

The background is a dark navy blue. It is decorated with numerous concentric circles of varying radii, each composed of several short, overlapping line segments in shades of pink, purple, teal, and lime green. In the bottom left corner, there is a logo consisting of three concentric, hand-drawn style circles in shades of green and yellow.

SIX

**VITAL THINGS YOU
NEED TO KNOW ABOUT**
MODERATION

(ACCORDING TO SCIENCE)

ANNIE GRACE

This Naked Mind Publications

Conifer, Co 80433

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Some names have been changed.

This eBook contains medical, psychological, and physiological information relating to alcohol and addiction. This eBook is primarily intended for individuals with a psychological addiction to alcohol. It is not intended to be a supplement for medical or psychological treatment or evaluation. It is strongly recommended that you seek professional advice regarding your health before attempting to incorporate any advice enclosed into your life, especially if you have reached a point of physical dependence on alcohol. Withdrawal symptoms due to a physical dependence on alcohol have the potential to be severe, and in some cases life-threatening. Those who seek to abstain entirely from alcoholic beverages should consult first with a qualified healthcare professional. The information contained in this journal is not meant to replace professional, medical guidance in dealing with an alcohol problem.

Therefore, the author should not be held responsible for any medical outcomes that may result from utilizing the methods contained or suggested in this eBook.

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INTRODUCTION

Moderation - we've all tried it. Maybe it's "I'll just drink on the weekends" or "I'll only have two glasses of wine". Whatever it is for you, there are a few things you should know.

There is so much pressure in today's society to "drink responsibly" BUT at the same time, if you turn down a drink, people look at you funny. This is literally the only drug you have to justify not taking!

And so moderation is something we try in order to take the pressure off.

If I have just one, then I won't have to say no to my friends, won't have to wake up with a hangover, and won't have to worry about drinking too much.

All great ideas. However, a majority of the time, moderation fails. And that's what I want to talk about today: In this eBook we're going to explore the 6 vital things you need to know about moderation according to science.

But first, you should know this: the things I'm going to talk about are not always easy to hear. As a matter of fact, many of the things I'm about to tell you in this eBook will create cognitive dissonance or inner conflict. This is what happens when something you read or learn doesn't seem to fit with what you think or want to be true. It's uncomfortable, but important. If you start to feel this way, stick with it. It means that there's something about the way you're seeing things that doesn't line up with the facts and the more you learn about this situation, the more accurate decisions you can make.

Ultimately, I want to explain to you very clearly how to shift the whole conversation. There is a way to have freedom and control of drinking instead of rules and shame.

One last thing before we get started: this is not medical advice. Always seek the advice of your physician with any questions you have. I am not a doctor. And please, never disregard professional medical advice or delay in seeking it because of something you have read or heard here today.

Ok - let's get to it!

THE BACKGROUND

There are some really important concepts that you need to be aware of before we dive into the topic.

First, moderation is difficult. Many of us have tried for years to moderate. We actively try to drink less and end up drinking more. This creates self-loathing and a real sense that we are incapable of taking care of ourselves -- that we are somehow defective and it's our fault. We try to control it (we should be able to, right? We're adults and adults control things), find out we can't or it's way harder than we think it should be, and then the real misery begins.

Second, we are battling cognitive dissonance. Cognitive dissonance is that feeling you get when you want two opposing things at the same time. To drink and not to drink. This sets up real conflict within us, and this is stressful and can make you miserable. It starts to seem like no matter what you choose, you're stuck feeling unhappy.

And here's the funny thing - we don't feel this inner conflict until we try to moderate. It's the act of moderating that makes us feel worse than if we just drank as much as we wanted. By attempting to moderate, we are making things more difficult for ourselves. We want a drink and we hate how much the drink has hold over us.

This creates stress.

And what do we as drinkers do when we're stressed?

Yep. We drink.

So we start this cycle of wanting to moderate, trying to moderate, creating stress which increases the desire to drink, which cranks up the cognitive dissonance until we give in and drink. Then we start the whole process again the next day - convinced that the next time around will be different.

The fact is that moderation can't be different until we give ourselves some different ideas and parameters. Trying the same thing over and over will lead to the same results. So we need a new model.

