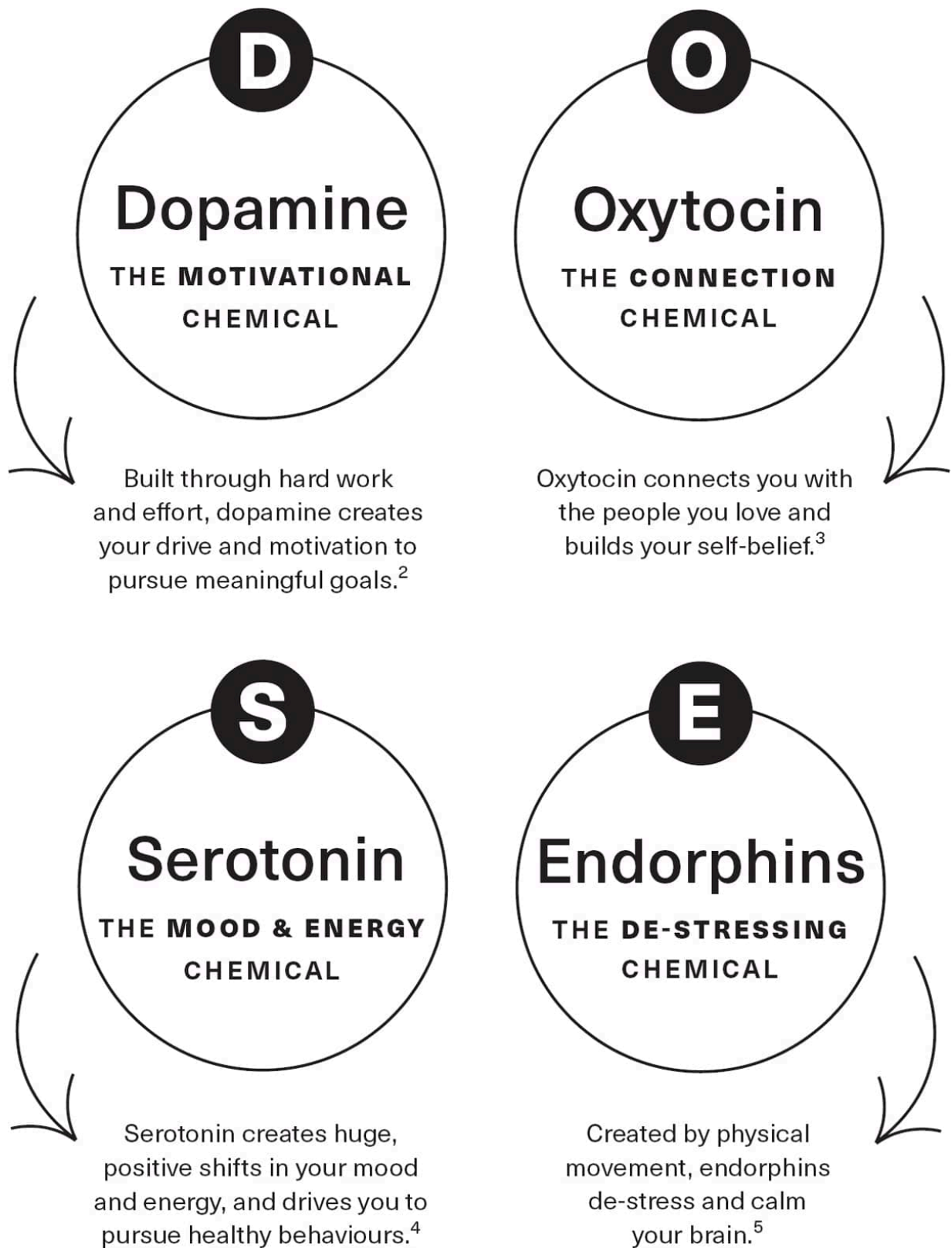
In this book, I am going to tell you a scientific story. A story of an alternative route forward for us in our modern world. One in which we embrace the ever-changing technological experience that is coming, as well as reconnecting us to the path that brought us here. I am going to give you a new way to look at how you engage with technology, your life, your work, your relationships, and your health. A way in which discipline and motivation arise naturally and with ease. A way in which your life becomes beautiful, an energizing experience that is your new reality, every day.

**DOSE** is an acronym for the four key chemicals that live within your brain and body. These are **Dopamine**, **Oxytocin**, **Serotonin**, and **Endorphins**. These chemicals have evolved within us throughout our 300,000 years of human development.<sup>1</sup> These chemicals are our friends. They are here to guide us towards the best experience of life we can possibly have.

