

# NeuroGenesis Inc.

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## NEU-REPLENISH

(Stimulant Recovery)

Drugs such as cocaine, methamphetamine (“speed”), ecstasy, and behaviors such as compulsive gambling, compulsive shopping (excessive purchases) and even smoking all have similar effects on brain chemistry. (Stimulants are primarily prescribed for Attention/Focus issues.)

These drugs and behaviors are referred to as “excitatory” or “stimulatory” actions. This means that when a person engages in any of these there is an increased release of several neurotransmitters such as dopamine, norepinephrine and serotonin. With the increased activity of these transmitters the person experiences an intense increase in pleasure and excitement. However, once the drug or behavior has released transmitters the result is a severe “rebound” effect. When the person experiences the effect of *reduced transmitter availability* they are now in the throes of severe “depression”. When this happens the brain immediately reminds you what “helped” and created pleasure and a craving for that drug or behavior becomes foremost in the mind. This irresistible “Sirens call” of craving is a major cause of relapse.

For any person who may, as a result of severe stress or altered genetics, have a deficiency of dopamine, for instance, and does not easily experience pleasure in life, the use of these drugs or behaviors brings an immediate relief and thus *dependencies or addictions are born*.

If a person so affected attempts to just stop the use of the drug or behaviors he or she must attempt to survive with severely depleted transmitter stores and will continually be in a state of deep “depression”. This is not a state that people are willing to remain in and so the drug or behavior that alters the chemistry and relieves the low feelings is used again and again with the result of further depletion of transmitters and on and on.

Neu-Replenish, while it does not “treat” depression, it does offer the building blocks for improving the neurotransmitter availability and when used with a healthy lifestyle and proper nutrition can be a significant support for the improvement of brain chemistry and a more balanced interaction of brain chemistry.

These “recovery” efforts take time, structure and discipline but can result in the person interacting in life in a meaningful manner without the use of devastating drugs or compulsive actions which all too frequently bring about severe consequences such as **loss of family, job and incarceration**.