



What the Alcohol Industry Doesn't Want You to Know!

- Alcohol is more addictive than heroin or cocaine.
- Alcohol kills twice the amount of people as all prescription and illegal drugs combined.
- Alcohol addiction occurs because of the substance itself, NOT because they are weak, broken, or have an “addictive personality.”
- The term “alcoholic” is NOT used by the medical community. The correct term is Alcohol Use Disorder - and it can be mild, medium or severe.
- Most problem drinkers are NOT addicted physically, (It’s an emotional attachment.) It’s a good idea to be honest with your doctor since there are safe ways to medically detox and alcohol can complicate medical conditions. This could be life-saving when dealing with a medical emergency.
- Alcohol use significantly increases cancer risk.
- Most rehab centers have repeat customers and my personal belief is that they like it that way - it’s about the money.
- There’s NO SUCH thing as “drinking responsibly.” If you drink enough frequently, you will become addicted.
- If you’re concerned about the amount you’re drinking, you don’t have to feel ashamed or blame yourself. It’s the way body chemistry works, the alcohol has hijacked your brain.
- The most effective way to stop over drinking is through education about the substance itself and shifting the beliefs society and advertising have ingrained in most people. It’s NOT effective to quit cold turkey! (Plus, it’s a LOT harder.)
- You don’t have to be afraid to socialize with your friends. I don’t miss drinking at all and am NOT anxious around people who are drinking.
- All those commercials showing people relaxing and having fun with alcohol don’t show the whole picture, just the first 20 minutes or so of the first drink.
- Moderation is possible but hard. Willpower is a finite resource and decision fatigue easily sets in.
- Alcohol really doesn’t relieve stress, except in the very short term. People usually feel worse later, and the problem is still there!
- The human body adapts to alcohol over time and you need more and more to get the initial good feeling.
- It’s impossible to selectively numb. Alcohol numbs both the bad and the good feelings, so you no longer feel pleasure from the good things you used to feel joy from.
- Alcohol increases the stress hormone cortisol as the Blood Alcohol Content begins to fall. This is why you want another drink after 20 to 30 minutes.

- Alcohol interrupts the sleep cycle so you don't sleep as well through the night.
- Alcohol free beverages and mocktails can really taste good and don't have to add calories (most of the time).
- It's a part of the process of being conflicted about wanting to drink and wanting to quit at the same time. This is the most emotionally painful part of the journey.

Are you, or is someone you know, ready for change? I've been alcohol Free for over 2 years after struggling for so long. You can be too. It feels great to be on the other side of the struggle, and I want to make it easier for you to join me. Feel free to schedule a call just to chat more about how you can find relief.

Resources are available upon request.