

What does it mean to be
SOBER CURIOUS?



SOS!UK

Sober curiosity invites people to consider the role that alcohol plays in their life, and explore alternatives, without committing to a full lifestyle change



SOS!UK



What are the benefits?



Better sleep



Cheaper nights out



More energy



SOS!UK

The logo for SOS!UK, featuring the text in a bold, black, sans-serif font. The 'O's are stylized to look like globes, with the first 'O' showing the Americas and the second 'O' showing Europe/Africa. The logo is set against a white, torn-edge rectangular background.



Where do I start?



**Swap out alcoholic
drinks**



**Follow sober-
curious influencers**



Enjoy it!



SOS!UK

The logo for SOS!UK, featuring the text in a bold, black, sans-serif font. The 'O's are replaced by a stylized globe showing the continents. The logo is set against a white, torn-edge rectangular background.

A large, hand-drawn pink oval with a textured, brushstroke-like border that highlights the text inside.

What about my social life?

**More and more
society socials are
going sober, just look
out for non-alcohol
focused events!**

A large, hand-drawn pink exclamation mark with a textured, brushstroke-like border.

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