

SOBRIETY BY *Choice*:

Why So Many Are Choosing to Put Down the Bottle for Good

Month-long sobriety streaks like Dry January and Sober October have been all the rage in recent years. Now, however, lots of people—even folks who have a totally healthy relationship with alcohol—are choosing to take a lengthier hiatus from booze: one that lasts indefinitely.

Find out what happens to your body when you stop consuming alcohol completely, and why the benefits are making so many rethink their casual usage of this socially-acceptable drug.

2 Weeks Sober

- Your stomach lining heals from alcohol-induced inflammation, quelling acid reflux and improving digestion.
- Your skin takes on a more youthful appearance as your collagen levels climb toward their natural state.
- You find yourself waking up with more energy as your sleep quality improves.

2 Months Sober

- Your skin health, digestive system and sleep quality all continue to improve.
- Your liver function undergoes a big boost, aiding your body in detoxification and general function.
- Statistically speaking, your chance of remaining sober for the next six months increases significantly.

1 Year Sober

- You've reduced your risk of developing over nine different types of cancer including liver, oral, stomach and breast.
- You've potentially resolved various skin conditions like eczema, hives and dark circles under the eyes.
- Depending on your previous level of dependency, you've experienced better vision, lowered your blood pressure and vastly improved your mental health.

Note: If you're a moderate to serious drinker, consult with a medical professional before any attempt to abruptly cut alcohol from your life. For heavily dependent drinkers, quitting booze cold turkey can cause fatal side-effects.

Did You Know?

Alcohol is the number one cause of preventable deaths on the planet. Worldwide, it kills over 3 million people a year. That number—alongside the number of alcohol use disorders in general—rose sharply during the COVID-19 pandemic lockdown.