

Happiness and Ice cream

What positive psychology tells us about ice cream and happiness...

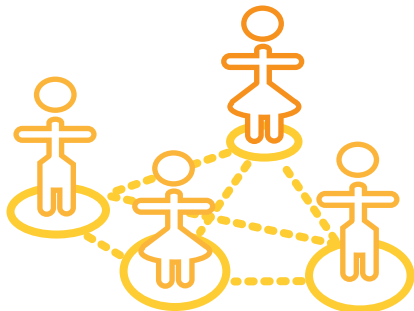
Happiness

Positive Psychology is the Science of **HAPPINESS**



Connected • **Control** • **Competent**
Feeling in control, competent and connected to others creates sustained happiness

Your friendship network matters



Being linked to happy people makes you happy



Experiences are an important source of happiness

Gifting and gratitude make you happy



There are two routes to **HAPPINESS**: - Pleasure & Meaning



Cold treats are especially pleasurable



Eating ice cream is a tasty pleasure



Savouring your ice cream enhances your pleasure from the experience



Ice cream brings back happy childhood memories



DISCLAIMER: Must be checked and approved by local nutrition, legal and regulatory colleagues taking into account the local external environment such as regulations, commitments etc.



References

Positive Psychology is the Science of Happiness.

I don't think this needs a reference, however:

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