

**Question:**

**Where are euphoric cravings housed in the brain?**

**Answer:**

Short answer: basically, the root of cravings lies in the brain's rewards system. A network of neurons activate reward seeking behaviors. Just the mere sight of the desired drug or even being in the **environment** will activate the desire for Illicit drugs. **Stimulation of this pleasure circuit** can induce greater feelings of pleasure than natural functions.

I recommend reading

**Harvey B. Milkman & Stanley G. Sunderwirth. *Craving for Ecstasy*, Sage Pub.2010. Behavioral Excess and the Brain. P. 22  
**Psychiatric Drugs: Hazards to The Brain. New York: Springer 1983****