

Why Does My Brain Crave Things I Know Are Bad for Me?

Whether it is cigarettes, sugar, scrolling on your phone, or constantly seeking approval, cravings often feel stronger than logic.

That is because cravings are not simply about the thing itself. They are about the reward your brain has learned to expect.

When something repeatedly provides relief, pleasure, or distraction, your brain starts predicting that reward. Eventually, the cue alone can trigger a craving, long before you have made a conscious decision.



This does not mean you have no control. It means your brain is following an old prediction.

The encouraging news is that predictions can be updated. By understanding how your reward system works and practising new responses, you can teach your brain that there are healthier ways to feel calm, motivated, and satisfied.

The Mind Mastery Starter Kit explains some of these processes in everyday language and gives you practical ways to move from reacting automatically to choosing consciously.

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Cravings are not commands. They are learned pathways, and with awareness and practice, pathways can be changed.