



Finding The Right Balance With Alcohol

Coaching Call - 21st July 2026

We'll cover today...

1. Why it's **important** to have the right balance with alcohol
2. Why it's **so hard** to find a balance with alcohol
3. Strategies **to find that balance** without missing out

Why Alcohol Can Be A Problem

Reason 1: Calorie Density

Carbs	Protein	Fats	Alcohol
4 calories per gram	4 calories per gram	9 calories per gram	7 calories per gram

Why Alcohol Can Be A Problem

Reason 2: Reduced Inhibitions

- Stop caring about good food choices
- Forget what you actually had & how much

“I only had a couple of drinks” was actually 500 calories of alcohol and 500 calories of mindless snacking.

Why Alcohol Can Be A Problem

Reason 3: Menopause Symptom Enhancer

- Triggers hot flushes & night sweats
- Affects sleep quality
- Fatigue & low energy
- Increases anxiety
- Low mood & irritability

Why Alcohol Can Be A Problem

Reason 4: Regular drinking elevates baseline cortisol leading to...

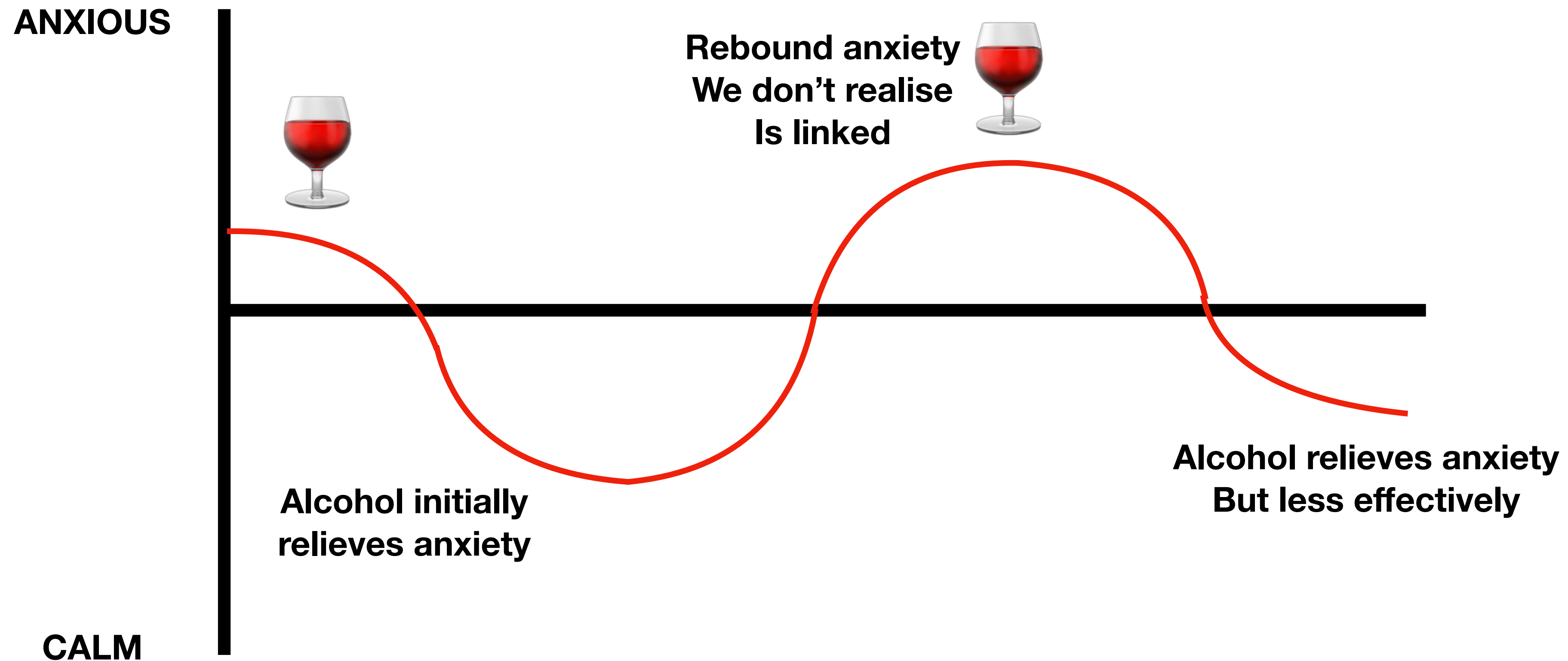
- Leptin resistance = more cravings
- Insulin resistance = more belly fat storage
- Thyroid deregulation = slower metabolism

Ultimately high baseline cortisol = higher belly fat, and alcohol can trigger this (especially on top of high-stress job/life).

