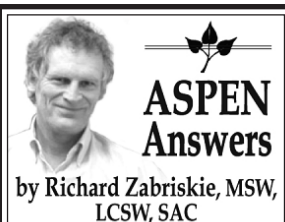


CUSTOMER:	ASPEN FAMILY COUNSELING	PROOF TIME	9/1/2011 11:28:14 AM
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DESIGNER:	cwnbrewc	SIZE:	1X9

3 Proof Limit



**INSIGHTS INTO
ADDICTION**

While it was once thought that addiction could be treated with either punishment or encouragement, the current view is that addiction is a chronic disease that alters both brain structure and function. Whether from taking a drug or eating a delicious meal, the brain registers pleasure by releasing the neurotransmitter dopamine in a cluster of nerve cells underlying the cerebral cortex known as the nucleus accumbens (the brain's "pleasure center"). Not only is the likelihood that a behavior will lead to addiction linked with the intensity of dopamine release, but dopamine has also been found to play a key role in learning and memory (which factor into transitioning from liking something to becoming addicted to it).

If you or a loved one is suffering from addiction, it's vital you get help right away. But you needn't be wrestling with something as dramatic as addiction to be helped by a counselor. Depression, stress, and anxiety can seem minor compared to drugs or alcoholism, but they can have similar effects and seem just as overwhelming. Our compassionate counselors can provide you the help you need, no matter how dramatic—or mundane—your problem may seem. Call 608-742-5020 today for an appointment. Our address is 2639 New Pinery Road, Suite

Offering you and your family compassionate and professional advice.

P.S. Because addiction is learned and stored in the brain as memory, psychotherapy can play a role in helping diminish the influence of those memories.

ASPEN
Family Counseling
www.aspenfamilycounseling.com