



THE SCIENCE OF *Sobriety:*

**How Alcohol Affects Your Sleep,
Skin, Mood, and More**

By: Keelie Louise



Hey friend!

If you've ever woken up thinking, *"Why do I feel so off?"*, this one's for you.

Alcohol isn't just messing with your head,
it's literally rewiring your body and your brain.

But here's the good news: once you start getting curious about what's really
going on, everything changes.

Your energy. Your confidence. Your sparkle.

This isn't about shame, it's about science.

Let's dive in.

*xoxo,
Keelie Louise*

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Sleep

IT'S NOT THE NIGHTCAP YOU THINK IT IS

- Alcohol might knock you out quickly, but it wrecks your REM sleep.
- You're more likely to wake up at 3am sweaty, anxious, and wired.
- Poor sleep messes with your mood, hunger, and focus the next day.

Did you know?

Alcohol suppresses melatonin and increases cortisol overnight.





Fat Loss

ALCOHOL IS SABOTAGING YOUR GOALS

- Alcohol = empty kilojoules + slowed metabolism.
- Your body pauses fat burning to prioritise processing booze from anywhere between 12-36 hrs.
- Drinking increases cravings for salty, fatty, sugary foods.

Fun fact:

1 glass of wine = the same kilojoules as a slice of pizza.



Skin & Ageing

YOUR GLOW-UP IS ON HOLD

- Alcohol dehydrates you like nothing else: hello, dull skin.
- Inflammation and oxidative stress = faster ageing and breakouts.
- Sleep disruption + poor hydration = under-eye bags and puffiness.

Glow tip:

Within 7 days of no booze, your skin starts bouncing back.

Anxiety & Depression

IT'S NOT JUST THE HANGXIETY

- Alcohol is a depressant. It spikes your feel-good chemicals and then crashes them.
 - Long-term drinking lowers baseline serotonin and dopamine.
 - The more you drink to feel better, the worse your baseline mood becomes.
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Brain hack:

Going alcohol-free can improve mood stability in as little as 2 weeks.





Dopamine & THE REWARD LOOP

- Alcohol hijacks your dopamine system: short-term high, long-term depletion.
- You build tolerance, needing more to feel the same buzz.
- Over time, everyday joys feel less satisfying without booze.

Real joy:

Dopamine starts to reset after 30+ days sober, that's when the magic happens.

WHAT *Now?*

This isn't about being "good", it's about feeling bloody brilliant.

when you understand the impact alcohol really has on you, it's easier to choose something better. Whether you're sober curious, going alcohol-free for a bit, or saying goodbye to wine for good, you're making space for the version of you who thrives.

Affirmation

I am not missing out.

I am rising up.

I trust my body, I honour my
mind, and I choose clarity,
confidence, and joy every
damn day.



Hello! I am
KEELIE LOUISE

Want more FREE tools for your glow-up?

Dive into **The Mirror Ball Files**: your backstage pass to all things
bold, bright, and beautifully sober.

Let's stay connected:

Follow me on IG: **@thesoberhypegirl**

Join the waitlist

Sign up for my newsletter

Be the woman you promised yourself you'd become

www.keelielouise.com.au



Sober CURIOUS

This journal belongs to

Real Talk Prompts for the Sober Curious YOU

What does “freedom” feel like to me in this season of life?

Who am I without the noise, the numbing, the pretending?

Real Talk Prompts for the Sober Curious YOU

What part of my identity felt tied to alcohol,
and what's possible without it?

What am I gaining in sobriety that I didn't expect?

Real Talk Prompts for the Sober Curious YOU

What does a good day feel like now,
and how is that different from before?

What version of me is starting to come alive,
and what does she need to thrive?

Real Talk Prompts for the Sober Curious

These prompts are here to open doors: with yourself, with others, or maybe even with the next version of you.

With Others (Connection + sober circles)

- What inspired you to explore life without alcohol?
- What was your biggest fear before starting your sober journey—and what actually happened?
- What do you do now for joy, connection, or stress relief?
- What's something you're proud of this week?
- How do you respond when someone says, "Just one drink won't hurt"?

To Start the Conversation (DMs, meetups, IG replies)

- What's something that lights you up lately?
- What's been surprisingly easy—or surprisingly hard—about going alcohol-free?
- Do you remember your last aha moment around alcohol?
- What's your favorite sober ritual or routine?
- What would you say to your past self on day one?

Keelie Note:

Use these in your journaling practice, drop them in a message to a sober friend, or reflect on them while walking your dog or sipping your morning coffee. It's not about getting it "right." It's about getting honest.

Now
is
Your
time

The text 'Now is Your time' is written in a dark teal, cursive script. The words are stacked vertically: 'Now' on the first line, 'is' on the second, 'Your' on the third, and 'time' on the fourth. Behind the text is a circular sunburst graphic composed of numerous thin, yellow lines radiating outwards from a central point.

7 Day Habit tracker



Keeping track of your habits can help you stay on track and achieve your goals. Fill out your top 12 goals and mark them off each day you successfully complete them.

WEEK OF:

HABIT / SELF-CARE STEP

S M T W T F S

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11	☐	☐	☐	☐	☐	☐	☐
12	☐	☐	☐	☐	☐	☐	☐

REFLECTION NOTES

Dear Future Me...



THE SOBER HYPE GIRL

Month:

Year:

Daily Note

TO-DO LIST

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I am Grateful for...

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Today's Mood



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