

'Self-help guru Leil Lowndes offers sound advice' *Daily Mail*

**HOW TO
CREATE**

CHEMISTRY
With
Anyone



**75
WAYS
TO**

**SPARK
IT FAST**

**&
MAKE IT
LAST**

LEIL LOWNDES

*Author of *How to Make Anyone Fall in Love With You**

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About the Book

Instant attraction

- How does it work?
- Why does it happen?

The secret of attraction has long eluded us, but neuroscientists have finally cracked the formula. Now communications guru Leil Lowndes reveals all with her 75 ways to spark long-lasting chemistry - anywhere, anytime and with anyone. Learn how to:

- Turn heads and set pulses racing
- Get a date without even asking
- Have a first date that sizzles
- Get the guy or girl you want
- Keep the chemistry crackling long-term

These simple steps will show you what to do - and what not to do - to find and keep love.

About the Author

Leil Lowndes is an internationally recognized communications expert who specializes in the subconscious interactions and subliminal approaches that unknowingly take place in all interpersonal communications. She conducts seminars for major corporations, associations, universities, and the public.

She is the author of ten books, including the top-selling *How to Talk to Anyone*, *How to Instantly Connect with Anyone*, *How to Make Anyone Fall in Love with You*, *Undercover Sex Signals*, *How to be a People Magnet*, and *Good-bye to Shy*.

Prior to her work in communications, Ms. Lowndes was founder and director of *The Project*, a New York City-based not-for-profit organization, which conducted personal relationship research and counseling. She is a member of the American Association of Sex Educators, Counselors, and Therapists.

Based in New York City, Ms. Lowndes has been the guest communications expert on hundreds of television and radio programs.

Also by Leil Lowndes

How to Instantly Connect with Anyone

How to Create Chemistry with Anyone

75 Ways to Spark It Fast . . . and Make It Last

Leil Lowndes

Vermilion
LONDON



Prologue

LOVE. THE WORD is but a pale shadow of the ecstasy it brings us. We spend years, sometimes a lifetime longing for it. If we're lucky, we find it—and pray it lasts. But if it doesn't, we seek it again and again. Face it—we're hooked!

Cupid's quiver contains chemicals that bathe the brain and compel us to act in ways we can't fathom. When you have finished reading *How to Create Chemistry with Anyone*, though, you will. You'll know about love in a way that very few people currently do. And to the extent it is possible, you will be able to Spark romantic Chemistry with the man or woman of your choice.

You will also discover how and why nature injects you with different chemicals at various phases in your relationship and throughout your life. Finally, you will learn how to work with the changing Chemistry and create bonding chemicals so you both can "live happily ever after"—not just "until divorce do us part." Your new knowledge will not banish Cupid to the greeting card aisle, but it will help keep him in your life forever.

What Just Happened to Me?

You've felt it. Your heart pounds like a jackhammer, your tongue feels like sandpaper, your palms turn into a

waterfall, and your words mysteriously start missing syllables. “Hello” becomes the hardest word in the English language.

But as your vital signs return to normal and a semblance of rationality sets in, you anxiously ask yourself if this person you just met felt the same Chemistry for you. If not, unrequited potential lovers used to think nothing could be done except sulk, swear, cry, or kick the cat. They were wrong, as you’ll soon learn.

Why does this particular person blow you away like a tornado through a trailer camp, whereas with others, it’s ennui at first sight? Because, unbeknownst to you, buried deeply in your brain, you have the ability to size someone up instantly.¹ This skill has strong evolutionary roots, dating from when an instantaneous “fight or flight” decision was a matter of life or death.

Throughout the centuries our crystal-ball capabilities have evolved with us. Just as DNA experts can tell a lot about a person from a sliver of his toenail, human beings have developed an incredible subconscious capability to sense whether someone will be fun to be with, fulfill their needs, and match a million other qualities on a very subjective laundry list of longings.

You’ve been setting the stage for love all through your life, just waiting for the star of the show to walk on the set. Your experiences from birth to the second you picked up this book draw a chart of the type of person you would—or even could—fall in love with. This map—your “LoveMap” as it is called—bears the mark of your unique individuality and can be specific down to details of physiognomy, personality, intellect, ambition, sense of humor, and hundreds of etceteras.² A very new field called “interpersonal neurobiology” also shows how your brain constantly rewires itself through your relationships.³ Even a brief dalliance with someone you’d never want to see again could tweak your LoveMap forever.