A NEW MODEL

So in this new model we need to look at why we want to moderate in the first place. What is it that we're after? What do we want?

There are two ideas about alcohol that we are going to address here:

1. That alcohol enhances our experiences
2. That living life without alcohol is miserable

THE FIRST REASON WE WANT TO MODERATE

First, we believe alcohol helps us feel a certain way. Relaxed, happy, more social, more fun to be around, etc. These ideas are fact to us - we do not doubt them. We feel that they are true, so we do whatever we can to keep alcohol in our lives.

We only do things we perceive will benefit us - think about that for a second. We don't ever say "I'm going to do X because that will really ruin my day!". We're always doing things we believe, in some way, will help us feel better, live better, or just be better.

We drink because we believe on some level that alcohol provides benefits. Even when we see the mess around the edges of our lives - maybe our health is suffering or our work isn't as good as it could be or our relationships are starting to suffer because of our drinking - we still believe in these benefits. So we keep drinking.

Ask yourself if any of these ideas sound familiar:

- A drink is the only way to relax after a long day at the office
- Drinking helps me connect with those around me - it's the only way I can be social
- Drinking makes things fun!
- Drinking is the only way I can be open and vulnerable and express my real feelings

We believe so many things so strongly about alcohol, about the benefits and the greatness of it, that we ignore so much of the downside that we see and feel in ourselves. We are so caught up in these beliefs that we decide that we can't give up on alcohol, we just need to control it.

This whole picture gets a little more complicated when we look at how society portrays people who are drinkers. There are either "normal" drinkers or alcoholics. And no one wants to be labeled an alcoholic. Those are the bad, irresponsible, immoral people who can't control themselves because of some sort of inner defect or fault.

We just need to hit that perfect balance - to still get the benefits we believe we're getting, but to not go too far to where the things we don't like start happening.

We want to be happy and social, not sloppy and slurry. We want to be vibrant and the life of the party, not completely hungover and stuck in bed. We want to be a “normal” drinker, not one of those poor alcoholics. So we’re going to ride that line - we’re going to moderate!

And so we try. Maybe it goes well for a bit, but we eventually find ourselves back at the same old levels of drinking (or maybe even drinking more).

We recognize this and feel stressed, ashamed, and scared.

And what do we do when we feel that way?

Yes - we drink.

So the cycle begins again - we drink and then quickly are drinking more than we want to. So we start asking ourselves: *“I know I want to stop - why can’t I quit drinking when I want to? What’s wrong with me?”*. It’s painful.

Well, I have a question for you: what if we’re asking ourselves the wrong questions about this stuff?

What if the whole idea of drinking an addictive substance moderately and wanting to stay healthy, without getting addicted, is a farce? And, what if this farce is fueled by an alcohol industry that richly profits from alcohol? And what if those ideas we believe to be true - that we need it to fit in, have fun, relax, enjoy ourselves, be social and fit in - what if these claims are also not true?

Chances are you’re reading this and feeling incredibly skeptical - and that’s to be expected because you likely still have your beliefs about alcohol and they feel incredibly real. Fair enough.

And maybe the resistance to what I’m saying is strong enough that you might want to argue with me. Maybe you’re already starting to think about the drink you want to have after you finish reading this because it will lessen the tension you feel after reading this - because it will make you feel better.

You’re right - it will make you feel better temporarily. But what if I told you that there are very specific chemical reasons why - reasons we are going to go over in this eBook. And what if I told you that it will make you feel better, but it won’t make you feel as good as you used to before you started drinking regularly.

So please do me a favor - even if you think I’m talking nonsense - stick with me. I’m trying to show you how these things might be true. I obviously can’t change your entire world view in one eBook, but I can open up enough question that you will be willing to say by the time you read to the end of this document, “Ok -

maybe there's something to this".

For now let's suspend belief and say that it's true that alcohol actually provides no benefit, it just methodically steals your health and happiness. If that were true, would you want to moderate?

To be clear, I am NOT going to try and tell you that moderation is wrong. Or that no one can successfully do it - neither one of these have to be true. In fact, I believe that if you want to moderate, this way of thinking about it will be the most successful way for you to go about it.

