

HOW

A HEALTHY BRAIN REGULATES STRESS

AND WHAT HAPPENS WHEN STRESS GETS STUCK



1

SURVIVAL RESOURCES

The brain evolved stress responses to give us access to extraordinary resources when in real or perceived danger. These responses are natural, normal and help keep us safe.



2

FIGHT OR FLIGHT RESPONSE

The "fight or flight" stress response mobilizes energy, speed, and strength to either confront or escape from a situation. Think of it as your brain's accelerator, setting the entire system in motion.



3

FREEZE RESPONSE

The brain's "freeze" response conserves energy by slowing down the brain and body. It acts as a brake pedal for your brain, slowing down the entire system.



4

FLEXIBILITY IS KEY TO BRAIN HEALTH

A healthy brain utilizes both stress responses as needed to navigate life's challenges, similar to how you use both the gas and brake pedals when driving safely to your destination. After a threat or danger subsides, the stress response switches off, allowing the brain to return to a state of calm equilibrium.



5

STUCK STRESS LIMITS THE BRAIN

When stress is chronic or severe, the brain's stress responses can get stuck "on," limiting the brain's natural flexibility and compromising the brain's function and performance. Cereset helps the brain to release stuck stress and regain flexibility, which naturally enhances brain performance.