By far the largest part of this map was charted in childhood before you were age five.⁴ If you were fortunate, you were surrounded by people you loved and who loved you, primarily your relatives. Their proximity programmed a tendency in you to feel Chemistry with someone who looks like she could be from the same gene pool or the type of man who was around when you were a child. Have you ever noticed how many couples look alike?⁵

The influences on this diagram of who you could love ranges from milliseconds ago to millions of years before.⁶ To complicate matters further, your memories get rewritten every time they are invoked. Is it any wonder that Chemistry is confusing?

How Fast Does Chemistry Happen?

How much time does it take to feel Chemistry? Compare the speed to a big ruckus in movie theaters back in the 1950s concerning subliminal advertising. Clever Madison Avenue types flashed words like “Hungry?” “Get popcorn!” and product names like “Lipton Tea” on the screen for less than a thousandth of a second during a movie. The messages flickered too fast for the audience to read. In fact, moviegoers reported they hadn’t seen anything. But theaters sold a lot more popcorn on those particular days!

Unbeknownst to the audience, the “unseen” flashes on the screen not only made them hungry or thirsty; it also told them specifically what brands they wanted. Previously, moviegoers who used to order just tea now requested it by brand—Lipton, of course. Is it any surprise that neuroimaging shows you feel that Spark in a fifth of a second?⁷

Does Timing Count?

Unquestionably. It could have a lot to do with other events happening in life when you meet. Perhaps he is in love with someone else or maybe she just suffered a tragic loss. You might find yourself in conversation with a smart, sensitive, stunning, sensuous single someone who would be the perfect partner for you. This spectacular specimen of humanity blows you away instantly, but she is stifling a yawn. Or he is glancing over your shoulder for someone he'd rather talk to.

“What’s wrong with me?” you scream at yourself between frantic heartbeats. Nothing. It’s simply that thousands of other current emotional, physical, personal, or professional issues could close off his or her receptivity to you. Another time, another place, you might meet, and the magnetic field would make the two of you want to fall into each other’s arms and bond together forever. Not only that, but for women it depends on the time of the month you meet!⁸ (More about that later.) Yes, timing counts.

What’s Happening to My Brain?

Before you spotted this special person the one hundred billion nerve cells in your head were, relatively speaking, in what Cognitive Science calls “resting potential.” But of course, they weren’t really resting. The comparatively lethargic neurons were tediously *neurotransmitting* (we’ll call it “texting”) messages to each other about the weather, the boring party, the tasteless snacks, the whatever.

Then *KA-POW!* When your eyes spot this special someone across the crowded room, bar, bus station, McDonald’s, or wherever, it’s neurons gone wild! They hysterically contact their colleague neurons who live in other neighborhoods of the brain across tiny rivers called *synapses* to tell them the electrifying news. That’s what neurologists call *action potential*—and what we call *Wow!*

Practically all of the techniques in the first sections of this book tell you how to create a neuronal response in someone to get feel-good chemicals, primarily one called *dopamine*, gushing into a brain region that Cognitive Science calls your *pleasure* or *reward center*. This response is so incredible that your target person gets a high, chemically similar to cocaine.⁹

Who Discovered Why We Feel Chemistry?

As you are reading this, neuroscientists are breaking new ground tracking the galaxy of nerve cells in your brain that are wired together with a million billion connections. Obviously, romance was not their motivation. These pioneering professionals' goal was far more significant, saving lives and preserving human physical and mental health. However, seekers of love benefit greatly by grasping their extraordinary contributions. We can now understand—and, to a certain extent, manipulate—the chemicals that marinate his brain or flow through her body when you meet. Let's call this person your "Quarry." And you are the "Hunter" or "Huntress" of hearts.

It is not only the cognitive community we must thank for unraveling the mysteries of romantic Chemistry; let's also tip our hats to evolutionary biologists and psychologists who further explore why we make such sudden and sometimes puzzling choices in relationships. These fields hold the key to why our neurons go berserk spotting one person and, comparatively speaking, hardly lift their sleepy heads for another.