THE SECOND REASON WE WANT TO MODERATE

There's a second reason we want to moderate. Not only do we think that alcohol provides benefits but we also think that living without it is miserable.

We're convinced that as a sober person, we'll be constantly pining after alcohol - that even after 10 years of being away from it, when someone pours a glass of whisky, we'll smell it and look at it longingly, miserable that we can't have it. If that's how we picture life without alcohol, then it's no wonder we are desperate not to be sober! It looks like a lot of work, changing our social situations and living a life of feeling on the outside of the action, feeling deprived and missing out. Who would want that?

So, to recap. We moderate for two reasons:

- We believe - emotionally - that alcohol provides a benefit (or many benefits). In fact almost everything we do in life is to feel a certain way, and this is no different.
- We think that sobriety looks pretty miserable.

It's possible that what we'll be covering as we go through this eBook will challenge some assumptions you have and may even make you feel uncomfortable (if it hasn't already!). Stick with me. And there's one thing I want you to keep in mind as we dive into this:

All change happens on the other side of awareness.

Awareness is required for problems to be solved. You have to know what the issue is before you can take steps to fix it. And that process of becoming aware - of realizing what you're actually dealing with - can be painful.

But it's also beautiful because it's the only path to resolution. Yes, it can suck to go through this realization, but once you do, you have the facts and your options laid out in front of you. You can move forward toward a solution.

Let's look at this in a different way for a minute: imagine we lived in the future and no humans had ever drunk alcohol. Then one day we discover alcohol, as well as all the other facts we know about it. That it is found in the autopsies of the majority of suicide victims. That it kills twice the amount of people as all prescription and illegal drugs combined. That more than 75% of child deaths from abuse involve alcohol. That it causes cancer and, in fact, just two drinks

per week increases a woman's chance of breast cancer by 15%. That death from alcohol steals more than 2.4 million hours of human life every year in the US alone.

We learn all of these things (all of which are true, by the way) and we also learn that it will give you a rush and slow down your brain by numbing it and that will give you the feeling of relaxation. We also learn that this feeling goes away in 20-30 minutes and that you end up feeling worse than you did before you had that drink.

We learn that this feeling leads us to drink more, eventually enough to render ourselves unconscious. We learn about hangovers, headaches, and drunk horror stories. That when we drink alcohol we often feel miserable and hungover the next day. We also learn that if you drink too much of it in one sitting, you will black out, pass out, or throw up - and that throwing up actually saves our lives instead of us dying from alcohol poisoning. Our bodies are truly amazing at keeping us alive.

Here is the question. **If we discovered alcohol today, with the knowledge we have today, would we drink it? Would we allow it to be advertised, packaged and sold for profit? Would we allow our kids anywhere near it?**

Obviously not. It's pretty clear that in today's health-conscious society, something like alcohol would not get the mainstream appeal it has now. But we're dealing with centuries of built up cultural and social beliefs about alcohol. This is why it feels so hard to believe that this stuff may be true - it literally contradicts hundreds of years of belief.

THE SIX VITAL THINGS YOU NEED TO KNOW ABOUT MODERATION (ACCORDING TO SCIENCE)

People come to me generally seeking one of two outcomes:

- Drinking on occasion without illogical or irrational cravings or negative consequences
- Happily living alcohol free with no desire to moderate

No matter what your goal is, the information below will help you. We're going to lay out the facts to help you get to whatever your goal is with alcohol. And when we're done, we'll explain in detail the difference between the two outcomes.

So, here we go! Here are the 6 Vital Things You Need to Know About Moderation

NO 1: MODERATION MEANS YOU ARE ALWAYS MAKING DECISIONS, AND DECISIONS CREATE DECISION FATIGUE

Have you ever had a really long day at work and felt like you just can't make one more decision? Then you get home and your partner asks "What should we do for dinner?" and your mind just totally blanks out? It's seemingly such a simple question but the truth is sometimes our brains just can't even handle these simple decisions.

