

+ Cucumbers & Pickles

#262/14

Your Brain on Addiction

ADAM ALTER's book Irresistible walks us through how technology is designed to be addictive, & why that's

Remember, **Once** YOUR BRAIN has been dangerous.



**Once
Pickled**

it can

Never

GO BACK

to being a

Cucumber

Once we're addicted to something (& we ALL have our own addictions) our **BRAIN** has been fundamentally **CHANGED**.

We can't go back to being "unpickled." We may think we can, but the fact is, we can't! We need a **DEEP RESPECT** for the fact that we can never fully move past our addictions, and remember **NOT** to try to **DIP** our **TOES** back into the pickle jar.

Q: Where are your pickle jars? Don't open them up.