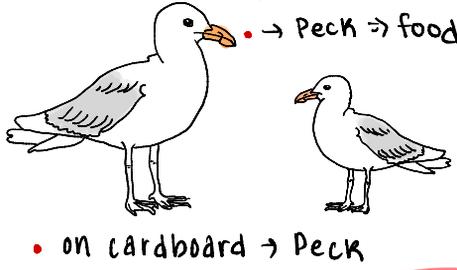
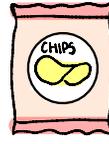


HOW TO MAKE A HABIT IRRESISTIBLE

SUPERNORMAL STIMULI



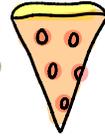
heightened version of reality, stronger response than usual



ancestors foraging for food → sugar, fat, & salt send our brains into frenzy

OROSENSATION

optimizes for how a Product feels in mouth



vs.



"BLISS POINT" →



SECOND LAW OF BEHAVIOUR CHANGE

NO DOPAMINE → more attractive → more habit-forming



Lost the will to live, died of thirst



→ Dopamine
→ 800x / hour



Ability to ✓ experience pleasure
✗ Desire

Habits are a dopamine-driven feedback loop.

✗ fulfillment
✓ anticipation → ACTION



DESIRE



BEHAVIOUR



TEMPTATION BUNDLING

↳ Action you want + action you need



+



+



HABIT-STACKING + TEMPTATION BUNDLING



PEDICURE