

## IMAGE IS EVERYTHING

If you were to go on the information provided by TV commercials and advertisements in magazines, you would assume that flavor infused alcohol is quite a glamorous, enjoyable, and high-class product. In a blatant attempt to portray their drinks as the life of the party, vodka, rum, and other alcohol manufacturers show hundreds of young people having a great time while drinking their products...and then the commercial ends. Do these advertisements present an accurate picture?

If alcohol companies were forced to show a statistically correct view of the full effect their products have, you would see something very different on TV. In fact, you probably would not want to watch the commercials at all because they would be full of driving accidents, severe health problems, destructive hangovers, damaged relationships, and arrests at those parties.



**It might taste better going down, but in the end it will have the same devastating effects on your body.**

That's all beside the long-term effects: Broken families, lost employment, failure to finish school, and innocent people injured by alcoholics that got their start by binge drinking.

## WHAT IS FLAVOR INFUSED ALCOHOL?

Why is this particular version of alcohol so dangerous? All alcoholic beverages are potentially addictive and impair the mind's ability to function normally, but flavored drinks have an additional feature, which is pretty obvious: They taste good! One deterrent to drinking has been the harsh taste of liquor. Manufacturers have developed a way to counter that issue by adding popular flavors to high-octane liquors like vodka and rum. A beverage that tastes like a slice of cake or a glass of fruit punch can mislead drinkers who are not as familiar with high-octane liquors. The effects of a high alcohol beverage are more dangerous, and because they taste so good, individuals consume more of it at faster rates.

There is a staggering variety of flavors that you'll find masking the danger of alcohol. Fruit and candy flavors are the most common, but there is also an unusual flavor to match every potential drinker's taste. Vodka makers even recently tried to grab attention by releasing a bacon-flavored version.

## RESOURCES

Centers for Disease Control

[cdc.gov/alcohol](https://www.cdc.gov/alcohol)

Substance Abuse and Mental Health Services Administration

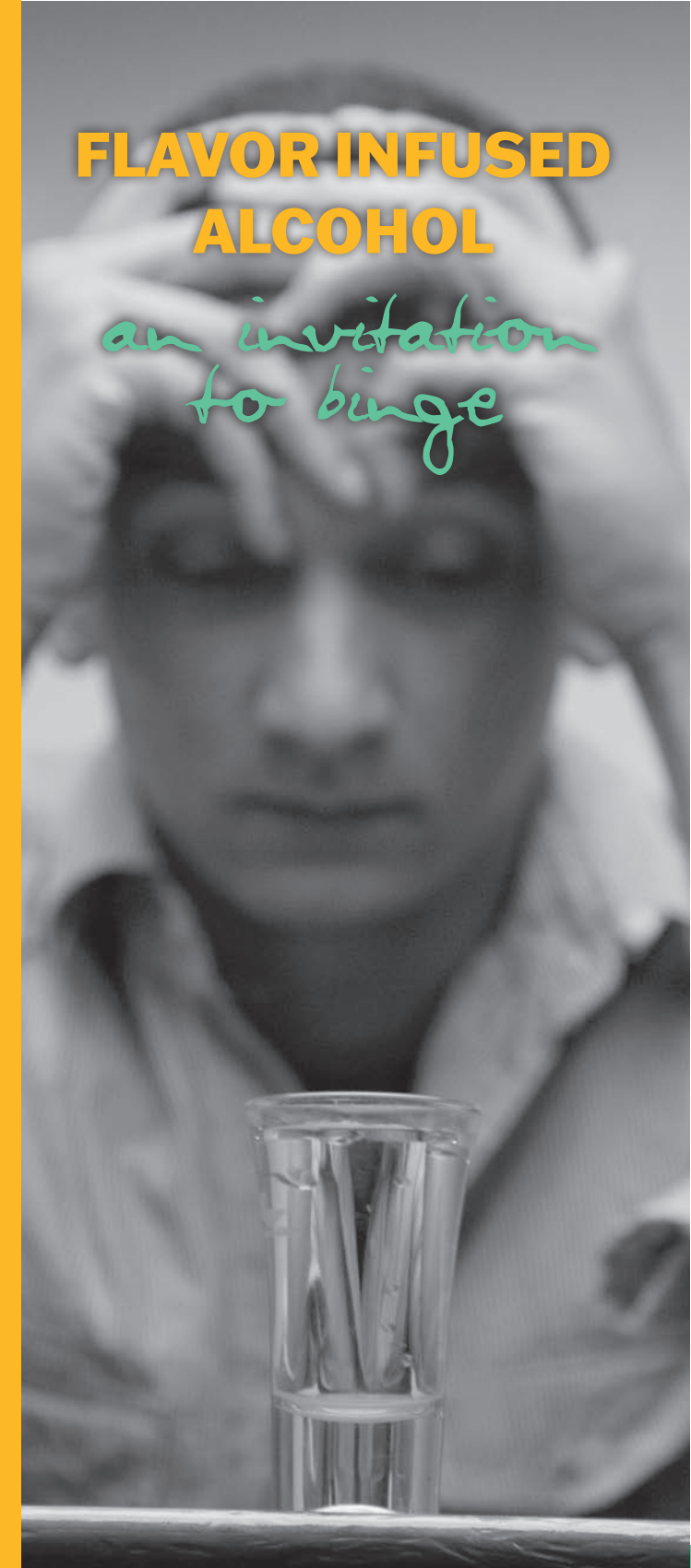
[samhsa.gov/find-help/atod/alcohol](https://www.samhsa.gov/find-help/atod/alcohol)