Studies show that any decision – no matter how big or small – takes about the same amount of brain power to make. That means the decision about what to do for the weekend taxes your brain about the same amount as the decision of what to wear in the morning. And when we have to make decision after decision after decision, our brains get worn out. There is a scientific term for that:

Decision fatigue, which basically means that decisions create mental fatigue and deplete willpower. And according to the newest science on willpower, it is a finite resource. Meaning that it, much like a muscle, can be exhausted.

As you make decisions, your brain depletes its limited amount of mental stamina, and starts employing one of two shortcuts. You either:

Make a rash decision and just do something without thinking it through - generally super impulsive like just say 'F-it' and take that drink that's offered to you.

Or avoid the act of deciding altogether and continue on the path you're already on.

John Tierney from *The New York Times* says that the phenomenon of decision fatigue "helps explain why ordinarily sensible people get angry at colleagues and families, splurge on clothes, buy junk food at the supermarket and can't resist the dealer's offer to rustproof their new car".

And by definition, **moderation is constant decision making**: How many? What to drink? When? How much is too much? Should I have this next drink? Or not? These decisions add up and fatigue your mental faculties – which in turn makes you grumpy and exhausted. And guess what? If moderation was hard when you were in a good mood, it becomes next to impossible when your brain is tired and cranky from the effort.

Making a single decision around your drinking, especially a strong decision, for a period of time (like a 30 day break) liberates you from the exhaustion of thousands of smaller, daily, decisions of moderation.

This also frees you up to really reflect on the alcohol free period and start to observe it and enjoy it instead of feeling like you are missing out.

The single decision to stop means freedom from the exhaustion of constantly wondering if moderation is possible.

NO 2: THE WELL KNOWN BUT OVERLOOKED REASON MODERATION FAILS IS TOLERANCE

When my children went to preschool for the first time, they were sick pretty much every other week for an entire year. I remember asking my really good friend, who is a preschool teacher, how is it that as a preschool teacher she is never sick when there are so many germs in preschool. She told me that it was because she had become immune to all of the most common germs because she was constantly exposed to them. Her body had become incredibly efficient at fighting off illness. The body realized it had no choice but to be exposed to all these germs so it did everything it could to build an incredible immunity.

The same exact thing is true when it comes to tolerance of alcohol.

To make sure we're on the same page, let's define tolerance.

Tolerance is defined as: *the ability or willingness to tolerate something, in particular the existence of opinions or behavior that one does not necessarily agree with.*

And the definition of tolerance when it comes to our body, or the medical definition is: *the power of enduring or resisting the action of a drug, poison, etc.*

Although we don't often think about it this way, tolerance is our body's way of purging alcohol from our bodies as quickly as possible so that it does minimal damage. Alcohol is literally poisonous, and when we are continuously exposed to poison, our bodies get more proficient in purging that poison.

Tolerance is an immunity in the body and the more tolerant we become, the less we actually feel the alcohol we drink.

The body has a singular focus: to keep us alive. It does this in part by maintaining homeostasis or balance inside the body. Drinking alcohol throws the body off balance so the body does everything it can to regain balance. We'll go more into this later on, but for now, just know that as we drink more over time, we feel it less. Again, this is tolerance.

It is what causes us to increase the amount we drink (we chase the initial 'high' but have a harder time getting there because our tolerance has built up so much). For a lot of us, once we get to a certain point in our drinking careers, we develop such a high tolerance that we barely ever feel drunk or even tipsy.

This is a horrible flaw of moderation. Eventually, the two glasses you are sticking

to won't have any impact whatsoever, so what's the point? And remember, tolerance is actually your body (and mind) protecting itself by negating the effects of alcohol. Alcohol, by its very nature, causes you to need more of it to feel the same level of intoxication – which again, is completely at odds with moderation. This makes moderation very difficult on a chemical level.

NO 3: ALCOHOL AFFECTS YOUR BRAIN'S ABILITY TO MAKE GOOD DECISIONS

Many of us try to moderate - "I'll just drink two glasses of wine tonight" - and it seems like it's going to be easy. Until we find ourselves waking up the next day with the headache of not being able to recall how much we drank, but knowing it was more than those two glasses we planned on. We then berate ourselves and tell ourselves that we are stupid and weak.

