



# The optimal buzz



## Did you know that ...?

- The brain's reward centers are most stimulated with a blood-alcohol concentration of 0.6.
- This is the equivalent of 2 bottles of beer/glasses of wine.
- Most people experience the optimal buzz when the blood-alcohol concentration is between 0.5 and 1.
- By keeping to the optimal buzz you avoid most health damages.
- 9 out of 10 students don't find drunken girls/boys attractive.
- 6 out of 10 students think there's too much drinking in the student environment.

[lykkepromille.no](http://lykkepromille.no)

The optimal buzz varies among different factors such as sex and weight

ALTERNATIVE 1



ALTERNATIVE 2



One unit can be a small beer, a small glass of wine or 4 cl of spirits.

The optimal buzz is kept by drinking one bottle of beer/glass of wine every second hour. To avoid a hangover you shouldn't drink more than 4 units, or for longer than 3-5 hours a night. Remember that it takes 30-60 minutes to feel the full effects of alcohol.



# The optimal buzz



## Did you know that ...?

- The brain's reward centers are most stimulated with a blood-alcohol concentration of 0.6.
- This is the equivalent of 3-4 bottles of beer/glasses of wine.
- Most people experience the optimal buzz when the blood-alcohol concentration is between 0.5 and 1.
- By keeping to the optimal buzz you avoid most health damages.
- 9 out of 10 students don't find drunken girls/boys attractive.
- 6 out of 10 students think there's too much drinking in the student environment.

[lykkepromille.no](http://lykkepromille.no)

The optimal buzz varies among different factors such as sex and weight

ALTERNATIVE 1



ALTERNATIVE 2



**One unit can be a small beer, a small glass of wine or 4 cl of spirits.**

The optimal buzz is kept by drinking one bottle of beer/glass of wine every second hour. To avoid a hangover you shouldn't drink more than 5 units, or for longer than 3-5 hours a night. *Remember that it takes 30-60 minutes to feel the full effects of alcohol.*