



### A DANGEROUS MIX

Powdered alcohol is causing a stir. This new form of alcohol is easy to overuse and abuse. Many health experts believe that it poses a major health threat, especially to young people.

Powdered alcohol is sold as an alternative for people who would like to have an alcoholic drink on the go, but without having to carry the weight of traditional liquid alcohol.

### WHAT IS POWDERED ALCOHOL?

Powdered alcohol is micro-encapsulated freeze-dried alcohol in a powdered form. It is sold in packets small enough to fit inside of a purse or pocket. It can be added to any non-alcoholic drink at any time, producing an instant, stiff, strong cocktail. Regardless of the form, alcohol is a drug that has many negative effects for those who abuse it.

### SMALL PACKAGE, BIG RISKS

Many experts believe that powdered alcohol should be banned from the market. The product's powdered form makes it easy for a person to consume highly dangerous amounts of the substance without realizing it. Powdered alcohol is packaged in single use pouches, but one could easily use in excess of the recommended amount.

Because powdered alcohol is a new form of alcohol that drinkers may be unfamiliar with, drinkers may not be able to judge how much they've had, which could lead to dangerous behaviors like driving under the influence.

### SWEET FLAVORS APPEAL TO TEENS

Powdered alcohol is marketed in a variety of sweet, candy-like flavors, making it appealing to young people. Powdered alcohol is available in flavors like rum, margarita, and cosmopolitan.

Underage drinkers are more prone to sweet alcoholic beverages than adults. 4Loko, a sweet malt beverage drink, was banned after many teens arrived in emergency rooms as the result of over-consuming the drink. Many of them may have over-consumed because the drink's sweetness prevented them from realizing the amount of alcohol which they had consumed.

**A small amount of powdered alcohol can transform as little as six ounces of water, juice, or soda into a powerful cocktail.**

### FOR MORE INFORMATION

Go to [www.intheknowzone.com](http://www.intheknowzone.com) for more information on substance abuse. Increase your knowledge using the information, statistics, images, and links. Test your understanding with a quick quiz.

**Don't stay in the dark.  
Get In the Know!**

**in the know**

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# POWDERED ALCOHOL

*a dangerous mix*







**Powdered alcohol poses an even greater danger to young people, who may not understand moderate drinking and are much more likely to binge drink.**

## NEW FORM, SAME UNHEALTHY EFFECTS

Powdered alcohol has all of the same effects on the body as traditional liquid alcohol. That's because powdered alcohol contains ethanol, the drug found in every alcoholic drink.

Ethanol disrupts the brain's communication pathways, leading to mood and behavior changes, making it harder to think clearly and coordinate body movement. Drinking alcohol has a negative effect on the body in many different ways, including:

**Liver** - Heavy drinking takes a toll on the liver, and can lead to a variety of problems and liver inflammations including:

- Steatosis, or fatty liver
- Alcoholic hepatitis
- Fibrosis
- Cirrhosis

**Pancreas** - Alcohol causes the pancreas to produce toxic substances that can eventually lead to pancreatitis, a dangerous inflammation and swelling of the blood vessels in the pancreas that prevents proper digestion.

**Heart** - Drinking can damage the heart, causing irregular heartbeat, stroke, and high blood pressure.

**Cancer** - Drinking too much alcohol can increase your risk of developing certain cancers, including cancers of the following areas:

- Mouth
- Esophagus
- Throat
- Liver
- Breast

**Immune System** - Drinking too much can weaken your immune system, making your body a much easier target for disease. Chronic drinkers are more liable to contract diseases like pneumonia and tuberculosis than people who do not drink too much. Drinking a lot on a single occasion slows your body's ability to ward off infections – even up to 24 hours after getting drunk.

## EVEN BIGGER DANGERS

Because of its powdered form, some people may be tempted to snort powdered alcohol.



Snorting powdered alcohol may damage a user's sinus and nasal passages. Snorting powdered alcohol is dangerous, increasing the speed of consumption, causing ethanol to reach person's brain much more rapidly, which may lead to alcohol poisoning and possibly death.

## ALCOHOL POISONING

Since powdered alcohol is highly concentrated, the risk of alcohol poisoning is increased. When a person consumes too much alcohol in a short period of time, they are in danger of getting alcohol poisoning. Alcohol poisoning affects breathing, heart rate, body temperature and gag reflex, potentially leading to coma and death.

Symptoms of alcohol poisoning include: confusion, vomiting, seizures, slow and irregular breathing, blue-tinged or pale skin, low body temperature, and unconsciousness.

A person suffering from alcohol poisoning needs immediate medical attention. If you suspect someone has alcohol poisoning, call 9-1-1 right away.

## ALCOHOLISM

Continued alcohol abuse can lead to alcohol dependence, or alcoholism. Alcoholics have a strong craving to drink and have difficulty stopping once they have started. Alcoholism is a disease that takes over your life and cannot be cured, but can be treated. Your best bet is to avoid alcohol altogether.



## UNDERAGE DRINKING? THINK TWICE!

Alcohol, whether powdered or in a bottle, is illegal for anyone under the age of 21. If you are caught using alcohol underage you may face tough penalties and fines, like losing your driver's license.

Alcohol affects your body, your thinking, your mood, and your judgement. Abusing alcohol can negatively affect your performance in school, sports and in your relationships. Alcohol is a dangerous drug, especially for young people. Young people who drink are more likely to carry out or be the victim of physical or sexual abuse. And, each year thousands of young people die from alcohol related accidents.

You are responsible for your own health and safety. Make good decisions. Make healthy choices.

**DON'T LET POWDERED ALCOHOL BLOW YOU AWAY!**

destructive habits

major health risks

severe consequences