

WHY GRATITUDE WORKS

GRATITUDE IS AN EASY AND EFFECTIVE WAY OF RETRAINING YOUR BRAIN. IF YOU **FOCUS ON THE GOOD**, SOON YOU WILL SEE MORE, ENJOY MORE AND APPRECIATE MORE.

LIGHTS UP THE BRAIN'S REWARD PATHWAY

Thinking about other people doing nice things floods the brain with positive chemicals and sparks brain activity critical to sleep, orgasms, mood regulation and metabolism.



LESSENS ANXIETY AND DEPRESSION SYMPTOMS

Challenging negative thought patterns, helps to calm the anxious and boost the moods of those who are depressed.



SHIFTS THE HEART RHYTHM

Increases coherence of body functions, which facilitates higher cognitive functions, creating emotional stability and facilitating states of calm.



IMPROVES PHYSICAL HEALTH

Strengthens the immune system, lowers blood pressure, reduces symptoms of illness, and makes us less bothered by aches and pains.

Gratitude is strongly and consistently associated with **GREATER HAPPINESS**

INCREASES HEART RATE VARIABILITY

Heart patients who practice gratitude show better moods, better sleep, less fatigue and lower levels of inflammatory biomarkers related to cardiac health.

INCREASES SOCIAL CONNECTION

You can feel greater connection and feel more satisfied with friends, family, school, community and yourself.



INCREASES RESILIENCE

Helps you bounce back from stressful events and helps you deal with adversity by acting as a buffer against internalising symptoms.

INCREASES EMPATHY & COMPASSION

The more thankful we feel, the more likely we are to act pro-socially toward others, causing them to feel grateful and setting up a beautiful virtuous cascade.