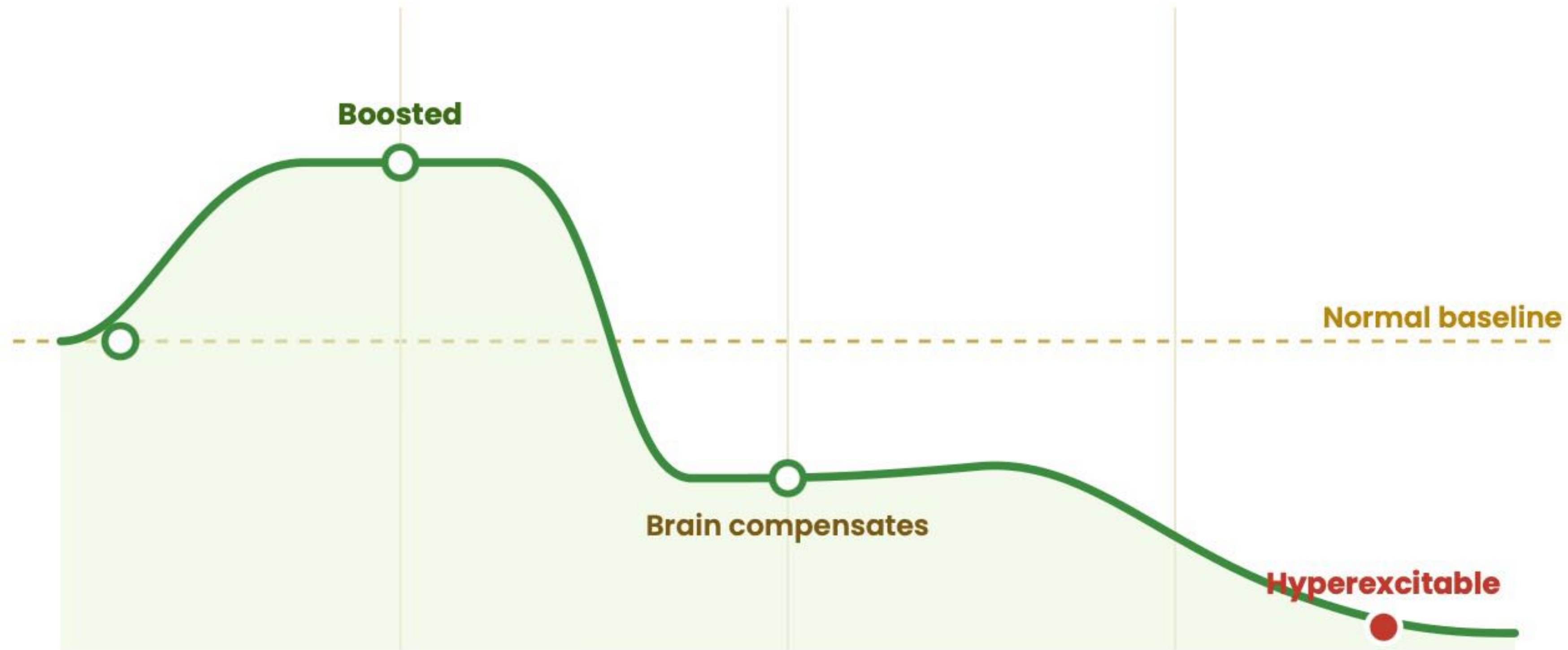
**You probably already know drinking
less is better for you... but why is it
so hard to actually DO it?**

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Reason #1: Alcohol-Anxiety Cycle



— GABA activity (the brain's calming signal)



1 Before

Normal GABA balance.
Brain at rest.

2 While drinking

Alcohol boosts GABA.
Brain feels calm,
relaxed, less inhibited.

**3 Brain
compensates**

Brain reduces GABA
sensitivity to maintain
balance.

4 Alcohol clears

GABA falls below
normal. Glutamate
surges → racing
thoughts, anxiety,
dread.

**This is how people get stuck in the
cycle of “just having a little drink”
every night without realising why.**

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Reason #2: Social Pressures

We are programmed to want to fit in:

- Friendship groups
- Work culture
- Partner's habits

By default, we will tend to conform to what the people around us do.

Observe their habits, then your own. Did you choose this or just go with it?



**This is why stopping
drinking is hard...**

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For most, eliminating isn't necessary or realistic long-term...

**But reducing alcohol in your life could be the difference
between looking & feeling amazing, and staying stuck...**

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Here's how...

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Smart Swaps 101 - Alcohol

SMART SWAP Diet Gin & Tonic 	Espresso Martini 	White Wine 	Prosecco 	Negroni 	Mojito 
55 calories	150 calories	215 calories	90 calories	210 calories	170 calories

Smart Swaps 101 - AF

BASELINE	SMART SWAPS			
Aperol Spritz 	Crodino Spritz 	Fever Tree Blood Orange 	Coke Zero 	Lime & Soda 
~170 kcal	~40 kcal	~45 kcal	~2 kcal	~0 kcal
~680 kcal (in 4 drinks)	~160 kcal (in 4 drinks)	~180 kcal (in 4 drinks)	~8 kcal (in 4 drinks)	~0 kcal (in 4 drinks)

**There are loads of great options
now, you just have to decide they're
worth making for you & your goals!**

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SMART SWAPS OVER 12 MONTHS

The better choice today, the better you tomorrow



Better, deeper sleep



Fewer menopause symptoms



Waking up more refreshed & energised



Lower anxiety levels



Fewer cravings & food noise



Faster, more consistent weight loss



Feeling in control & proud



LOOK AND FEEL YEARS YOUNGER

REGULAR NIGHTS OF MULTIPLE DRINKS

Small choices add up to how you feel



Poor, disrupted sleep



More menopause symptoms



Waking up tired, groggy & drained



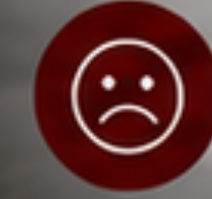
Higher anxiety & stress



More cravings & food noise



Slower metabolism & weight gain



Feeling out of control & disappointed



STUCK IN A DOWNWARD SPIRAL