



Eight Things about Your Brain that You Never Heard in a Beer Commercial

- **Addiction / Alcoholism:** Anyone's *brain* can become addicted to alcohol and there are 14,000,000 alcoholics and problem drinkers in the US alone. The earlier someone starts drinking the more likely they are to have a drinking problem later in life.
- **Risk of Alcohol Poisoning:** A person can drink enough to shut off the part of the *brain* that tells your heart to beat – resulting in death within minutes.
- **Impaired Decision Making:** Alcohol affects the part of your *brain* that makes judgments and assesses risks.
- **Falls and Accidents:** Alcohol impacts the part of the *brain* that controls balance, coordination and reflexes. It also affects your *brain's* ability to assess danger. When combined, these 2 affects often result in falls from windows, balconies, and other accidents.
- **Reduction in Learning Potential:** Alcohol affects a young, developing *brain* more easily than a person in their mid-twenties or older. Research suggests that underage people who drink impair their ability to learn.
- **Depression:** Alcohol has a depressant effect on the *brain*. A person may temporarily feel more carefree but alcohol is a depressant drug and can make things worse for someone who is already depressed.
- **Increased Risk of Violence:** A person who has been drinking is more likely to get in a fight, take a swing or respond violently to a situation – because the part of the *brain* that restrains you is “turned off”.
- **Someone Taking Advantage of You:** a person who is drunk has lost the ability to protect themselves or look out for themselves because their *brain* is not aware or they are passed out unconscious. People can steal from a person who is drunk or take advantage of them sexually.