But I Thought Chemistry Is Either There ... Or It Isn't

Most people would agree with you. There are, of course, certain elements that, no matter what you say or do, can't change a thing when it comes to creating Chemistry. For instance, you can't change your or your potential partner's face, body, genotype, phenotype, or DNA. Additionally, by the time you are ready for love and sex, scillions of unconscious associations to pain or pleasure are etched in both your brains: How his stepdad dealt with him. How kindergarten schoolmates treated her. Who he previously loved. Who she hated. The instant you come into sight, all of the "whos," "whats," and "whys" of your potential partner's previous relationships resurrect neuronal activity from the past.

"Whew, if it's so complicated," you're thinking, "I can't possibly make my Quarry feel Chemistry for me." Sure, and people once thought, "The world is flat," "Heavier objects fall faster than light," and "All planets revolve around the earth." Scientists have tossed those three myths into the trash like dirty Kleenex. And the first just landed on top of them. Chemistry responds to very specific stimuli, many of which you *can* affect.

I do want to make one thing perfectly clear before we start, however: You can never have 100 percent control over a person's chemical reaction to you due to your Quarry's previous experiences, brain structure, and other factors listed above. But that's only part of the story. Mother Nature plays an equally large if not even bigger role in romance. You're going to learn how to be her coconspirator at the beginning of a relationship to capture your Quarry. Then you'll learn how to break away from the common forces that can demolish Chemistry between couples and destroy lasting love.

You are fortunate to be the first generation to benefit from fresh insights of Cognitive Science and the relatively new field called Developmental Evolution. Understanding what's in your Quarry's brain and how it develops will

permit you to be more than just a pawn in nature's game. To a certain extent you can create specific chemically based emotions in the man or woman of your choice. The slight peek into neuroscience and new discoveries in evolutionary psychology in this book will give you further understanding of why and how you can create Chemistry and turn it into lasting love.

Chemistry Makes the World Go 'Round

They say "Love makes the world go 'round." But just as accurate is "Chemistry makes the world go 'round." Why? Because feeling Chemistry with someone is the precursor to passion, which leads to love, which leads to commitment. And that can lead to contentment, children, companionship, and many of life's greatest joys.

What do you think? Is feeling Chemistry and then falling in love a decision? A destiny? A choice? Some say you *decide* to fall in love. Sure, that's as easy as *deciding* to stop breathing or cherishing your children. Others say it's *destiny*. Well, move to an archipelago in Antarctica and wait for your *destined* one to come along. Many people think it's a *choice*. Of course, just like *choosing* not to eat, drink, or sleep.

Neurologists have proven that it is something else entirely. It is a *condition* that involves neurons, neurotransmitters, hormones, receptors, and circuits in your brain.¹⁰ They define "being in love" as—"get ready for a long sentence—an "elevated activity in the brain pathways which cause feelings of euphoria, strong motivation, and heightened energy which can induce sleeplessness, loss of appetite, and obsessive thinking about the beloved."¹¹

That doesn't sound like much fun! And how crass to reduce it all to a rush of chemicals gushing through three pounds of gray slimy sponge under your scalp. Nobody wants to hear that, least of all me.

When humans first began to explore the sun, some people worried that God would be pushed aside. Likewise, some now fear discovering that love is simply a “condition” will make it less magic. Not at all! Understanding what love is just makes us a lot smarter in our choice of partner and teaches us how to keep that love alive.

Besides, who says a condition has to be crass or that a motivation system can't feel like magic? We know what it is. It's *love*, the greatest happiness known to humankind, and it has no parallel in human experience. Skeptics aside, love truly can last a lifetime and get better and better.¹² But only if you recognize the powerful neurological, chemical, and evolutionary forces controlling it.

Why Did It Happen?

Does it really matter? The two of you fell in love, and life will never be the same. You have found “the one”—the one you always knew would come along. Early love is the most exhilarating, extraordinary, ecstatic, and unforgettable part of the relationship. Your brain is brimming over with the intoxicating chemicals we'll soon meet called *dopamine*, *serotonin*, and incipient *oxytocin* and *vasopressin*. Hormones are at their highest levels ever. *Testosterone* and *estrogen* can hardly contain themselves. You and your lover want to cling tightly together and never part. “It's delightful, it's delicious, it's delectable, it's delirious,” Mother Nature is urging. “Let yourself go!” This period is the best part—at least until the beauty of long-lasting lifetime love sets in.

So you cast off in the Love Boat with carefree abandon. But is it true that the course of true love never did run smooth? Sometimes it seems that way. Often, when embarking on a love affair, you think you are in control. When you first step into the Love Boat, it's like a sailboat on a calm sea on a sunny morning. Everything is beautiful.

