



**8**

**BENEFITS**

**OF  
MODERATE  
DRINKING**



# 01

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## BETTER SLEEP

You might think that one or more drinks at bedtime would help you sleep. It's true that alcohol usually helps you fall asleep and stay asleep for the first few hours, but it actually disturbs sleep patterns: it can cause wakefulness during the night, and sometimes makes you wake up early in the morning, unable to go back to sleep. Not to mention that alcohol relaxes the muscles of the respiratory tract, making you more likely to snore!

Get more information here: [Alcohol and Sleep](#).

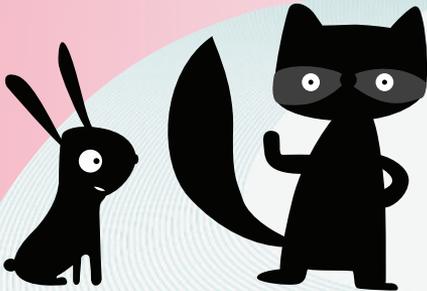
# 02

## NO MORE — HANGOVERS

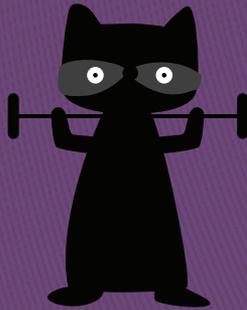
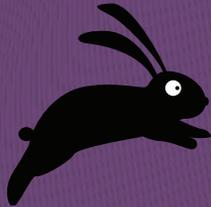
How sweet it is to wake up without a headache or a hangover! Drinking too much affects almost every part of the body, and the organs “under attack” have to defend themselves. While reactions and their severity vary from one person to the next, sticking to the recommended drinking guidelines and limiting your intake of artificially sweetened alcoholic beverages definitely minimizes the adverse effects.

Get more information here:

*[Alcohol hangover.](#)*



# 03



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## IMPROVED FITNESS

In Quebec, as is common around the world, nearly all sports are sponsored by alcoholic beverage companies, but that doesn't mean that alcohol and sports go well together. In fact, it's better when they keep their distance from each other. Alcohol is no help either in preparing for or recovering from physical activity. The fact is, drinking alcohol before or during sports reduces your endurance and may increase your risk of injury. And drinking right after working out or engaging in sports prevents the body from recovering properly because alcohol affects various metabolic processes and overall well-being.

So wait until well after you're done to have a drink.

Get more information here: [\*Alcohol and Physical Activity.\*](#)



# 04

## BETTER WEIGHT MANAGEMENT

All alcoholic beverages are made either by fermenting natural sugars from fruits or grains or by distilling those fermented beverages. Whether you're drinking wine (95-225 calories per serving) or beer (90-220 calories per serving), be aware that there are about 7 calories per gram of alcohol, and then you have to consider any added sugar or fruit juice. What's more, alcohol slows the elimination of fat, since the calories from alcohol are burned very quickly – before the calories from fat. Drinking thus promotes the accumulation of fat, mainly belly fat, which is common among heavy drinkers. So sticking to the recommended drinking guidelines will help you keep your weight under control!

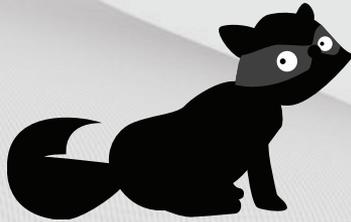
Get more information here: [\*Low-risk Drinking: 2-3-4-0.\*](#)

# 05

## MORE DESIGNATED DRIVER OPTIONS



In Quebec, moderation is a well-established and socially accepted cultural value. Impaired driving is on the decline, particularly thanks to the increasing use of designated drivers. However, the same person often gets to be the designated driver, over and over. Wouldn't it be nice to have other options? If everyone sticks to the recommended drinking guidelines, then everyone can manage their blood alcohol level better, and more people can serve as designated drivers.



06

## QUALITY — INSTEAD OF QUANTITY

You may have heard the expression, “The more you drink, the less you taste.”

And it’s true. Excessive drinking has a direct impact on your physical and mental capacity to taste and appreciate what you’re drinking. It also has an impact on your wallet. When you stick to the recommended drinking guidelines, you can afford to drink better products and prioritize quality over quantity.





07

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## IMPROVED CONCENTRATION



If you exceed the recommended drinking guidelines, you risk experiencing a gradual decline in attentiveness, concentration and judgment, which may extend into the next day. This is one of the characteristic effects of excessive drinking, even when it is occasional. Regular heavy drinking can have an even more significant impact on cognitive abilities and, in combination with other associated factors, it can affect concentration in an ongoing way. Sticking to the recommended drinking guidelines helps you focus on what you're doing.



08

## INCREASED PATIENCE

In small quantities, alcohol may make you feel happy, confident and relaxed. But in excessive quantities, it is more likely to make you feel sad, depressed, irritable and impatient. Everyone reacts differently to alcohol, and in some people, it can bring out certain negative traits, making them a lot less patient with friends, co-workers and anyone else around them. Sticking to the low-risk drinking guidelines limits these unpleasant behavioural effects: when you're in a better mood, the general atmosphere tends to improve, too.



STANDARD DRINK

**2-3-4-0**

NUMBER  
OF DRINKS



BLOOD ALCOHOL  
CALCULATOR



CALCOHOLATOR



ATERNALCOOL

For more information or to read  
the publications mentioned in this brochure,  
please visit [educalcool.qc.ca](http://educalcool.qc.ca).

**Éduc**  **alcool**

Moderation is always in good taste.