Our goal throughout *The DOSE Effect* is simply to learn how to listen to them. Once you understand how they impact your feelings, you will then learn to be guided by them. Each of them has a very specific function for us.

**UNDERSTANDING**

# **The Chemicals**



# First, let's consider how we humans have spent 99.9 per cent of our time here on earth.

We started off deeply immersed within the natural world, surviving and thriving as tribal communities. For context, it is estimated that, for the majority of human history, we spent 85 per cent of our time outside. Now in the modern world we are spending just 7 per cent of our time outside.<sup>6</sup> It is fascinating to imagine how our ancestors' brain chemistry would have been forming alongside this lifestyle. Their **dopamine** levels, the motivational chemical that is built through hard work and effort, would have been surging, given their constant challenging pursuit of survival. Their **oxytocin** levels, the connection chemical, would have been rising every day, given how essential it was for them to remain connected as a group in order to survive. Their **serotonin** levels, the mood and energy chemical, would have been booming given their days were spent outside, in nature, in the sunlight, eating unprocessed foods. And their **endorphin** levels, the de-stressing chemical, which is created through physical movement, would have been soaring through building, hunting, and surviving as a group.

For most of history,  
we spent

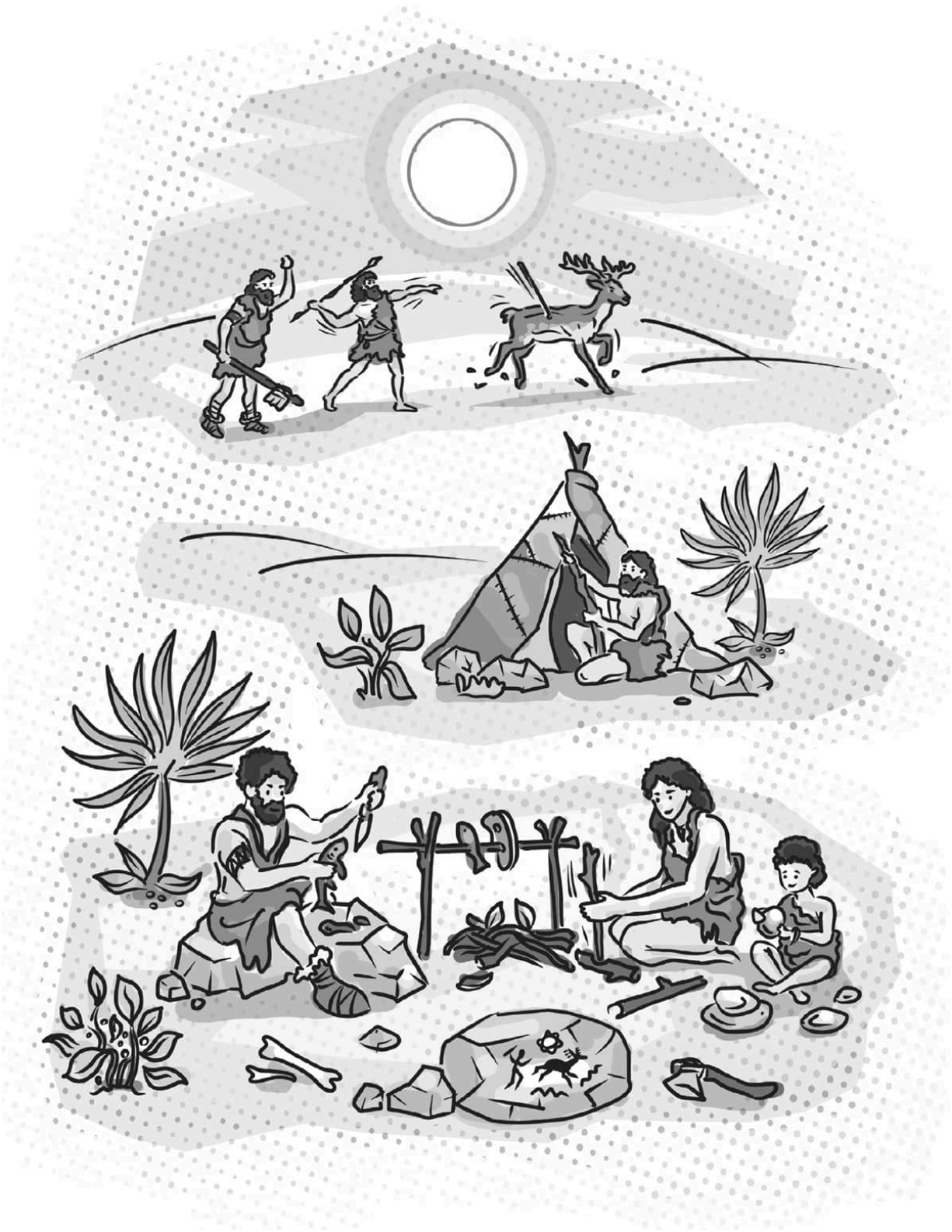
**85%**

of our time outside

In the modern world  
we are spending just

**7%**

of our time outside





# Now let's imagine we put hunter-gatherers into today's world.

Suddenly they have access to sugary processed foods and their **dopamine** levels begin to drop. They are constantly distracted by phones and social media and their **oxytocin** levels fall. They begin spending all their time inside and stay awake late at night, and their **serotonin** levels decline. They become sedentary, sitting behind desks all day, and their **endorphin** levels reduce.

This is where we are at as a society right now. Many of us have lifestyles that prevent us from producing enough of these essential chemicals. Once you understand this, however, there is a simple answer. And you are holding it in your hands right now.





## **Your DOSE journey begins here**

In each section of *The DOSE Effect*, you'll explore one of the four key brain chemicals. For each chemical, you'll discover five DOSE Actions – science-backed activities designed to optimise that particular chemical. I recommend trying one DOSE Action each week. Soon, they will start to become an essential part of your day-to-day life. This process is going to be achievable and incredibly impactful. Our world is magnificent, and the progress we are

making as a society is phenomenal. Hunter-gatherers could only have dreamed of the world we live in today. We must now dream back to their world, and find a balance between who we instinctively are as humans, and who we are becoming in our ever-advancing world.

In order to get the most out of this book and truly transform your life, there is one pivotal impulse you must immediately begin to connect with. I am talking about the feelings and the messages you hear from your brain and body each day. Now that may sound unusual at first! But I am sure you feel emotions in your gut at times and in your brain at other moments. Feelings of dissatisfaction, of loneliness, of low confidence, of tiredness, of worry, and of stress. These feelings arise within you for a reason. They are here to guide you to make changes. Changes to the way you are living your life.

