

Reward Pathway Stores Memory/Mesolimbic Pathway

Mesolimbic has to do with memory. Why is that important? So, this one right here, has to do with memory. What do you think? And so, if I know that going to this corner store, I could get a six-pack of whatever my favorite alcoholic beverage is, cheap. And I'm going to feel that rush of alcohol hitting my lips. There's a memory that is now stored that's associated with that system, with that track. It's the same thing. Remember, I was talking about motivational cues. Maybe you associate a \$20 bill with rolling it up and snorting cocaine. That's part of what's going on right here. So, the Mesolimbic System hits your reward center, but it also is then going to store that in your memory. That's why what we do matters. Because if you have stored a memory that that \$20 bill equals cocaine and reward, you're going to have to rewire that.