

REFUSE THE FADE



“STOP ACCEPTING THE LIE THAT PASSION
FADES. STOP OBEYING THE VOICE THAT
SAYS YOU'RE SUPPOSED TO GROW OUT
OF THIS. STOP PLANNING FOR HIM TO
MAGICALLY REMEMBER HOW TO MAKE YOU
FEEL ALIVE AND IN LOVE AGAIN.”

Remember the first time he did something completely ridiculous to make you smile and even giggle?

Not the smooth move. Not the calculated gesture. The goofy one.

The one where he looked a little (okay, a lot) foolish and didn't care because making you laugh mattered more to him than anything - especially looking cool.

Remember how that feeling sizzled inside you? That full-body flutter? The warmth? The electricity? The way you couldn't stop grinning like an idiot? And how you certainly didn't want it to stop?

The way 'time' did that strange thing where an hour felt like ten minutes and you didn't want it to end?

Remember how buoyant and elated you felt, hopped-up on happiness and hungry for more?

If that's you, then think about this:

When did you stop feeling
that way?

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When did his touch become routine rather than thrilling?
When did you stop lighting up when he walked into the
room? When did "I love you" turn into something you said
instead of something you felt?
And here's the question that matters more:

Why did you accept the replacement?

Was it perhaps because someone told you that's just
what happens? That the butterflies are "infatuation" and
real love is... what? Comfortable? Predictable? Calm?
Temporary?

Well, we don't buy it.

The fade is not inevitable – it's learned. Long before it's accepted. You've been conditioned to believe passion has an expiration date. That foolishness is a phase. That respectable grown-ups don't need to feel that way anymore.

Should NOT feel that way anymore.

But here's what nobody helps you with: *You don't have to fight the fade. You just have to stop feeding it.*

What if the answer isn't resisting what pulls you apart, but surrendering completely to what you actually want?

Without complication? Without external pressures?

What if instead of battling obstacles or fixing what's "broken," you simply relax and feed your natural hunger for that aliveness and how happy it makes you? Ideally, until there's no space left for anything else in your relationship?

Wouldn't that be fun?

More importantly, what if you could see the fade coming before it takes hold? What if you knew exactly what to watch for in advance? Including that sneaky way biology and culture try to convince you to forfeit those feelings? That's what this piece is about. Prevention and recovery. Consciousness and desire. Feeding what you need and love, so naturally and completely, it's as if nothing else can survive in your universe.

We're going to show you exactly how to accomplish that. But first, let's examine the two forces that have been working against you since the beginning – and why neither of them has to prevail if your desire for love and happiness is eagerly (passionately?) pursued.



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THE TWO FORCES (Your Competition)

There are two regrettable reasons why the silliness stops. And they both suck. This is why the heat dies down, the aliveness drains away, and the magic disappears.

One is purely biological. You can't help it. The other is cultural, and you can DEFINITELY help it, once you want to. And both have been – or will be soon – running your love life on autopilot if you're not paying attention to their infiltration into your relationship.

Reverse the fallout from the accident (not YOU!), and you create the natural solution.

Mother Nature's 20%

Your beautiful body gave you a gift in the beginning. So, that obsessive, can't-stop-thinking-about-him, butterflies-in-your-stomach intensity?

That was a neurochemical cocktail – dopamine, norepinephrine, oxytocin – designed to get you hooked on each other. Fast and furious!

It made everything feel hot and horny. It made his smallest gesture feel monumental. **It made you need to be near him.**

Yes, it also made you think of procreating with him.

Mother Nature's Rules, not ours.

And then, somewhere between 12 and 18 months in (there's science for this part), your brain chemistry shifts.

The dopamine levels out. That irresistible intensity dials down into something steadier, quieter. This isn't a bug – it's biology doing exactly what it's designed to do. That early lust is metabolically expensive. You can't maintain it forever and still function in the world.

So, in plain view and right behind your back, Mother Nature fucks you up. She transitions you from chemistry (the addictive high) to attachment (the calmer bond that's supposed to sustain long-term partnership and cooperation).

Why?



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Evolution, baby. To keep you together. So you'll attend to your possible procreation.

This reconstitution is real, and it's hardwired. But it is absolutely not compulsory.

Because here's what's critical: The neurochemical repositioning you can't stop doesn't automatically signal the death of passion between the two of you. It just means the reflexive intensity isn't free to explore anymore.

Early on, biology handed it to you. Now? You have to choose it. Actively. Consciously. Eagerly, and enthusiastically. And, um, why not? 😊

Again, Mother Nature herself creates a disappointing vulnerability – a cooling-off period – that requires intentional compensation if you want to keep your arms and legs around it. That's her 20% contribution to your dilemma.