You must understand that your brain is a survival mechanism. Our brains have managed to help us survive as a species for over 300,000 years, and that wasn't easy. Take a moment now to imagine attempting to survive outside through the cold winters without modern comforts. It's phenomenal that we are still here. The reason we are is because of powerful instincts that have guided us towards survival. They made us want to hunt, to care for our children, to build shelter, and to continue to innovate in every aspect of our lives in order to thrive. When we engaged in these behaviours, we experienced rewarding feelings within our brain and body that made us want to do them more. These rewarding feelings were our brain chemicals activating.

Now our lives are very different. But our brain chemistry operates in the same way. It is still trying to guide us, just as it was rewarding us for the behaviours that created the optimum conditions for survival. It is now doing the same with the behaviours that are causing our decline. For example, when you procrastinate and scroll on your phone for hours and then feel depleted and demotivated afterwards, it isn't a coincidence. This is your

brain knowing that scrolling is not the path to the optimal future for you. So your brain will make you feel awful in order to guide you to adjust your behaviour. The same thing happens when you eat tons of sugar, spend too much time inside, sit down all day, drink too much alcohol, or watch too much porn. All of these actions, which have become a normal part of modern living, reduce our potential as a species. Therefore, our brain chemicals will continue to send us negative messages until we listen, until we make a change.

Very simply, you need to start listening. Listening to how your daily behaviours are making your brain and body feel. Becoming more aware, for example, of how sugar and social media impact your mind. And then, as you begin engaging with the DOSE Actions and you start to rebalance your brain, I need you to listen to how this feels, too. Notice the rise in motivation, the feelings of confidence, the boost in your mood, the relaxation in your mind. If you observe the changes, your desire to pursue a healthier life becomes easier. The motivation starts coming from within and these habits won't feel like a chore. They'll feel like a gift instead.

I have built and designed this book in a very specific way, based on how our brains operate. Throughout *The DOSE Effect*, you will come to understand the function of each specific brain chemical; you will discover what it feels like if that chemical is low or high, and identify the key causes that create these experiences. Then, and most importantly, you will begin completing challenges. This book is about true behavioural change. The challenges are specific and achievable. Your lifestyle will gradually shift, and this shift will cause a transformation in how your brain operates each day.

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## **The DOSE Effect**

# **Introduction to TJ Power**

**Hi, my name is TJ Power and I will be guiding you through your DOSE journey. I am super-excited that you are here. Given the connection we are soon going to build throughout this book, I feel it would be valuable for you to know a little about my story so far and what has brought me to this moment.**