"When I quit every substance except weed and psychedelics, I could still party and expand my mind, but without the selfishness and addiction."

Michelle Lhooq – Writer for Vice

Cali Sober

Just like Lhooq, who coined the term "California Sober" in 2019, many of us are putting down the bottle and are picking up the bong. Our time we spend healing, relaxing, or partying haven't skipped a beat, but our bodies and minds and those around us are increasingly grateful.

Are you ready to turn a new leaf?

Alcohol has long
been the main go-to for
adults looking for a way to
heighten social events, take the edge off,
or as a nightcap before bed — but, have you
taken the time to consider just how damaging it could be?

Alcohol vs Cannabis

	Does It Cause	Alcohol	Cannabis
Consumer Impact	Injury	Yes	No
	Overdoses	Yes	No
	Deaths	Yes	No
	Brain Damage	Yes	No
	Cancer	Yes	No
	Addiction	Yes	Rare
	Health Expenses	8x	1x
Community	Aggression	Yes	No
	Domestic Abuse	Yes	No
	Violent Crimes	Yes	No

Toxic

Alcohol is 114 times more toxic than cannabis.

Dangerous

Alcohol is 10 times more deadly than cannabis on the road.

Violent

25-30% of violent crimes are linked to alcohol.





Why not have a fridge full of cannabis drinks instead?