



Presents:

## **The Craving Brain: The Neurobiology of Uncontrollable Urges**

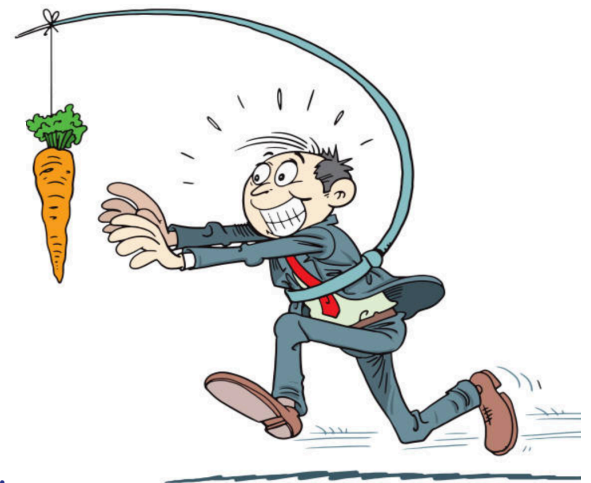


Addiction is an illness that disrupts messaging pathways in the brain, altering its physiology causing profound behavioral changes and uncontrollable cravings. But is the brain really craving the drug itself? Come learn about this complex brain disease and why an individual's unique relationship with any substance of abuse plays a role in predicting which treatment methods will result in more favorable outcomes.

Our program features Truth Pharm's West-Coast Director, molecular biologist Barbara Veit, whose research focuses on the long-term impact of addictive substances on the developing brain.

In this presentation, Barbara describes:

- ❖ the disruption of the brain's signaling system that leads to the condition of addiction and associated behavioral changes
- ❖ risk factors associated with developing addiction
- ❖ what the addicted brain is really craving
- ❖ some factors for determining who is a candidate for abstinence only-based treatment verses medicated assisted therapy



**TORRANCE MEMORIAL**  
THELMA MCMILLEN CENTER  
FOR ALCOHOL & DRUG TREATMENT

DATE: *July 21, 2018*

TIME: *10:00 AM- 11:15 AM*

WHERE: *Thelma McMillen Center: 3333 Skypark #200; Torrance, CA*

WHY: *A well informed community helps keep people healthy and safe.*