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“Brain Rot” May Be Visible on MRI: Physician Launches Digital Toxicity Awareness Day on August 2, 2026

First Annual Digital Toxicity Awareness Day calls attention to the biological effects of excessive digital exposure on the brain, sleep, attention, and mental health.

CHICAGO, IL — July 9, 2026 — A new public health awareness initiative, **Digital Toxicity Awareness Day**, will launch on **August 2, 2026**, to confront one of the most urgent health challenges of modern life: the biological impact of excessive digital exposure.

Founded by **Eugene Lipov, MD**, a physician, researcher, and psychobiologist, the initiative is designed to educate the public about how chronic smartphone use, social media overstimulation, doomscrolling, constant notifications, and screen-driven sleep disruption may affect the brain and nervous system.

“This is not just about distraction,” said Dr. Lipov. “MRI studies have reported lower gray matter volume and altered brain activity in excessive smartphone users. In plain English, digital toxicity may be visible on brain imaging. The damage is not just psychological — it may be biological.”

Recent MRI-based research has linked problematic smartphone use with measurable structural and functional brain differences in regions involved in attention, reward processing, impulse control, emotional regulation, and addictive behavior. These findings raise urgent questions about how chronic digital exposure may affect sleep, learning, mood, mental health, and the developing brain.

Digital Toxicity Awareness Day comes shortly after the planned **July 24, 2026** release of Dr. Lipov’s forthcoming book, **Digital Brain Rot**, (<https://digitalbrainrot.com>) which examines smartphone overuse, dopamine reward loops, sleep disruption, stress physiology, and compulsive digital behavior.

“Brain rot is not just a slang term,” Dr. Lipov said. “It is a warning label. The modern brain is being exposed to a level of stimulation, interruption, novelty, and emotional triggering that it was never designed to handle.”

Dr. Lipov has appeared on **FOX News DC three times in 2026** to discuss related topics, including **memetic disease, dopamine addiction, and phone bricking** as a strategy to reduce compulsive smartphone use.

The first annual Digital Toxicity Awareness Day will include a **free public YouTube Live event on August 2, 2026, at 12:00 PM Central Time**. The event will explain the science behind digital toxicity and what individuals, families, clinicians, educators, and policymakers can do to reduce digital overload.

Digital Toxicity Awareness Day is built around a simple message:

The science is clear.

The damage is measurable.

It is time we gave it a date.

The campaign focuses on three core goals:

Awareness — Name digital toxicity as a real biological and public health concern.

Education — Explain how excessive digital exposure may affect sleep, attention, dopamine reward loops, emotional regulation, gray matter volume, stress biology, and mental health.

Action — Help people reduce harmful digital exposure and reclaim attention, sleep, real-life connection, and mental health.

Members of the public can join the movement, receive event reminders, and access future resources at:

www.digitaltoxicityawareness.com

A press graphic is available showing the campaign's central message: **“Brain Rot May Be Visible on MRI.”**

About Digital Toxicity Awareness Day

Digital Toxicity Awareness Day is a public health awareness initiative created to educate the public about the biological effects of excessive digital exposure, smartphone overuse, social media overstimulation, sleep disruption, and compulsive screen behavior. Its mission is to make **August 2** an annual global awareness day focused on recognizing, understanding, and reducing digital toxicity.

About Digital Brain Rot

Digital Brain Rot is Dr. Eugene Lipov's forthcoming book examining the biological effects of modern digital life, including compulsive smartphone use, doomscrolling, sleep disruption, dopamine reward loops, attention fragmentation, emotional overstimulation, and the broader public health consequences of digital toxicity. The book is scheduled for release on **July 24, 2026**.

About Eugene Lipov, MD

Eugene Lipov, MD, is a physician, researcher, and psychobiologist with more than 30 years of work at the intersection of neuroscience, trauma, pain, and the autonomic nervous system. He pioneered the use of stellate ganglion block for PTSD and has dedicated his career to making invisible biological conditions visible.

Media Contact

Digital Toxicity Awareness Initiative

Eugene Lipov, MD

Website: www.digitaltoxicityawareness.com

Email: elipovmd@aol.com