

CETF FOUNDER'S MESSAGE

There are many people who want to enjoy alcohol as a natural part of a healthy lifestyle but sometimes unintentionally consume excessive alcohol. Others may binge drink, or have other serious alcohol use disorders. Being involved with many thousands of these individuals for over 24 years has taught us three basic truths. These truths exist in the midst of a myriad of behavioural approaches, genetic, psycho-social, environmental, neurobiological factors, and out-dated theories.

There is a new, proven alcohol-use science but tired, old therapies still abound. Success, failure, social stigma, and excessive information often fill the minds of those in need and well-meaning friends can't understand why their loved ones don't simply stop drinking. But from these thousands with whom we have worked, we learned that almost none of the constant conversation, opinion, and controlling aspects that seem to surround the issue of over-drinking are of much use.

The standard medical protocol for excessive alcohol use is the only approach in all of medicine where "stepped-care" is largely ignored (e.g hypertension treatment begins with lifestyle changes and the mildest of drugs before turning to more radical treatments). In most alcohol-related treatments it's a direct jump to abstinence and a 30-day treatment without, in most cases, prescribing moderation and harm-reduction. Yes, abstinence is probably the best prescription if you actually can do it (which 80% cannot maintain). We believe it's not what you should do but what you will do that can change your life.

We can tell you with complete confidence that these three basic truths can change your understanding, your commitment to wellness, and your life:

(1) Some people have a neuro-physiologic difference (their brain is different) that predisposes them to have an abnormal reaction to alcohol. As alcohol becomes more consistent in the body, chemical events start to occur which disrupt the system of certain brain chemicals. This leads those people to have unusual cravings for alcohol.

(2) The neuro-physiologic difference can be related to genetics and/or frequent over-consumption of alcohol which induces changes in your brain circuits that control the motivational processes reward, arousal, and stress.

(3) Because your body has a mechanism which is always seeking balance (homeostasis), it's actually already trying to rebalance but needs some support.

There, that's it:

(1) Brain chemical imbalance, (2) How it got there, and (3) There is hope based on science.

You may be reading this because you are determined to make a positive change in your life. When you absorb the essence of these basic truths, you will experience a change that leads to the restoration of a healthy lifestyle and life. This book will change your life with a simple program that works.

We are pretty sure you don't like yourself when you wake up after drinking more than you intended. Maybe you have not yet been arrested for driving under the influence, embarrassed yourself at a business dinner, or have marriage problems related to alcohol abuse. Perhaps you wonder if you are headed for a serious alcohol problem but you know you are not going to choose the worst-case scenario of a 30- day treatment center. Maybe you have done some reading, realize excessive alcohol is not healthy and want to drink more moderately.

If you think you need help cutting back on alcohol but you don't want to cut it out, with whom do you discuss this? Your doctor? Boss? Detox Center? AA, 30 -day treatment center? You may know that abstinence is your best prescription but you also know you want to continue your type of social life. If you are like most people, it is unlikely you will schedule an appointment with a psychiatrist or psychologist any time soon.

After a weekend of heavy drinking, you may wonder if you have an alcohol problem and find yourself on the internet checking out treatments but the cost, social stigma, success rates and the effect on your career cause second thoughts. By Wednesday, you are sure it won't happen again. However, you don't seem to be able to simply go out for a few drinks without ending up with many more than you intended and you are questioning your willpower. Eventually, you conclude that a drastic option is not for you and do nothing. After all, you are not an addict; you are just a fun-loving individual who no longer wants to wake up having had too much alcohol. What can you do?

There is an answer and it's easier than you may think. It is founded on the natural principles of the body, current neuro-biological science, and complete anonymity so you can overcome what is basically a health imbalance by understanding the root of the problem. We want to help you understand why it is better to do something now and how ignoring excessive drinking can change your brain chemicals.

We are pioneers in the science of the neurobiology of addiction and natural products. Thirty years ago, Frank uncovered a secret that provides an opportunity for the body to change so that it no longer craves excessive alcohol and we proved it by helping over 8,000 people change their lives.

If you don't understand what has happened to you, you will find the answer in this website.

We have seen many thousands restore their health, family and career. We just want to tell you that you can do this. Your body wants to do it. After a journey of more than thirty years from the initial discovery, our passion and hope for your success is even stronger.

We sincerely want you to have the healthy life you envision that is free from the physical drive for excessive alcohol so that you are able to make a choice about how you use alcohol. We believe with all our heart that you can achieve it. The information you are about to read has guided many thousands to the body, life, and happiness that a brain chemical imbalance may have altered.

~ Lana and Frank Westby-Gibson, Founders Caelum et Terra Foundation