The truth is that even a single drink changes your state of mind – so the next drink doesn't sound like such a bad idea. This is because even a single drink impairs your decision-making abilities by slowing down your prefrontal cortex. This is the part of your brain that weighs consequences and makes decisions.

The prefrontal cortex regulates the more primal / animal parts of your brain and allows you self-control. Drinking takes this ability away. Drinking deadens your brain's reasoning power - stealing its ability to make sensible decisions. You see how this can become a slippery slope.

The terrifying irony here is that the very thing you are trying to enjoy moderately is actually stealing your ability to moderate!

NO 4: ALCOHOL MAKES YOU THIRSTY

This is an obvious, and often overlooked flaw in the moderation theory. A subject we tend to gloss over when questioning if moderation is possible. Alcohol is a diuretic - it makes you pee.

This means your body is more dehydrated after you drink alcohol than before. Studies show that alcohol is a powerful enough diuretic to pull the moisture out of your very cells. It literally dehydrates you on a cellular level. And even scarier dehydration also happens in your brain. One night of heavy drinking can cause your brain to shrink in volume because of dehydration.

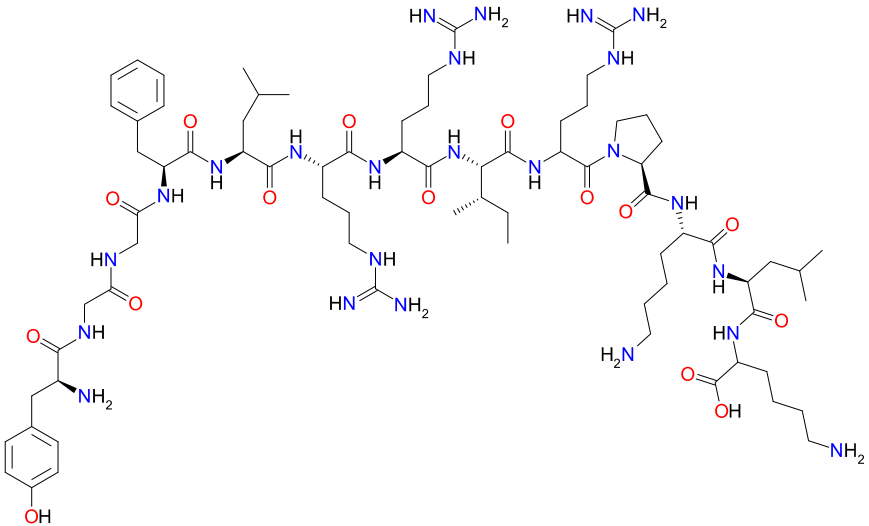
And the side effect of being thirstier after a drink? Since you don't realize it is the alcohol making you thirsty, another drink is even more tempting. It doesn't matter that you logically know a drink won't quench your thirst – it will seem like it will. So the thirst from the drink you just had increases your craving for the next drink.

NO 5: ALCOHOL CREATES A THIRST FOR ITSELF BY NUMBING YOUR PLEASURE RESPONSE

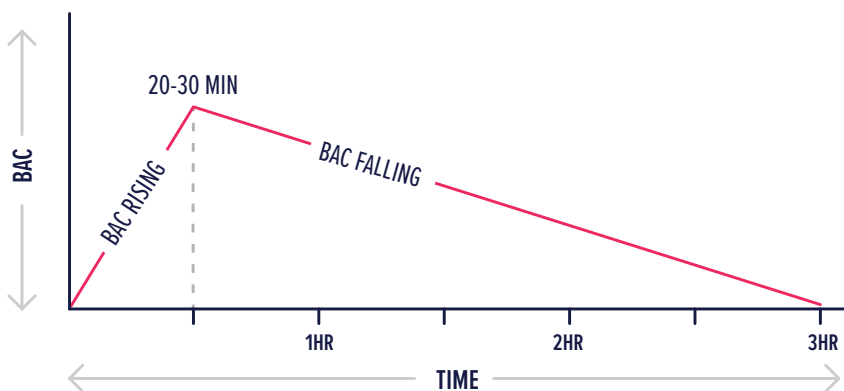
This is true for any addictive substance. Substances are addictive because they stimulate (artificially) the pleasure circuit of your brain. As soon as the substance begins to leave your system, your mood plunges further than it was before you started.

