



You Can Actually Get a Science-Backed “Happiness Prescription” *The New Super-Supplement Isn’t in a Pill—It’s Called a Joy Practice*

BROOKLYN, NEW YORK – With nearly 1 in 4 Americans currently experiencing symptoms of depression, the loneliness epidemic surging, distress calls skyrocketing and anxiety at an all time high—America is in a Joy Recession.

But as people of all ages seek relief for the daily covid-induced stress and mental health pressures they’ve been facing, global movement and wellness community Daybreaker has blazed the trail to deliver a potent antidote. And it’s not just another pillow to swallow.

Instead, a growing collective of 1,000+ early adopters have been unrolling their fitness mats to “Practice Joy” with gentle and energizing classes that biohack their happiness naturally. The method and on-demand platform — D.O.S.E., an acronym for the neurochemical elixir of happiness: dopamine, oxytocin, serotonin and endorphins — was developed by Daybreaker to pioneer the world of Functional Happiness.

And not only is it backed by the Greater Good Science Center (GGSC) at UC-Berkeley, one of the leading Science of Happiness research labs in the world — but it can actually give you a personalized “Happiness Prescription” to support your practice.

“This isn’t about chiseling abs or short-circuiting our adrenal glands with intense workouts,” said Radha Agrawal, co-founder, CEO and Chief Community Architect of Daybreaker. “D.O.S.E. is about retraining your brain-body to release chemicals that make you happy instead of perpetuate the stress cycle. It’s a way to exercise joy and train yourself to connect to your natural high.”

The research shows they’re onto something. A collection of studies have revealed that boosting happiness can also improve immunity, heart health, stress-response, life expectancy and lower cortisol levels while promoting creativity, productivity, positive relationships and healthy habits.

From yoga, dance, meditation, qigong, forest bathing, sound baths, tapping and signature Functional Happiness “doses,” each D.O.S.E. Joy Practice class is engineered to release one of the four happiness neurochemicals. To find their sweet spot, members can take Daybreakers free 35-question Happiness Quiz to uncover where they need to supplement most—and how.

“COVID is revealing that the weakness of the United States is that we do not have joy practices,” said Dr. Dacher Keltner who founded the GGSC and consulted to develop the Happiness Quiz. “We need to build out a mind-body health that is in total disrepair in our culture. This is a time to find our joy.”

###