All's right with the world. You are sailing to Happily-Ever-After Land. An occasional gust of wind sweeps across the sea, and you break into song as it tingles your skin. Then the wind picks up, and that makes it even more exciting. You laugh out loud as you adjust the sails. The boat is a bit rocky, but you have faith it's propelling you toward ecstasy.

Suddenly the wind changes and you fear you may be going off course. What happened? What went wrong? The tempest makes you all the more desperate to get back on track. Your heart beats faster. But each time you think you've regained control, a bigger wind comes up.

Now there's an uncomfortable chill in the air, and the waves are rocky. Threatening clouds race across the sky and it starts to rain. The stabilizer cracks, and you desperately struggle to keep the boat afloat in the downpour. Soon darkness surrounds you, and you are helplessly tossed around. You are caught in the perfect storm. Will the Love Boat reach "happily ever after?" Or will it sink? It's up to you and how you'll use your new wisdom.

Are You the Master or the Slave of Love?

If only we could all be as wise in love as an Italian captain of a cruise ship, whom I'll introduce you to later, was in his profession. Captain Giorgio Accornero was once offered the command of a 150,000-ton tanker. He refused. The flabbergasted shipowner asked, "But why? No captain has ever refused before. It is a great honor to be the master of such a large ship."

Captain Accornero replied, "Because, sir, I want to control the ship. I don't want her to control me."

The problem is that most people let the Love Boat master them rather than the other way around. The only way to be in control of the relationship is to admit that, in

addition to magic, love is indeed a condition, a blissful one that we want to stay afloat forever.

Just as knowing how to create rain, feed animals, and nurture plants doesn't make the world less wondrous, likewise, wisdom about creating, feeding, and nurturing Chemistry doesn't make it less magnificent. In fact, knowledge about love gives you the ability to make love stronger and last longer.

Why Are We So Naive About Love?

Other than those life-sustaining needs like air, water, and shelter, I can think of no other need except love that begins at birth and lasts until we die. Yet I am shocked—no, stunned—by how little people know about this exquisite emotion that we idolize in music, film, and poetry, not to mention personally throughout our lives. We live for it. Some have died for it. In the song, “Oh Love,” Brad Paisley and Carrie Underwood sang, “You’re the simple truth. And you’re the biggest mystery.” Up until recently, that it was. Happily, however, love is no longer a mystery, and we’re learning more about it every day.

For centuries philosophers, psychiatrists, and way too many lay people scratched their heads, made assumptions, and spouted theories about this phenomenon. Linguists, every bit as befuddled as the rest of them, wound up giving it a then-meaningless, cop-out name: “Chemistry.” Little did they know how right they were!

Perhaps the wordsmiths were inspired by Aldous Huxley, who, in the early 1900s, wrote, “In one way or another, all our experiences are chemically conditioned.”¹³ In his day, thanks to visual tools like the telescope, scientists could explore outer space. But the astronomically closer inner space, the brain, was beyond the reach of the best of them. How ironic. They had the equipment to view planets light years away but not the tools to travel a few centimeters in

the other direction. Today, however, extraordinary instruments like *f* MRI, CT, PET scanners, and a few other brain-imaging devices with mysterious acronyms permit cognitive neuroscientists to examine precisely what's going on in that wrinkly gray tofu between your ears.

The relatively new field of Cognitive Science—defined as the interdisciplinary study of the mind embracing philosophy, psychology, neuroscience, linguistics, and anthropology—is making phenomenal progress in putting pieces of the puzzle together. Although there are still unanswered questions—as there always will be in life—scientists have uncovered the influences that generate the electrochemical activity in your brain, making you feel that magical chemical Spark with someone. They have also discovered how identical chemicals can influence a male brain and a female brain and nervous system in very different ways.¹⁴ Thus, the ways to Spark romantic Chemistry in this book will be gender specific—*very* gender specific!