**in the know**

© 2024 Prevention & Treatment Resource Press, LLC  
www.PTRPress.com • 877-329-0570 • product #PB-DA222  
This pamphlet may not be copied.

## FLAVOR INFUSED ALCOHOL

*an invitation to binge*



## ETHANOL'S EFFECTS

Just as a reminder, here are some of the things that ethanol (the technical term for the type of alcohol that we find in alcoholic beverages) does to your body and mind:

- Dulls your reaction and sensitivity to outside influences
- Impairs your judgement by giving you a false sense of well-being and removing inhibitions
- Increases strain on the heart by raising blood pressure
- Carries a very high risk of addiction
- Puts extreme strain on the liver and kidneys, which must work overtime to filter out toxic substances



## ADDICTION

Alcohol is an addictive drug. If it seems like a dirty trick for alcohol manufacturers to pair pleasant flavors with the poisonous effects of alcohol, that's because it is. But in some ways, you can't really blame them; the more tempting their products are to young people, the better chance they have of locking in customers for life. Young people are prone to addiction already, and by presenting a wide array of interesting and exciting flavors, alcohol producers greatly increase their chances of getting them hooked. Eventually, you will get so addicted to the alcohol and its effects that you won't care about its taste any more.

## BINGE DRINKING

Binge drinking is the activity that most flavored alcohol advertisements subtly encourage. Alcohol ads help show the definition of binge drinking: having multiple drinks at once in order to experience the mind-altering effects of the ethanol. It's not as pleasant as it looks on TV.

While a person is intoxicated, they are not in control of their mind or body. Imagine the danger when many people are in this state at once! Fights break out; people do things that they would normally absolutely refuse to do; and they try to do things (like drive a car) that they are unable to do safely while drunk.

The day following binge drinking is often filled with trying to clean up the mess. If all you end up

with is a splitting headache and a hangover that lasts all day, you are very lucky. There's a good chance that you also put lives in danger while you were drunk, including your own. Plenty of people sober up after their first binge drinking experience only to find that they're facing prosecution for damaging property, or injuring or even killing someone innocent while they were drunk.

## LONG TERM CONSEQUENCES

If you are under the age of 21, it is against the law for you to have even one drink, not to mention a drinking binge. Police and prosecutors understand the risks that people face when they act irresponsibly with alcohol, so they come down hard on those that are caught violating alcohol laws. It would be a shame to get suspended or expelled from school, have to pay heavy fines, attend treatment programs, and have a criminal record, all because of one night of fun.



## KEEP YOUR HEAD

Most people that get into trouble with binge drinking flavor infused alcohol didn't start out with a desire to risk their own lives and shorten the life span of their liver, kidneys, heart, and brain. It all starts with the assumption that everything the authorities have told you about alcohol is wrong. A flavored alcoholic drink doesn't look evil, and it even tastes good. So good, in fact, that you are likely to consume too much too quickly. That's the precise moment that your future is in the palm of your hand, and you can choose to either keep your head or trust the TV commercials you've seen. Keep in mind, though, that the companies that made that drink don't have any reason to look out for your health. They only want to create another addicted customer, and they don't care if that puts your life in danger.

**There's a good chance that you also put lives in danger while you were drunk, including your own.**

*risk of addiction*

*criminal record*

*devastating effects*