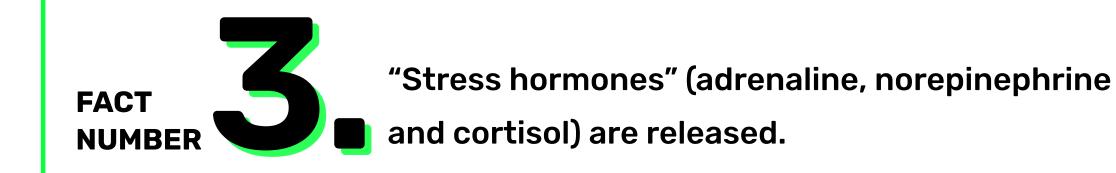


FACT

NUMBER

The moment your brain perceives a threat, it triggers the stress response (a.k.a. fight, flight, freeze). Acting faster than thought itself, it activates the MOST primitive part of the brain.

This part of the brain controls breathing, heart rate and body temperature.





The brain uses impulses to send signals to other parts of the body. Stress can cause the heart to beat faster, breath to speed up and muscles to get tight and tense.



When your stress response is activated, your "wise brain" (prefrontal cortex), which helps us to see clearly, think rationally and act wisely, goes temporarily "offline."

