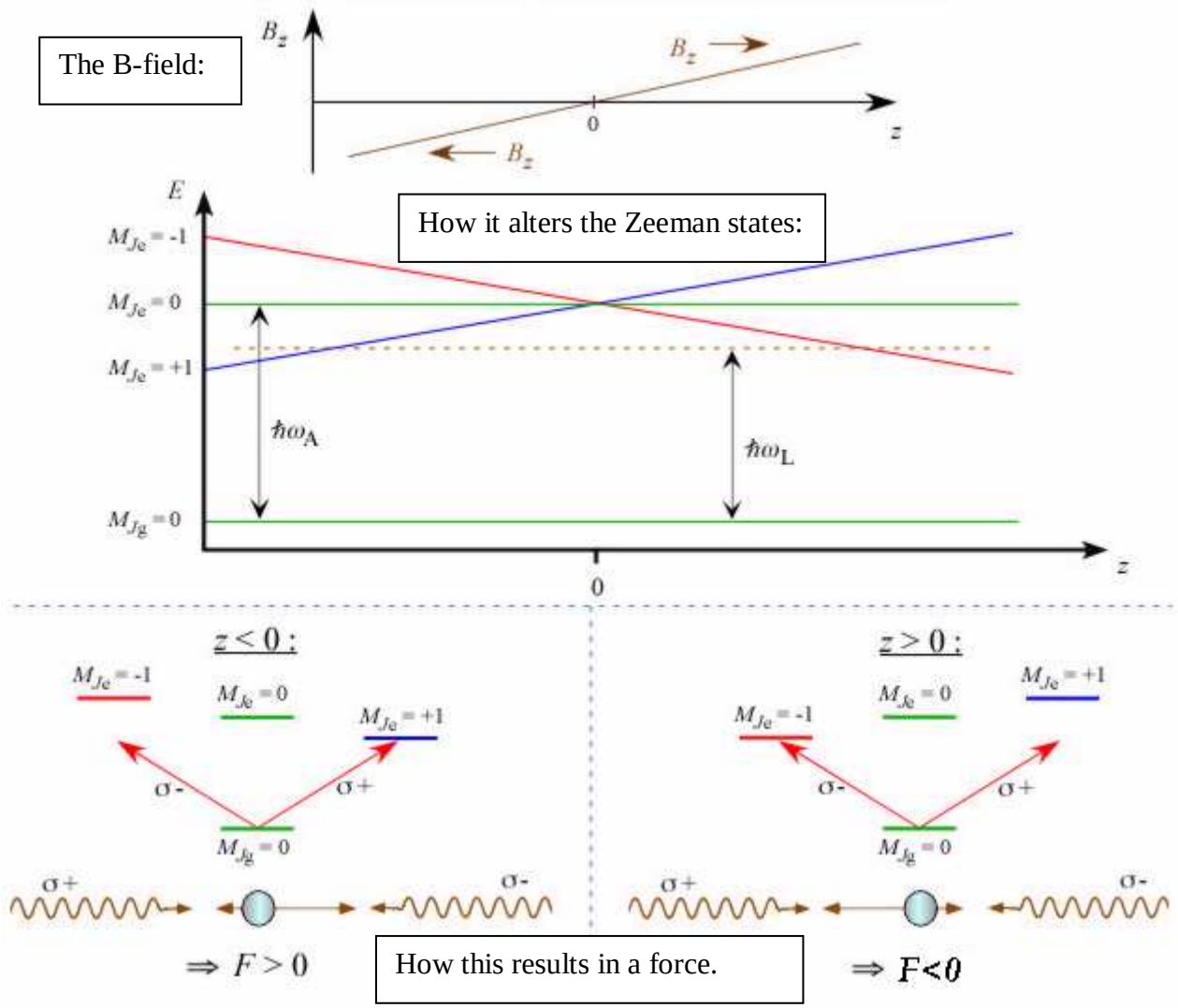
MOT:

Our one electron model hydrogen like atom is in a MOT, subjected to a linearly inhomogeneous magnetic field giving three Zeeman components to the transition $J_g = 0 \Rightarrow J_e=1$ each excited by the three σ^+/σ^- polarizations, and which frequencies tune with the field. When B>0 the excited state $M_{Je}=+1$ is shifted up and $M_{Je}=-1$ is shifted down.



So, the atom reacts with the σ^- beam and is pushed towards z=0. The same reasoning leads to forces towards the centre in all beam directions, in fact in all directions.