

How Do Fools Fall in Love?

1

IMPRINTING

Evolution, genetics, psychological experiences and even **smells** can trigger romantic reactions to another person. Scientists have recently found that animals may have an innate aesthetic sense and experience attraction.

2

ATTRACTION

The brain is revved up by **phenylethylamine** (PEA) and possibly the neurochemicals **dopamine** and **norepinephrine**, all natural amphetamines. These produce feelings of euphoria and elation. This stage can last for two to three years, then starts to wane.

3

ATTACHMENT

During this stage, larger amounts of **endorphins** (chemically similar to morphine) flow into the brain, leaving lovers with a sense of security, peace and calm.

"CUDDLE CHEMICAL"

The brain's pituitary gland secretes **oxytocin** ("the cuddle chemical"), which stimulates sensations during lovemaking and produces feelings of relaxed satisfaction and attachment.

TIME Chart by Nigel Holmes

Source: Helen Fisher, *Anatomy of Love*