Many people stubbornly insist that igniting Chemistry and making it last are not possible. They are wrong. Making it last is indeed doable, but *only* if you understand what kind of Chemistry we're talking about and work within the context of the following:

1. Your neuroanatomy is constructed in a very different way from that of the other sex, almost as different as your bodies.
2. Your brain is saturated by dissimilar drugs that dictate how you think, feel, and act as well as what you respond to.¹⁵
3. Distinct evolutionary influences are working on males and females.¹⁶
4. Mother Nature has carved out diverse roles for you.¹⁷

5. As a relationship matures, it is natural and unavoidable that different chemicals flood your brain and body, affecting your emotions and desires.¹⁸

I will give you techniques called *Chemistry Sparkers* to generate these specific bonding chemicals that keep you and your partner together. And, to the extent it is possible, regenerate some of the earlier thrilling ones.

Skull and Crossbones

Although love is the most exquisite emotion known to man and woman since the beginning of time, a sinister face sometimes hides behind an alluring mask. We all know beauty can be deceiving. If you're unaware of what you're dealing with, love can destroy you. Some people feel a Spark with someone who treats them badly because it's a familiar dynamic from childhood. Other common fragilities and shared unhealthy pathology can create damaging needs. Sadly, some people replicate these detrimental and sometimes risky relationships over and over again.

You've seen the TV ads for antidepressants that show previously despondent people dancing with delight through meadows tossing daisies at each other. Unless you listen carefully, you don't hear the lightning-speed voiceover saying, "Side effects may include nausea, vomiting, internal hemorrhaging, epileptic seizures, respiratory arrest, coma, loss of hair, impotency, and, in rare cases, death. Ask your doctor if [this medication] is right for you."

Likewise, when feeling that Spark, everyone is deaf to that internal voice warning, "Side effects may include hyperactivity, loss of appetite, trembling, obsessive thinking, compulsive acts, and symptoms associated with mental illness."¹⁹ Ask yourself if [this particular person] is right for you."

Sometimes, when writing this book, I closed my laptop and gazed out the window, questioning whether I was writing a tutorial on how to create a bomb. The word *Chemistry*, in the sense we're using it, is indeed like a chemical weapon that, if you are not careful, can claim you as a victim. I hope you get more from this book than you thought you would. Like learning to tell which mushrooms are poisonous, I want you to realize when you should run from Chemistry with someone before it thrusts you into a rotten relationship.

Now the Good News

The other valuable lesson this book teaches is essential to your long-term happiness. Mother Nature makes the type of Chemistry between lovers change over time. Even in the best of relationships, it will. Don't let the books that tell you you'll want to jump each other's bones until you are eighty fool you. You can, however, create bonding chemicals that make love stay longer and generate delicious tides of sex more often. Unbeknownst to most people, these chemicals that replace the early hot ones are far more precious and essential to a fulfilling life than the sizzling kind. They are definitely not household names like *testosterone* and *estrogen*, and they are relatively unknown by people outside science-related fields; however, they are the essence of long-lasting happy relationships.

For the moment please use your new knowledge on how to create the more sizzling hot Chemistry that we'll talk about in the first sections wisely. Despite the overwhelming lust that you are absolutely sure is true love, slow down. Love can be as fragile and fleeting as an ice formation on the petal of a rose, or it can be as strong and enduring as an oak in the Petrified Forest.

Usually, if you are very young, it's more like the former. It has nothing to do with intelligence. You could be as

smart as Albert Einstein, Steven Hawking, and Lisa Simpson all rolled into one, but no matter how brilliant you are, your neural connections are not fully developed until about age twenty-five.²⁰ In other words, you won't be able to make the wisest decision about a partner until then. However, the love and passion chemicals gushing through your brain can blind you to reality at any age. That's part of Mother Nature's plan, which we'll discuss shortly. I pray this book will help you avoid the pattern of perceived love with the wrong person, marriage, disillusionment, divorce, and the tragedy of children left behind.

A Few Important Housekeeping Notes (Don't Skip These!)

Staring at the blank computer screen with my anxious fingers hovering above the keyboard, I had to make a few choices before tapping the first key. Here's what the Ouija Board decided.

Gender Grammar

Ah, the scourge of the English language, gender-specific pronouns! There was a day when the masculine "he," "his," and "him" graced most prose when referring to a nonspecific gender. Thankfully we are now an equal-opportunity pronoun language.

In the history of the world, however, there has never been progress without problems. The phrases "he or she" and "his or her" are unbearably clunky. Writer's Commandment Number One is "Thou shalt avoid clunkiness at all costs." So when a sentence is not gender specific, I will sometimes alternate "he" or "she" in the same paragraph. After much soul searching, I chose minor