"What you have to do and the way you have to do it is incredibly simple, but whether you are willing to do it, that's another matter."
-- Peter F. Drucker

You can do much better and live a better life. Get Informed…Get Help!

Stop Smoking

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Nicotine's Effect on the Brain

Dopamine is one of the key neurotransmitters actively involved in the brain. Research shows that by increasing the levels of dopamine within the reward circuits in the brain, nicotine acts as a chemical with intense addictive qualities. In many studies it has been shown to be more addictive than cocaine and heroin.

Why is it so hard to quit smoking?

One of the main reasons nicotine is so addictive is because it stimulates artificially high production of serotonin, dopamine and other neurotransmitters and hormones, creating an imbalance in the "reward system" of the brain**. Thus, altered brain chemistry** is the root of the problem. Any treatment that fails to normalize brain chemistry has little chance of success. In other words, instead of quitting smoking cold turkey or using stop smoking aids, it turns out that the best way to quit smoking is to correct brain chemistry.

How Stop Smoking should be facilitated

An integrated methodology is necessary to treat mood disorders properly by addressing the whole emotional and neurological functioning systems. What makes our treatment methodology to mood disorders unique and special is that in addition to traditional psychotherapy we also use the applications of neurocognitive therapy and affective neuroscience such as Visual Concentration Attention Therapy (VCAT) integrated with brain mapping, visualization, and neurofeedback technology. VCAT is the absolute power towards regulating brain's chemical imbalance. It is designed with the most precise patterns of therapeutic stimulations to provide enhancement in any neural network and brain chemical imbalance related dysfunction.

VCAT-Treatment Plan for Stop Smoking will influence:

Prefrontal lobe: to increase (low Beta brain waves/ low serotonin and dopamine)
Temporal lobe: to increase (keeping-GABA-high/low Theta brain waves)
Parietal lobe: to decrease (high alpha/ Acetylcholine)
Occipital lobe: to increase (low serotonin/delta waves)