Nor is she a villain in your story. She can't help herself. She just stops doing the original work for you. While we have a better and more creative idea for the use of your passion and love. Stay tuned.

But first, here's more shit to shovel.

Culture's 80%

The world you live in doesn't just purposefully fail to support sustained obsession, it actively works against it. You've been conditioned, from a thousand different angles and over many years, to believe the fade is not only inevitable but correct.

Mature. Realistic. Grown-up. Acceptable.

A quick and handy excuse to explain the deflation of your original inflation.

All because the manufactured trainwreck we call modern western life has been deliberately hacked and hijacked to keep you focused on compliance, obedience, and approval – over love, fun and happiness.

How fucked-up is that? But it's real, so let's figure out how to maneuver around it.

WHAT HAPPENS (EVEN TO THE BEST OF US)

So while nature cools the automatic chemistry, culture drains what's left of your resources. And here's what unfolds, even in relationships that start with real fire: You stop 'seeing' each other. Familiarity breeds a kind of blindness. You're not looking at him anymore—you're looking at your mental code for him. And possibly, to some extent, as you grow closer you also grow more self-protective. You know what he's going to say, how he'll react, what he likes. The mystery evaporates as your safety solidifies.

But without mystery, there's no curiosity. Without curiosity, there's no desire. And that's when culture, purposely, wins.

Obligations colonize your energy. Work. Bills. Errands. Family. The endless noise of a life designed to keep you busy. The time and attention you used to give each other? They bleed away and leach into everything else first. What's left over, if anything, is what the relationship gets. And culture wins again.

Comfort replaces connection. You coexist. You're pleasant. You function well as a team. But actual engagement – the kind where you're fully present, playful, connected and alive within and around each other? That disappears. You mistake the absence of conflict for the presence of love. And culture wins again.

You stop courting. The playful risk-taking that created attraction in the first place? Retired. He stops doing the kooky romantic gestures you used to adore, because they feel performative now. You stop lighting up in response because it feels like effort. Both of you waiting for the other to initiate what neither of you believes in anymore. And culture wins. Again. And again.

The Inner Critic takes over. The voice in your head that says, "Don't be needy. Don't ask for too much. You're too old for this. He'll think you're clingy. This is what mature love looks like." That voice isn't wisdom, it's the internalization of every message culture ever gave you about settling. And culture wins.

Because the fade happens.

Not because love died, but because together you both – mostly accidentally – stopped feeding it.

A POSSIBLE REFRAME: YOU DON'T FIGHT IT, YOU FEED WHAT YOU KNOW YOU STILL LOVE

Here's where everything transforms.

Most 'reputable' advice tells you to fight the fade! Work on communication. Tackle the problems. Address the obstacles. Resist the decline. And here's a List of Ten Ways to do that.

But what if the answer isn't fighting or lists at all?

What if the solution is magical, instead: *Just feed your normal, ordinary, human desire for happiness, and let love (as one of your favorite sources of it) fill in the blanks?*

And we don't mean happiness as some distant goal to strive for. Rather, happiness as something you may have – again, accidentally – forgotten to remember you love.

Your efforts to 'rekindle the kooky' might just be the lighthouse in the darkness, indicating with great clarity what's happening to you both. Giving you pause to reflect on whether that's a collision you want to avoid or not.

You don't need to battle biology. You don't need to dismantle culture. You don't need to fix what's broken or overcome what's hard. Happiness doesn't respond well to instructions.

Nope. It's much simpler than that, and much more fun. You begin by working on the greatest question of them all:

How
Bad
Do You Want To
Feel?
Good?

Stay with that question, and let the solutions all come to you.

And here's what we think you'll discover: that if your 'bad' isn't bad enough, it's likely because you're in your own way – in the way of your most powerful desire – so the answers are all inside you.

Which means every improvement you make in your 'bad' will move you incrementally (and happily) closer to the feeling you still want.

Which for the purposes of this exercise might just be, more HAPPINESS – by way of more fun, in your relationship.

THE CLOSE: REFUSE

You are entitled to stop accepting the lie that passion fades. You can stop obeying the voice that says you're supposed to grow out of it. Maybe even stop waiting for him to magically remember how to make you feel alive. And just show him.

By asking for what you're still pretty sure you both want: **You want to feel the way you felt in the beginning.** And you know there's nothing logical standing in the way of it. In the way of what you love.

Play together, at improving your awareness, of what's happening to you. From there start rebalancing away from it, and towards more of what you'd crave if you still could. Feed the fun. Make higher-quality choices about, literally, how you want to feel. Different choices. Better ones. More aligned with what YOU require – what you BOTH desire, if you can get him to see what you see – and not what's wanted FOR you.

Or as we like to say, “WANT to feel good better than you currently do.”

Lead with your passion for your simplest yearning of all. Happiness.

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