**Psychology of Scarcity**

Scarcity focuses the mind automatically and powerfully on **immediate** needs and challenges7,8

**Cognitive Capacity (“Mental Bandwidth”)**



**Scarcity & Chronic Stress**

**Long-term** activation of the stress-response system can disrupt almost all of the body’s processes and increase the risk for numerous health problems3

**Allostatic Overload**

“…the cumulative biological burden exacted on the body through daily adaptation to physical and emotional **stress**”5

Allostatic overload can increase risk for:

* Depression
* Cognitive impairment
* Inflammatory and autoimmune disorders
* Coronary vascular disease
* **Obesity**
* Diabetes5



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