



Oxytocin: While Oxytocin certainly lives up to its reputation as the “Love Hormone,” it also has broader applications like weight management and performance enhancement.

Oxytocin levels reach extreme levels during childbirth and breastfeeding; however, they have also been found to be elevated during sexual arousal, skin-to-skin contact, and orgasm. Due to this, research has been conducted and shown that exogenous administration of Oxytocin can improve libido, orgasm intensity and frequency as well as sexual pleasure.

For weight management, oxytocin administration has been shown to decrease overall weight through reduced caloric consumption in both animal and human models. Data suggests this is done by modulating the activation of hedonic food motivation pathways. The ventral tegmental area (VTA) is one part of this pathway and the origin of dopaminergic bodies. The VTA also has oxytocin receptors, and it is believed that saturating these receptors with exogenous oxytocin administration is what leads to the downstream effect of decreased food desire.

Lastly, a study has shown that oxytocin may provide benefits in team and personal performance. It showed a direct link between oxytocin, prosocial behavior and social emotions, all of which are key to team performance.

Oxytocin can greatly increase one’s ability to trust, empathy, overall team cohesion, and more. While more research needs to be done on this topic, initial results seem very promising that all corporate and athletic teams, and any relationship that would require improved trust, could benefit from more Oxytocin.