I'm going to explain exactly why this is, but first you might be thinking "oh great, a way to stimulate the pleasure center of my brain at higher levels than anything else can" and it might sound good on the surface, but here's why it is really so terrifying.

When the brain's pleasure center is repeatedly artificially over-stimulated by alcohol, it produces a counter-chemical, dynorphin, which turns down the stimulation.



Put very simply this means that over time, because dynorphin is being constantly released, you no longer enjoy drinking like you once did. Further, the dynorphin doesn't discriminate and it decreases all types of pleasure in your brain.



BAC Rising: Warm Feelings, Light Euphoria

BAC Falling: Uneasiness, Discomfort, Tiredness, Anxiety, Sadness, Depression

This change in how we feel due to our BAC rising is one of the main reasons we drink - it's why we think drinking makes us feel good. What we don't realize is that after just 20 to 30 minutes, our BAC begins to fall as alcohol is purged from our body. And as we learned before, your body gets more and more efficient at purging alcohol. A falling BAC creates all sorts of unpleasant emotions including tiredness, uneasiness, restlessness, sadness, depression and anxiety.

In fact, a falling BAC is correlated with the release of cortisol - the stress hormone.

So guess what you start to crave after a half an hour when your BAC starts to fall and now you're feeling worse than you did before you had to drink in the first place? You got it. You reach for another drink. This will keep your BAC rising and you can continue to do this all night long.

When you keep your BAC rising, you continue to experience more pleasant emotions until your BAC reaches .06 and higher. At that level of blood alcohol content, the emotions reported are wholly unpleasant. This explains why we get angry and weepy drunks. This is because you can't keep your BAC rising indefinitely. At some point of intoxication, your body will do everything possible to stop your BAC from rising to more dangerous levels.

Here's the kicker. Remember how for one drink your BAC will rise for 20 to 30 minutes? Well that same single drink will cause your BAC to fall for 2 to 3 hours.

You are trading minutes of enjoyment for hours of misery.

Why don't we know this - shouldn't it be super obvious when we drink? Because often we will continue to drink for the entire night and then our BAC falls when we're asleep and not consciously feeling all the effects. Sure, we wake up the next morning not feeling as great, but we don't often associate it with the drinking from the night before.

And how does this relate to moderation? Unless you continue to drink and keep your BAC rising, your BAC will start falling - which results in you feeling miserable and craving a drink even more than before you had your first. And on a subconscious level, you know that another drink will relieve the feelings of your BAC falling that the first drink created.

In short, the effect of drinking one drink is to create a physical and psychological desire for another drink. I'm guessing you can relate to the experience of thinking about your next drink (and feeling upset if you aren't planning to allow yourself one) well before the drink in your hand was empty.

BAC Levels and Associated Response

UNDER 0.04	Warm feelings; lowered inhibitions coordination and judgement may start to be affected.
0.05 - 0.10	Lack of muscle coordination (balance, speech, vision, reaction time); impaired judgment and memory.
0.11 - 0.20	Confusion, dizziness, slurred speech, slower reaction time and lack of balance. Vomiting, sleepiness, and blackouts may occur.
0.21 - 0.35	Total mental confusion, needs assistance walking loss of consciousness.
ABOVE 0.35	Slowed heart rate and breathing; potential coma or death.

NO 6: ALCOHOL CHANGES YOUR BRAIN TO WHERE YOU WANT ALCOHOL, BUT NO LONGER ENJOY ALCOHOL

Alcohol increases cravings by releasing dopamine. Addictive drugs, from nicotine to heroin, release artificially high levels of dopamine in the brain.

Scientists now know that dopamine is linked to learning, and learning includes feelings of wanting, expecting, and craving. In addition to giving us pleasure, dopamine teaches us how to get pleasure.

