









# What is the DOSE?



DOSE is an acronym for Dopamine, Oxytocin, Serotonin, and Endorphins—four key chemicals in our brain that influence our happiness and well-being and is the WHY behind our name, The Desert Dose. Our mission is to provide a DOSE of adventure—sparking Dopamine, Oxytocin, Serotonin, and Endorphins—that fuels a happy and fulfilling future to everyone we get to serve. Helping others learn about the DOSE is a priority to us and we hope you share the DOSE concept with others to help us raise awareness and prioritize happiness and wellbeing.

DOSE	WHAT IS IT?	HOW DO YOU GET & GIVE IT?
<p><b>Dopamine</b></p>  <p>Reward</p> 	<ul style="list-style-type: none"> <li>• The “feel-good” hormone that is part of your brain’s reward system.</li> <li>• <b>It gives us a surge of reinforcing pleasure when we take action towards a goal, desire, or need.</b></li> <li>• Enables motivation, learning and pleasure.</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize accomplishments of your team to show appreciation.</li> <li>• Cross an item off a to-do list.</li> <li>• Learn something new.</li> <li>• Set and work toward goals.</li> <li>• Create something: writing, music, art.</li> <li>• Meditate.</li> </ul>
<p><b>Oxytocin</b></p>  <p>Bonding</p> 	<ul style="list-style-type: none"> <li>• <b>Our love and trust hormone.</b></li> <li>• Oxytocin helps us bond and build deep trust with our families and friends and creates lasting feelings of calm and safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Socializing.</li> <li>• Give or get a hug (try for 8 hugs/day).</li> <li>• Give or get a gift.</li> <li>• Cuddling with your pet.</li> <li>• Meditate, acupuncture, massage.</li> </ul>
<p><b>Serotonin</b></p>  <p>Mood</p> 	<ul style="list-style-type: none"> <li>• The “leadership” hormone, <b>serotonin flows when you feel important or significant.</b></li> <li>• The brain chemical behind feelings of pride, loyalty, accomplishment, and gratitude.</li> </ul>	<ul style="list-style-type: none"> <li>• Practicing gratitude.</li> <li>• Daily sun exposure (in limited amounts).</li> <li>• Give or receive a compliment.</li> <li>• Journaling the highlights of your day.</li> </ul>
<p><b>Endorphins</b></p>  <p>Energy</p> 	<ul style="list-style-type: none"> <li>• “Runner’s high”, endorphins <b>give us that boost of energy, focus, and calm we typically feel after a good workout.</b></li> <li>• Works like a natural pain-killer; it’s released when we persevere instead of giving up.</li> </ul>	<ul style="list-style-type: none"> <li>• Ride your bike, a brisk walk, yoga, running, workout.</li> <li>• Listen to or create music.</li> <li>• Create art.</li> <li>• Dance, dance, dance.</li> <li>• Laughter / crying.</li> <li>• Eat dark chocolate.</li> </ul>