It helps us learn the most effective ways to stimulate the brain's pleasure center. Dr. Sara Gottfried says, "One of the key functions of the neurotransmitter dopamine is to create feelings of pleasure that our brains associate with necessary physiological actions like eating and procreating. We are driven to perform these vital functions because our brains are conditioned to expect the dopamine rush that accompanies them. Addictive drugs flood the brain with dopamine and condition us to expect artificially high levels of the neurotransmitter. Over time, the brain requires more dopamine than it can naturally produce, and it becomes dependent on the drug, which never satisfies the need it has created".

And the plot thickens because, although, at first your liking of the substance was in sync with wanting alcohol over time, your brain responds in a way that the wanting and liking become decoupled. In fact, some experts say that this is when addiction begins.

If you stay away from alcohol this (thankfully) goes away – but moderating perpetuates these cravings. This is because your brain has, through years of regular drinking, been conditioned to react to alcohol in a certain way.

According to a study by Terry Robinson & Kent Berridge, one drink, no matter how long you've been sober, can trigger a dopamine response and your cravings (and addiction) can come back in full force. This explains why that one drink, even after prolonged abstinence, can stimulate cravings for alcohol so that you will continue to drink no matter the consequences and worse, that you won't even enjoy it.

The misery here comes from desperately wanting and craving something you no longer even like.

This is one of the primary reasons that moderation is miserable – it makes us crave something we are not even sure we want. Depending on what alcohol has done to the chemistry in our brains, these cravings may come back in full force even after a prolonged break from alcohol. It's a dangerous game.

WHAT DOES IT ALL MEAN?

Let me say it again. If you have tried to drink less and been unable to - it is not your fault. You are a human being with blood, flesh, bone, and brains and this is how human organisms react to alcohol. Period. And by the way, numerous studies have been done on lab animals and things like developing dependence, alcohol creating a thirst for itself, and the body turning on immunity to a poison (or tolerance) are not exclusive to humans.

So is it possible for me to moderate? How do I go back to “normal” drinking?

Those questions are tough to answer. There are so many variables, including how much you drank, how long you drank, and how often you drank, among many others. But I can tell you one thing we do know: when someone has made the decision to actively try and moderate their drinking, they are generally at a stage with drinking where alcohol has its hooks in them both physically, and even more importantly, psychologically.

We see people all the time who are not physically dependent, but who are psychologically addicted. This means our thinking has changed, and our neural patterns around habitual drinking have been reinforced to the stage that if we decide not to drink, we are miserable and deprived because we believe so firmly that alcohol provides a benefit.

So, if you are actively trying to moderate, chances are moderation might not come easy.

And the irony is that, when you change your mindset and take a break from alcohol to arrest these patterns that occur inside the brain and body, it is at that point when you might actually be able to moderate. Here's why: you move from a desperation or addiction disguised as attempted moderation, to a true take it or leave it mentality.

To put it more plainly: the best way to moderate once you've reached the point in your relationship with alcohol where you want to moderate, is to undo your unconscious conditioning around alcohol so that you no longer desire alcohol.

Again, the irony is that the best chance you have at being able to moderate is to be in a place where moderation is no longer important or a key goal in your life.

This is true over and over again. I could tell you dozens of stories of people who drink only on occasion, including the incredible artist who drew the art for my book cover, but they do so because by undoing the lifetime of unconscious

conditioning, alcohol has lost its power over them.

So, no matter where you are on your journey, changing your thinking about alcohol is key to changing your drinking behavior. When we change our thoughts, we change our experience!

ARE YOU READY FOR CHANGE?

Are you ready to make alcohol small and irrelevant in your life? To make sure alcohol (or thinking about alcohol) never again gets in the way of your dreams? Join me in the [The PATH: 365](#) - an online school that rewires your subconscious allowing you to make the decisions you want to make about drinking - without illogical cravings.

And just to be crystal clear, you don't have to stop drinking when you join the Intensive. That is not how it works - at all. We rewire your thinking first, so you make a happy, enjoyable choice, rather than trying to cut back or quit with a sense of dread or missing out. It might be hard to believe, and it feels like a bit of a magic trick! But it really works - don't take my word for it....

Check out what fellow skeptics (and now graduates!) have to say:

"I was skeptical. Change my subconscious? Like hypnosis or something? Sounded stupid. Here is the truth: I drink more than I should more often than I should. I am tired and cranky a lot. I am hungover at work most days but at least I show up. It's been this way for years but I've never considered change because I am not at rock bottom - I am a drinker not a drunk. Yet now, after This Naked Mind I feel like I've been going through life with one hand tied behind my back. **I have more energy, more patience with my kids, I am doing better at work, - I am sleeping well. And I don't feel sad at all - I just feel like I've made a great decision!**" - *Scott, New York City*

"I was skeptical then, after reading the excellent reviews, I decided to try it. I did and It was amazing. It spoke to me with science, and intelligence, and common sense. This has seriously changed my life. **It has changed my life more than any other book, therapy, counselor, class, doctor, or addiction specialist ever did, combined.** For almost 10 years, my thoughts have been consumed by drinking, or trying not to drink, or when I could drink again, or at what time I could drink, or how much money I had spent on wine that week, or how to hide my many bottles of wine, or how hungover I was. **Now I am free. Blissfully free. Thank you Annie Grace - I owe you more than you could ever imagine.**"

- *N.G. Newport, California*

"It sounds crazy, and I was very skeptical, but this course truly changes your subconscious mind. That's the only explanation I have for having **NO cravings or desire to drink whatsoever.** It is repetitive for a reason and you will barely notice it. It works!" - *Amanda, Toronto, Canada*

“I was skeptical about the claims of Annie Grace in which she said, in so many words, if you go through the Intensive you will no longer want to drink; SHE IS RIGHT! Ms. Grace relates in detail her battles in overcoming alcohol through her life which are both profound and inspiring. **The content is extremely well produced and her research on alcohol is scenically documented and profound.** The bottom line for me is that after the course I do not drink alcohol at all, and unlike other times I have tried to quit or cut back I now have no DESIRE at all to drink. That had always been a problem in the past, not drinking, but always wanting to.” - *Grayson, Austin, Texas*

Join me, to find your power and your freedom. [Learn More at https://tnmind.co/6tipspath](https://tnmind.co/6tipspath)

RESOURCES

Roles Of Nucleus Accumbens Creb and Dynorphin in Dysregulation Of Motivation

John Muschamp-William Carlezon - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3552337/>

Stimulant and Sedative Effects Of Alcohol

Reuben Hendler-Vijay Ramchandani-Jodi Gilman-Daniel Hommer - <https://www.ncbi.nlm.nih.gov/pubmed/21560041>

The Addictive Brain

Cdnbill- Elissa- Tim - <https://www.thegreatcourses.com/courses/the-addictive-brain.html>

Stimulant Alcohol Effects Prime Within Session Drinking Behavior

William Corbin-Ashley Gearhardt-Kim Fromme - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3039601/>

Is Alcohol a Stimulant or a Depressant and Is It Really So Dangerous?

Karen Doll - <https://www.e-counseling.com/addictions/is-alcohol-a-stimulant-or-a-depressant-and-is-it-really-so-dangerous/>

The Relationship Between Alcohol Consumption and Cortisol Secretion in an Aging Cohort

Ellena Badrick-Martin Bobak-Annie Britton-Clemens Kirschbaum-Michael Marmot-Meena Kumari - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2266962/>

Substance Abuse: CNS Depressants - Alcohol. Biochemistry of Alcohol

<https://www.nurseslearning.com/courses/corexcel/cxnrp-1600/Chap3/course/chap1/P2.html>

Absorption and Peak Blood Alcohol Concentration After Drinking Beer, Wine, or Spirits

Mack Mitchell-Erin Teigen-Vijay Ramchandani - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4112772/>

Treatment Improvement Protocol (TIP) Series, No. 33.

Chapter 2-how Stimulants Affect the Brain and Behavior Center Treatment - <https://www.ncbi.nlm.nih.gov/books/NBK64328/>

How Adaptation Of the Brain To Alcohol Leads To Dependence: a Pharmacological Perspective

Peter Clapp-Sanjiv Bhavé-Paula Hoffman -

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2923844/>

Liking, Wanting, and the Incentive-sensitization Theory Of Addiction

Kent Berridge-Terry Robinson -

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5171207/>